



V I S U A L

IMAGINE • CREATE • ACTIVATE

# BALLPARK **ESTIMATE**

## Julia Morgan Buildings



**Immersive Division**  
2140 Palou Avenue  
San Francisco, CA 94124  
415-431-2950

# BALLPARK ESTIMATE

**CLIENT:** Julia Morgan Buildings  
**CONTACT:** Theo Armour  
**PROJECT:** 3400 Laguna St Projection

**ESTIMATE DATE:** 11/25/2024  
**EXPIRES:** 1/25/2024  
**A3 VISUAL CONTACT:** [BREÄNNA CLAPP](#)

## Note

The numbers and technical configuration below are based on the project information that is currently available to us and are pending additional information and site visits if necessary. Please let us know if this is a budget your project can work with, and we will get back to you for the next steps.

## Project Information

Statement of work	To install, operate and remove a projection mapping setup To create content for the projection
Location	San Francisco, CA
Dates - Duration	TBD - 1 night, 3 nights or permanent

## Setup

Content type	TBD, see content creation pricing next page
# of projectors	8 or 6 live + 1 back-up
Projector brightness	32,000 Lumen
# of media servers	2 live + 1 back-up
# of installation days	2

## Budget

	8 Projectors		6 Projectors		
	1 Night	3 Nights	1 Night	3 Nights	Permanent
Content creation	TBD, see content creation pricing next page				
Pre-production	\$15K - \$17K	\$15K - \$17K	\$15K - \$17K	\$15K - \$17K	\$15K - \$17K
Equipment	\$70K - \$75K	\$135K - \$140K	\$52K - \$57K	\$102K - \$107K	\$825K - \$835K
Labor	\$38K - \$43K	\$47K - \$52K	\$38K - \$43K	\$47K - \$52K	\$38K - \$43K
Shipping, heavy equipment	\$7K - \$8K	\$7K - \$8K	\$7K - \$8K	\$7K - \$8K	\$6K - \$7K
<b>Total</b>	<b>\$130K - \$143K</b>	<b>\$204K - \$217K</b>	<b>\$112K - \$125K</b>	<b>\$171K - \$184K</b>	<b>\$884K - \$902K</b>

Pre-production services include all pre-production costs such as planning and logistics, estimate revisions, technical drawings, schedules/timelines, site visits/conferences, pack and pull.

The permanent installation budget does not include the projection structure, power and sound system



- Content creation includes art direction, storyboarding, motion graphics design, project management, and production.
- Prices are subject to change for specific content creation (interactive content, specific artist...) and larger installations
- Prices include 2 storyboard revisions before production starts and 5 formatting revisions.
- Other durations are available.
- Prices are for one loop.

