

Work for Hire Agreement Between Grass Roots Media, Inc. (GRM) and South Bend Venues Parks and Arts (VPA).

Product:

GRM will create a 2.5- to 3-minute video for the Howard Park Grand Opening.

Due Dates:

First version completed and delivered by September 30, 2019. Final updated version completed and delivered by November 14, 2019.

Ownership:

Upon receipt of final payment, VPA shall own completely and outright all finished products and raw materials associated with this project.

Cost:

\$4,125

Payment Schedule:

GRM will invoice for half (\$2,062.50) with 30-days terms on August 15, 2019, and the balance (\$2,062.50) with 30-days terms upon delivery of the final product in November 2019.

The plan:

- GRM will make multiple short visits lasting a couple hours each to shoot footage of construction, testing the water feature in September, lots of general shots to show the wide view and detailed features of the park, the new club house and restaurant building, aerial shots of the park and river to put it in context and show off the layout from above, and a final view of everything in place in November ahead of grand opening.
- VPA will provide the initial script content and GRM will revise as needed to take advantage of the available visuals and focus the message for the general public audience.
- VPA will provide digital files of any available photos, video and architectural renderings of the park along with any historical photos that might be useful.
- VPA will provide the new Howard Park logo as a vector file, the style/brand guide and any guidance on graphic style and fonts to help this video coordinate with other Howard Park/VPA marketing and branding efforts.

A detailed estimate for the grand opening video totaling \$4,125 is attached.

Andrea Rogers

A handwritten signature in black ink that reads "Andrea Rogers". The signature is written in a cursive style with a large, stylized initial 'A'.

President, Grass Roots Media, Inc.

South Bend Venues, Parks and Arts Representative

Signature



508 1/2 W. Washington St.
 South Bend, IN 46601-1528
 574.289.8437

South Bend Venues, Parks & Arts
 Attn: Eva Ennis
 301 S. St. Louis St.
 South Bend, IN 46601

Estimate

DATE	ESTIMATE #
7/21/2019	2800 REV
<u>REP</u>	
AR	
Project	
VPA-19-2080 Howard Park	

ITEM	DESCRIPTION	QTY	COST	TOTAL
	Create a 2.5- to 3-min. promo video about Howard Park renovation. Include new footage and existing photos and video of demo and construction.			
Shoot 1	Single camera - multiple short trips of 2 hours each for b-roll of construction, water feature testing, park details and features, aerial footage of finished park, etc.	12	150.00	1,800.00
Producer Day	Producer time for script revisions, gather existing photos and video, interview sound bite selection, project management, edit supervision, etc.	1.5	650.00	975.00
Post- Day Rate	Up to 8-hour day post-production services	2	1,350.00	2,700.00
Materials/Archi...	Data backup, raw footage archiving, music & misc. production materials		200.00	200.00
Discount 1	VPA Discount		-1,550.00	-1,550.00

TOTAL \$4,125.00