



# Rocket

## Product Video Work for Don's Manufacturing

*As requested by*  
**Don Thompson**

Joe Ardeeser  
President & CEO  
Rocket You Agency

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# Scope of Work

## Planning

### Project Kickoff Call

\$600

Schedule and conduct zoom kickoff call with the client. Meeting agenda will include:

- Introductions
- Project goals
- Timeline review
- Q&A
- Payment Options

### Modifications

☐ Onsite Meeting – \$350

Johnson Media will travel to your location for an on-site kickoff call (will travel up to 4 hours).

### Concept Development, Scriptwriting

\$650

Concept development and scriptwriting for product and company videos.

Work Included:

- Collaboration to understand your products, target audience, and marketing goals.
- Development of concepts and scriptwriting to showcase your products and message.
- Alignment of concepts and scripts with your branding and marketing strategy.

### ☒ Messaging Development

\$1,500

This service is aimed at helping you to define your brand voice, messaging and positioning, which will be used across all of your marketing materials, including the videos that our agency creates for you.

**Important:** If this is not created by us, the client must provide an overall messaging document.

Work Included:

- Collaboration with you to understand your business, target audience, and marketing goals
- Research and analysis of competitor's messaging and branding strategies
- Development of a unique messaging and branding strategy that differentiates you from competitors and aligns with your target audience and goals.
- Identification of key messaging pillars and brand voice that will be used across all of your marketing materials.

## Video Work

### Video Intro/Exit Animations

\$1,000

Work Included:

- Consultation to understand your brand and design preferences
- Design and animation of two custom animations, one for the intro and one for the exit.
- Final delivery in the format of your choice (e.g. MP4, AVI, WMV)

#### Limitations:

- The animations will be limited to a maximum of 10 seconds each.
- A maximum of 3 revisions will be included in the service, with additional revisions billed separately.

#### Modifications

☒ Additional revisions —  $\$75 \times 2$  \$150

Base Cost: \$850

☐ Voiceover Artist Selection \$250

This service includes the opportunity to provide input on the voiceover artist used in your video.

Our agency will provide you with a selection of voiceover samples to choose from, and you will have the opportunity to provide feedback and make any necessary revisions.

**Important:** If this service is not selected, our agency will choose the voiceover artist for you.

☐ Company "About Us" Video \$2,950

This service includes the creation of a professional video that tells the story of your company, its history, values, mission and vision.

Work Included:

- Pre-production planning and consultation to understand the company's history, milestones, values, mission and vision
- On-location filming of the company's facilities, operations, and key locations
- Professional video editing, color grading and post-production to create a polished final product
- Voiceover recording and scripting, music and sound effects to enhance the video's storytelling
- Final delivery in the format of your choice (e.g. MP4, AVI, WMV)

Limited to one day of filming.

#### Modifications

☒ Interviews — \$450  
Interviews with employees and customers to get their perspective on the company's history and culture

Base Cost: \$2,500

Product Videos (choose qty)  $\$1,500 \times 2$  \$3,000

This service includes the creation of a professional product video to showcase your product, its features, and benefits.

Work Included:

- Pre-production planning and consultation
- On-location filming or studio shoot
- Professional video editing, color grading and post-production
- Voiceover recording, music and sound effects
- Final delivery in the format of your choice (e.g. MP4, AVI, WMV)

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Color Correction & Grading

Included

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Optimization for Web and Social Media

Included

## Additional Items for Consideration

☐ Original Music Composition

\$1,750

This service includes the creation of original music and sound design to enhance the emotional impact and storytelling of your videos.

Work Included:

- Consultation to understand your project's themes, tone, and music preferences
- Original music composition, tailored to your project and its specific needs
- Sound design, including sound effects and foley work
- Mixing and mastering of the final audio
- Final delivery of the audio file in the format of your choice (e.g. WAV, MP3)

Limitations:

- The final audio will be limited to a maximum of 3 minutes in length.
- A maximum of 2 revisions will be included in the service, with additional revisions billed separately.

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☒ Video Posting

\$300

We'll help you post the videos to your website and social media profiles. Max of 3 hours of work.

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☒ Pre-Purchased Hours

\$150 × 100

\$15,000

Pre-purchased hours can be used for any task on your project. Minimum of 10 hours.

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☐ Pre-Purchased Monthly Hours (\$120/hour)

\$120 × 50

\$6,000/Month

Pre-purchased hours can be used for any task on your project.

Monthly retainer discount of 20%. Minimum of 5 hours per month with a 6-month commitment.

## One Time

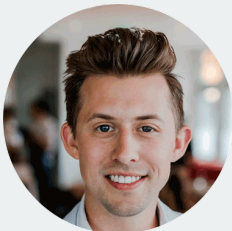
Taxable Subtotal	\$22,050.00
Sales Tax Percentage	5%
Sales Tax Amount	+ \$1,102.50
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<b>Total(s)</b>	<b>\$23,152.50</b>

## About Us

For more than 10 years Rocket has been creating quality websites with stellar internet marketing. Our process is truly time-tested as we've worked with over 500 clients over the years.

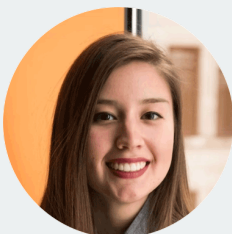


## Our Team



**Jason Duran**  
*CEO / Chief Story Teller*

Jason has been our leader since Rocket was founded 10 years ago. Jason's experience with web and marketing has helped 100s of our clients succeed in building their business and finding new customers.



**Gina Riswald**  
*Sales Manager*

Gina has a passion for customers and finding solutions that work. When's she not hard at work at Rocket, she can be found camping and spending time with her husband, 2 children and their pet dogs.



**Maria Thomson**  
*Creative Director*

Maria brings over 20 years of design and user experience expertise. She's a constant tinkerer and loves building on our well-established design process.

Maria loves traveling and spending time with her husband Mike.

# Terms

This Website Design Agreement ("Agreement") is being made between Don's Manufacturing ("Client") and Rocket You Agency Group, LLC ("Web Designer") to design and develop a website.

## 1. Services

The services will include the following number of revisions: 10. This is the scope of work the parties agree upon. For changes or additional requirements, a change order will have to be filled, agreed upon, and signed by both parties.

## 2. Schedule

Here are the primary milestones for this project. The expected timeline is 5-10 weeks.

- Preliminary Design
- Review
- Final Review
- Completion - the Client will have 3 business days to review and approve each step. At the end of said time, if no answer has been given, the work will be considered approved, and the Web Designer will continue their work.

## 3. Confidentiality

During the term of this agreement and afterward, the Web Designer will use reasonable care to prevent the unauthorized use or dissemination of Client's confidential information. Confidential information is limited to information clearly marked as confidential.

Confidential information does not include information that: the Web Designer knew before Client disclosed it; is or becomes public knowledge through no fault of Web Designer; Web Designer obtains from sources other than Client who owe no duty of confidentiality to Client, or Developer develops independently.

## 4. Termination of Agreement

This Agreement will automatically terminate when both Parties have performed all their obligation under the Agreement and all payments have been made. Should there be a desire to terminate the agreement before the completion of the project, the Client will notify the Web Designer 5 days in advance, and pay for services already completed and for hours already worked.

## 5. Limitation of Liability

Neither party will be liable for breach-of-contract damages that are remote or speculative, or that the breaching party could not reasonably have foreseen on entry into this agreement.

## 6. Intellectual Property

The Client will own the website and any visuals provided by the Web Designer. The Web Designer will turn over all necessary files. The Client guarantees that they have legal rights to all elements of text, photographs, and anything else that they provide the Web Designer with, and will not hold the Web Designer responsible for any third-party claims. The Web Designer will guarantee that they have legal rights to all elements related to the services they are providing and will not hold the client responsible for any third-party claims.



## **7. Dispute Resolution**

If either party accuses the other of being in breach of contract, the accused party will have 30 days to address the breach.

## **8. Applicable Law**

This Agreement shall be governed by and construed in accordance with the laws of Idaho State.

Both parties agree to the terms and conditions outlined above.

COMPANY	CLIENT/CUSTOMER
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Full Name	Full Name
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Title	Title
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Business Name	Business Name
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Signature	Signature
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Date	Date
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