

The background of the document is a photograph of a sailboat's deck, viewed from the perspective of someone standing on the deck looking towards the bow. The deck is made of wooden planks. To the right, the white sail of the boat is visible. The sky is a vibrant orange and yellow, indicating a sunset or sunrise, with some clouds. The water is a deep blue-grey. The overall mood is serene and nautical.

RICHTER10.2

MEDIA GROUP

Month Date, 2014

CLIENT

Company Name

ATTENTION

Client Name

RE

Video Trailer(s)

Confidential:

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ONLINE VIDEO TRAILER(S)

Richter10.2 will create an animated video trailer, optimized for internet streaming, to be used on your website, social media sites, blogs, and other new media contexts as well as live events such as trade shows - in other words, all media excluding commercial television broadcast.

Video services may include any or all of the following depending on the needs of the project:

- Script/copy creation
- Professional voiceover and background music
- Custom illustration work
- Custom motion graphics / animation work
- Creative consulting and project management throughout the process

The final video product will be your property and Richter10.2 makes no claim of ownership for any video content created per this agreement except for possible promotional use in the future.

ONLINE VIDEO TRAILER(S)

In order to deliver the best possible video as efficiently as possible, the project will flow as follows:

1. Your project will be setup in our online platform. You will receive a welcome email from our Video Production Director who will dialogue with you via email and phone as needed to ensure that the project has been clearly defined and the creative process can begin. You will be introduced via email to your creative team and given access to our brief questionnaire to begin the copywriting process.
2. After you have a brief creative call (optional) and our copywriter receives your answers to our questionnaire, they will create a rough draft voiceover script and submit it for your review and feedback. You will have two full rounds of edits available if needed. The final written script will amount to 150 words or less per 60 seconds of video. If the video is text on screen only (no voiceover) then the written script will be 100 words or less per 60 seconds of video.
3. Once we have final script approval our voiceover artist will record the voiceover audio if applicable. Please let your sales representative know if you have a preference for male or female voiceover or other custom needs. Otherwise, we will choose the best voiceover artist for your project. We default to a neutral American accent unless otherwise instructed.

Please note: we do not share the audio by itself for review because the audio is difficult to judge out of context. Once you have seen the first visual draft of your video, if you have any concerns about the audio please let your project manager know and we will address those concerns immediately.

4. Once we have an approved script and voiceover (if applicable), our visual team will then contact you to discuss the visual direction of the video. If your video involves whiteboard style illustrations you will first work with an illustrator before moving on to animation. The illustrator will provide storyboards and will dialogue with you through two rounds of edits if needed until you are satisfied with the illustrations before moving the process on to animation.
5. Your animator will request any materials needed, such as high resolution logos and other visual elements, and then create a 20 second preview and submit that for your review. You will be able to review all images used and make recommendations and edits at this time. Your animator will then create the first full draft for your review and feedback. You will then be able to submit notes/edits and receive a second full draft. You can then submit one final round of notes/edits before receiving your final video for approval and download.
6. When you have signed off on the final video draft we will send you a high resolution video file and upload it to your youtube.com or vimeo.com account if requested.

IMPORTANT NOTE

In order to produce high quality videos efficiently and cost-effectively, each project goes through an exact sequence. For each stage of the process - script, voiceover (if applicable), illustrations (if applicable), and animation - you will have two full rounds of feedback/edits to ensure you are very happy.

Additional rounds of edits will be billed at \$200 each.

This also means that as each step of the process is approved that going back later to make changes/edits to earlier steps would incur a \$200 fee for each edit requested.

For example, having approved illustrations for a whiteboard video and then moving on to animation, if a client wants to change an illustration after seeing the first animation draft, there would be a \$200 fee for the additional work done by the illustrator.

These fees are not intended to be profitable for Richter, only to cover the basic costs involved in the additional creative work needed to make the edits.

REFUND POLICY

Richter10.2 offers custom services unique to the needs of each client. If a client is not satisfied with a product, Richter10.2 will do everything possible to correct any problems and deliver a product the client is happy with. As with custom services in other businesses and industries, the service is non-refundable.

PAYMENT TERMS

\$6500 for a video up to two minutes in length

APPROVAL

Payment is due upon execution of this contract

APPROVED (Signature)

DATE

NAME (Please Print)

POSITION

EMAIL ADDRESS

EXAMPLES OF OUR WORK

While the following examples show the overall quality of our work, please know that the visuals, sound and mood of the final video will reflect the culture, influences and desires of your target audience and your branding guidelines..

