

PROPOSAL: First Line Software+HCD Video Proposal



**Video Testimonial
Production**

6,500

5,500/mo

60 Day Term

- Monthly Deliverables
 - 3 10-Second Testimonial Videos
 - 3 60-Second Testimonial Videos
 - 1 Testimonial Compilation Video
 - All Source Video, B-Roll and Audio
- Editing
 - DOP - Director of Production
 - Storyboarding & Chronological Layout
 - Video Editing Team
 - Editing, Rendering + Publishing Video
- SEO
 - Tactical SEO measures for each video
 - Video Marketing strategies and campaigns

HCD Terms:

Monthly Invoice: First Line Software will be invoiced for \$5500 as a monthly retainer for all video production, editing and marketing services, along with HCD Executive Strategy, Management Oversight and all deliverables.

Note: Up to 3 revisions will be allowed per video.

Term: Sixty (60) day initial commitment.