

# Custom Video Packages



# Package #1: The Sell

This package is intended for a business looking to create a 30 second commercial with a pre-planned script.

This is ideal for social media advertising for a specific product or set of products

## **Package Includes:**

- ✓ 30-minute consultation on script and product/service to be sold
- ✓ Script creation using notes from consultation
- ✓ Voice over recording
- ✓ One (1) videographer to travel to business location \* see notes on location for one day of filming (approximately 4 hours)
- ✓ Video editing with minor graphics as needed. \*The company can ask up to three rounds of re-edits\*
- ✓ Once video is finalized, further edits or requests are billed as a new request
- ✓ One (1) 30 second video will be provided in mp4 format to company, and the company will own this video (no WFD branding)

# Package #1: Costs & Requirements

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## **Company to provide:**

- Bullet list of preferred items to be included in script received three (3) weeks prior to scheduled video
- WFD to write script and provide voice over for video (company has option to provide voiceover)
- Script to follow for videographer (3 days)
- Two staff members (Camera Operator/Director and Assistant) and access to the filming location
- Company is responsible for the product being sold

## Location notes:

- \*Location notes: Locations within 25 km of Western Fair District will not be charged mileage. Locations outside of 25km of the Western Fair District will be charged mileage at .55 cents per KM and the District reserves the right to not accept business due to geographical constraints

# Package #2: The Story

This package is intended for a business looking to create a 3-4 minute storytelling video, advertising their business and who they are, and their connection to Agriculture.

This can be used for advertising as well, but works better for an introduction video on websites and for specific events (not as specific to a product).

## **Package Includes:**

- ✓ 30 minute consultation on business/story to be told
- ✓ One (1) videographer to travel to business location \* see notes on location for one day of filming (approximately 4 hours)
- ✓ Video editing with minor graphics as needed. \*The company can ask up to three rounds of re-edits\*
- ✓ Once video is finalized, further edits or requests are billed as a new request
- ✓ One (1) 2-4 minute video will be provided in mp4 format to company
- ✓ WFD will use this video for promotion of Agriculture at the District (at its discretion), and the branding will include District branding, but it will be made available for the company to use

# Examples of Video Work:



[Cornelis Farm:](#)



[Cowboy Fred:](#)



[Westedge Acres:](#)

# Package #2: The Story

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## **Company to provide:**

- Two staff members (Camera Operator/Director and Assistant) and access to the filming location on a busy day
- Client must provide team member/personal to speak on camera to tell the story
- \*Location notes: Locations within 25 km of Western Fair District will not be charged mileage. Locations outside of 25km of the Western Fair District will be charged mileage at .55 cents per KM and the District reserves the right to not accept business due to geographical constraints

# Costs:



The Sell: \$1500 plus hst



The Story: \$2000 plus hst



Package deal \$3000



Extra edits are \$50 per hour (past 15 hours/ 3 requested changes)