

## Starter Package: Spark Essentials

**Price Range:** Starting at \$3,000

### Purpose

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This package is perfect for businesses ready to elevate their brand with professional, effective videos. It's more than just creating content—it's about showcasing your story, building trust with your audience, and growing your business. We handle the hard work, making the process easy and stress-free, so you can focus on what you do best. With high-quality videos that connect and engage, you'll have the tools to attract new customers, strengthen relationships, and stand out in your industry.

Perfect for: *Entrepreneurs*

### What You Get

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#### Production Day

- **Duration:** 3 hours total (2 hours for shooting + 1 hour for set up and breakdown)
- **Setup:** Single-camera setup
- **Features:** Designed for visually stunning and versatile footage ready for any platform

#### Deliverables

- **1 x Professionally Filmed Video**
  - **Purpose:** can be used for advertising, branding, product demos, testimonials, tutorials, social media, recruitment, event recaps, customer engagement, and internal training.
  - **Length:** up to 2 minutes
  - **Deliverable:** MP4 format
    - **16:9 (Landscape):** Optimized for websites, YouTube, and LinkedIn – perfect for professional and widescreen platforms.
    - **9:16 (Vertical):** Tailored for Stories, Reels, and TikTok – ideal for mobile-first, high-engagement formats.

- **1 x Social Media Video**

- **Purpose:** can promote your business, showcase products or services, and build trust with testimonials.
- **Length:** up to 30 seconds
- **Deliverable:** MP4 format optimized for:
  - **1:1 (Square):** Great for Instagram and Facebook feeds – ideal for balanced, scroll-stopping content.
  - **9:16 (Vertical):** Perfect for Stories, Reels, and TikTok – designed for mobile-first, high-engagement platforms.

## Revisions

We offer **one** round of revisions to ensure your video meets the highest standards. Revisions are focused on refining the original project scope, including footage adjustments, edits, and deliverables. These enhancements include:

- **Scene Sequencing:** Reorganizing scenes to create a cohesive narrative with logical flow and refined pacing for enhanced storytelling.
- **Transitions:** Smoothing scene changes or adding subtle visual effects to ensure a seamless and professional viewing experience.
- **Text Overlays:** Ensuring all titles, captions, and text elements are accurate, visually appealing, and aligned with brand guidelines.
- **Music Refinement:** Adjusting background music to perfectly complement your video's tone and purpose, enhancing visuals without overpowering key audio or dialogue.

## What You Also Get

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- **Detailed Pre-Production Planning:** We meticulously plan every detail of your project to ensure a seamless shoot. From precise shooting schedules and location scouting to aligning every visual and audio element with your brand's goals, we guarantee a professional, purpose-driven production. By applying techniques like composition, framing, and color psychology, we craft content that captivates and resonates with your audience. Our process ensures every essential moment is captured with precision, creating impactful videos that deliver results.

- **Custom Checklists and Shot Lists:** We create detailed shot lists and checklists using industry-standard software to keep your project organized and on track. Every shot, from dynamic motion sequences to smooth dolly movements and intimate close-ups, is meticulously planned to align with your goals. This approach ensures clarity, precision, and a focused production process that delivers impactful results.
- **Pre-Shoot Equipment Prep:** We meticulously test, calibrate, and pre-load all equipment before your shoot to ensure everything runs smoothly. From white-balancing cameras for accurate color representation to pre-configuring audio levels, every potential issue is addressed in advance. This proactive preparation guarantees flawless execution and a stress-free production experience.
- **High-Quality Equipment:** We use industry-leading equipment to ensure your video stands out with unparalleled quality. Sony A7S III cameras, powered by advanced sensor technology from Sony's Cinema Line FX6, deliver stunning cinematic visuals with superior dynamic range and exceptional low-light performance. Audio is captured in pristine 32-bit float, preserving everything from the softest whispers to the loudest sounds without distortion. The Sennheiser MKH 416 microphone offers professional-grade clarity with directional focus and low self-noise, while Aputure lighting fixtures provide vibrant, true-to-life visuals with exceptional color accuracy.
- **Professional Editing:** Your footage is expertly edited using industry-standard tools like Adobe Premiere Pro and After Effects. We synchronize multi-camera setups, apply advanced color correction, and craft a cohesive, compelling story from raw footage. Every transition, frame rate adjustment, and dynamic effect is thoughtfully designed to captivate your audience and amplify your message.
- **Color Grading:** We enhance your video's visual appeal with professional color grading techniques. Using advanced LUTs (Look-Up Tables), we balance hues, refine tones, and achieve a cinematic look that aligns seamlessly with your brand. Special attention is given to skin tones, ensuring they appear natural and flattering. The result is a polished, professional aesthetic that captivates viewers and effectively conveys your message.
- **Custom Music Selection:** Your video's audio features professionally licensed, royalty-free music carefully chosen to match your brand's tone and message. These tracks enhance the emotional impact of your content and are copyright-free, ensuring worry-free use across all platforms. The result is a seamless audio-visual experience that resonates with your audience and elevates your brand.

- **Basic Branding:** We reinforce your brand identity with clean, professional elements. Your logo is seamlessly integrated as a polished intro, outro, or watermark, while a visually appealing title enhances clarity and professionalism. These touches ensure your brand stays front and center, leaving a lasting impression on your audience.
- **Open Communication:** We prioritize clear and consistent communication throughout your project. You'll receive regular updates, prompt responses, and transparent processes, ensuring you always know where your project stands. We're here to answer your questions and provide a smooth, collaborative experience from start to finish.

## Our Commitment to Excellence

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We promise to approach every project with careful planning and expert attention to detail. From the moment we begin, you can trust that your video production is in the hands of professionals who know the craft inside and out.

# Growth Package: Momentum Builder

**Price Range:** Starting at \$6,000

## Purpose

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Perfect for businesses looking to amplify their brand with engaging, professionally crafted videos that go beyond the basics. This package gives you everything you need to grow your audience, build deeper connections, and elevate your presence. By incorporating advanced production techniques and professional storytelling, we create videos that not only resonate with your audience but also deliver meaningful results that drive your business forward.

Perfect for: *Small Businesses*

## What You Get

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\*\*\* Includes all features and benefits of the Starter Package \*\*\*

## Production Day

- **Duration:** 4 hours total (3 hours for shooting + 1 hour for set up and breakdown)
- **Setup:** Dual-camera setups
- **Features:** Designed to create dynamic, engaging visuals with added depth and variety for your content.

## Deliverables

- **2 x Professionally Filmed Videos**
  - **Purpose:** can also be used to explain how your service works, showcase your business space, highlight your company culture, attract investors, share your story, welcome new employees, promote special causes, or celebrate holidays.
  - **Length:** up to 2 minutes each
  - **Deliverable:** MP4 format
    - **16:9 (Landscape):** Optimized for websites, YouTube, and LinkedIn – perfect for professional and widescreen platforms.
    - **9:16 (Vertical):** Tailored for Stories, Reels, and TikTok – ideal for mobile-first, high-engagement formats.

- **2 x Social Media Videos**

- **Purpose:** can educate your audience, share behind-the-scenes moments, or celebrate milestones to connect with followers.
- **Length:** up to 30 seconds each
- **Deliverable:** MP4 format
  - **1:1 (Square):** Great for Instagram and Facebook feeds – ideal for balanced, scroll-stopping content.
  - **9:16 (Vertical):** Perfect for Stories, Reels, and TikTok – designed for mobile-first, high-engagement platforms.

- **Social Media Image Package**

- **Includes:** 5 high-quality, professionally edited images
- **Format:** JPEG files, tailored for top performance on social media
- **Dimensions:**
  - **Square (1080x1080):** Perfect for Instagram and Facebook feeds – ideal for visually engaging, balanced content.
  - **Portrait (1350x1080):** Perfect for Instagram and Facebook posts – designed for maximum vertical space and visibility.
  - **Landscape (1200x628):** Optimized for LinkedIn posts and ads – ideal for professional, widescreen presentation.

## Revisions

We offer **two** rounds of revisions to ensure your video meets the highest standards. Revisions are focused on refining the original project scope, including footage adjustments, edits, and deliverables. These enhancements include:

- **Scene Sequencing:** Reorganizing scenes to create a cohesive narrative with logical flow and refined pacing for enhanced storytelling.
- **Transitions:** Smoothing scene changes or adding subtle visual effects to ensure a seamless and professional viewing experience.
- **Text Overlays:** Ensuring all titles, captions, and text elements are accurate, visually appealing, and aligned with brand guidelines.
- **Music Refinement:** Adjusting background music to perfectly complement your video's tone and purpose, enhancing visuals without overpowering key audio or dialogue.

## What You Also Get

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- **Creative Consultation:** Your project starts with a collaborative session to explore ideas, refine concepts, and align them with your goals. Every consultation is focused on creating a unique, purpose-driven video that resonates with your specific audience and achieves the intended impact.
- **Storyboarding:** We create detailed storyboards or shot lists to provide a clear visual roadmap for your project. Each element is crafted to align with your brand and objectives, ensuring every shot is intentional, impactful, and contributes to your overall vision.
- **Scene Setup and Styling:** We thoughtfully arrange every detail, from framing and composition to background and positioning, ensuring every shot looks professional and aligns perfectly with your vision.
- **Masterful Cinematic Lighting:** We design lighting setups that bring your story to life, whether you need soft natural daylight, dramatic shadows, or vibrant effects. Our expertise ensures cinematic quality that enhances mood, depth, and focus, captivating your audience in every frame.
- **Multiple Camera Angles:** We capture your video from multiple perspectives to provide depth and variety. This dynamic approach ensures an engaging final product that holds your audience's attention.
- **Audio Clean-Up:** Using advanced editing techniques, we remove background noise and enhance clarity to deliver crisp, professional sound that matches the high-quality visuals of your video.
- **Stock Video Services:** When necessary, we incorporate up to 15 seconds of professionally licensed stock footage to complement your project. These high-quality clips seamlessly enhance your visuals, adding depth and polish.
- **Enhanced Branding:** Your video's branding is elevated with clean, professional on-screen elements like lower thirds, titles, and calls to action. These features ensure your brand stands out while maintaining a cohesive and polished look.
- **Custom Deliverables:** Your videos are exported to ensure they perform flawlessly and look exceptional on any platform—whether it's Instagram, YouTube, your website, or TV.

Each deliverable is optimized for the specific platform and audience, providing the best possible viewing experience.

## Our Dedication to Your Satisfaction

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Not only do we plan for success, but we also guarantee that any issue within our control—whether it's technical, creative, or logistical—will be corrected at no extra cost to you. If something goes wrong, we'll make it right because your satisfaction is our priority.



# Premium Package: Market Domination

**Price Range:** Starting at \$10,000

## Purpose

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Designed for businesses ready to lead their industry with a comprehensive, high-impact video strategy. This top-tier package provides everything you need to dominate your market and elevate your brand to new heights. With premium production quality, a mix of captivating long-form and attention-grabbing short-form videos, and stunning visuals, this package delivers a powerful library of assets. Created to captivate audiences, strengthen your presence, and deliver measurable results, it's the ultimate solution for businesses looking to leave a lasting impression and drive meaningful growth.

Perfect for: *Large Businesses*

## What You Get

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\*\*\* Includes all features and benefits of the Growth Package \*\*\*

### Production Day

- **Duration:** 5 hours total (4 hours for shooting + 1 hour for set up and breakdown)
- **Setup:** Multi-camera setups with professional lighting
- **Features:** Includes optional drone footage for enhanced visuals

### Deliverables

- **4 x Professionally Filmed Videos**
  - **Purpose:** can help you build trust with behind-the-scenes content, demonstrate step-by-step processes, connect with your audience through personal messages, inspire action with donation drives, strengthen relationships with thank-you videos, or boost visibility with creative campaigns for social media trends.
  - **Length:** up to 2 minutes each
  - **Deliverable:** MP4 format
    - **16:9 (Landscape):** Optimized for websites, YouTube, and LinkedIn – perfect for professional and widescreen platforms.

- **9:16 (Vertical):** Tailored for Stories, Reels, and TikTok – ideal for mobile-first, high-engagement formats.
- **4 x Social Media Videos**
  - **Purpose:** can drive engagement with trendy content, inspire action through storytelling, or establish your authority as an expert.
  - **Length:** up to 30 seconds each
  - **Deliverable:** MP4 format
    - **1:1 (Square):** Great for Instagram and Facebook feeds – ideal for balanced, scroll-stopping content.
    - **9:16 (Vertical):** Perfect for Stories, Reels, and TikTok – designed for mobile-first, high-engagement platforms.
- **Social Media Image Package**
  - **Includes:** 10 high-quality, professionally edited images
  - **Format:** JPEG files, tailored for top performance on social media
  - **Dimensions:**
    - **Square (1080x1080):** Perfect for Instagram and Facebook feeds – ideal for visually engaging, balanced content.
    - **Portrait (1350x1080):** Perfect for Instagram and Facebook posts – designed for maximum vertical space and visibility.
    - **Landscape (1200x628):** Optimized for LinkedIn posts and ads – ideal for professional, widescreen presentation.

## Revisions

We offer **three** rounds of revisions to ensure your video meets the highest standards. Revisions are focused on refining the original project scope, including footage adjustments, edits, and deliverables. These enhancements include:

- **Scene Sequencing:** Reorganizing scenes to create a cohesive narrative with logical flow and refined pacing for enhanced storytelling.
- **Transitions:** Smoothing scene changes or adding subtle visual effects to ensure a seamless and professional viewing experience.
- **Text Overlays:** Ensuring all titles, captions, and text elements are accurate, visually appealing, and aligned with brand guidelines.

- **Music Refinement:** Adjusting background music to perfectly complement your video's tone and purpose, enhancing visuals without overpowering key audio or dialogue.

## What You Also Get

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- **Access to Premium Stock Footage:** Enhance your video with up to 30 seconds of professionally curated, commercially licensed stock footage. These high-quality visuals are carefully selected to elevate your storytelling and add dynamic visual appeal.
- **Behind-the-Scenes Extras:** Engage your audience with behind-the-scenes footage, perfect for teasers or social media content. These extras keep your audience connected and excited about your project.
- **Aerial Cinematography:** Take your visuals to new heights with breathtaking aerial footage captured by FAA-certified Part 107 drone operators. This ensures regulatory compliance while delivering cinematic, high-quality shots.
- **Premium Branding:** Your branding is enhanced with animated text, kinetic typography, and subtitles. These elements create engaging, visually dynamic videos that captivate your audience and reinforce your brand identity.
- **Multiple Format Options:** Receive your deliverables optimized for various platforms, including social media, websites, and broadcast. Raw footage is also available upon request, offering flexibility for future projects.
- **Follow-Up Services:** Enjoy a complimentary 30-day follow-up consultation to review your video's performance and discuss potential enhancements or new projects.

## Our Satisfaction Guarantee

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"We are committed to delivering exceptional results. If you're not completely satisfied, we'll go the extra mile. This includes reshooting at no additional cost or, if necessary, offering a full refund. Your trust in us is our highest priority—that's our ultimate promise."

