

## HWY 128 CONTENT PROPOSAL

**Date:** July 26, 2019  
**Client:** Visit Mendocino County  
**Contact:** Alison de Grassi

**Brief:**

to take advantage of the buzz around the naming of highway 128 as a scenic highway we'll put together a content team of videographers and photographers to document the entire route's beauty – especially the most scenic segment through mendocino county. we'll bring two models, and an attractive car or two (potentially a tesla and an on-brand historic like a vw bus). traditional shots, aerial, and dashboard will combine to create an immersive experience.

**Final Deliverables:**

1x 1 minute video of entire route;  
1x 1 minute video of Mendocino county portion of route;  
3x 15 second beauty clips;  
1x 2-2.5 minute extended cut;  
250+ photo assets with and without models;

<b>Photographer/Videographer A:</b>	<b>\$750</b>
<b>Photographer/Videographer B (Aerial):</b>	<b>\$1,200</b>
<b>Photographer/Videographer C:</b>	<b>\$1,000</b>
<b>Location Scouting:</b>	<b>\$400</b>
<b>Art Direction/Coordination:</b>	<b>\$1,000</b>
<b>Two Models (2 Days):</b>	<b>\$800</b>
<b>Lodging (Two Nights x 5 Rooms):</b>	<b>\$1,250</b>
<b>Expenses (Food, Gas):</b>	<b>\$350</b>
<b>Post-Production (Editing, Color Grading):</b>	<b>\$1,000</b>

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**Total Budget** **\$7,750**