

Chamber of Commerce Membership Growth Videos Outline

Project: 3-4 Minute video with the intent of growing the local chamber of commerce membership by featuring compelling interviews with Chamber staff and local members explaining the benefits of chamber membership in their area. The video will also include local footage of downtown area, chamber office and other landmarks important to the community. Aerial footage will be included when available.

Timeline: 2-3 days in the local Chamber community (This will depend on numbers of locations, number of interviews, weather, etc). plus travel time to and from the area. This will allow enough time for the capture of the footage needed for the video. Travel will be by car due to the equipment needed to complete the work and would be limited to 1 day (15 hours) in any direction from central Indiana. Upon return from the trip the first edit would be completed within 5 business days. And then the final edit would be delivered after 2 rounds of revisions by the Chamber representatives. (2 business days for each revision) A total of 9 business days may be the timeline for final video.

Delivered product: A finished and approved 3-4 minute video in .MP4 video format for the use by the Chamber's marketing department for social media, YouTube channel and Website use. A broadcast format (local cable or television format) will be provided upon request for an additional nominal fee.

Cost: Starting at \$2000 (Final cost TBD by region and final project length and complexity) plus travel expenses (flat day rate of \$250 per day for travel, plus roundtrip mileage, hotel accommodations and food)

One last thing to consider: Economy of scale comes into play in projects like this, for example if you wish to complete several videos using the production schedule we setup since the time and effort for the talent and crew will be planned, there is a possibility that material for several videos could be gathered from different scripts, some more detailed some, more "generic" for long terms use, other program promo videos, slightly shorter versions, branding videos, member highlights, etc. A that point the final budget would adjust based on only the additional editing time for these videos to be completed. (Prices will be agreed upon by both parties before committing to additional projects)

To setup your video production:

Contact Wes Lasher at 812-325-4176 or email productionhouse@icloud.com

YouTube link for example video : https://youtu.be/GIVLqB_B5Gg