



**NovaReel**  
**CREATIVE**

Video Package Proposal for **ArchRev Studios**

*As requested by*  
**Jim Terry**

Joe Ardeeser  
Account Executive  
Rocket You Agency Group, LLC

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# Project Options

## Planning

\$3,100

### Project Kickoff Call

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

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

### Modifications

Onsite Meeting

We will travel to your location for an on-site kickoff meeting (up to 4 hours of travel-time).

Base Cost: \$600

### Messaging Development

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.

### Concept Development, Scriptwriting

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.

## Video Work

\$8,625

### Video Intro/Exit Animations

\$925

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 × 1 \$75

Base Cost: **\$850**

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**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.

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**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**

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Product Videos (choose qty) \$1,500 × 3 **\$4,500**

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

\$2,050

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.

Video Posting

\$300

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

Pre-Purchased Hours

\$150 × 10 \$1,500

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

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

\$120 × 5 \$600/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

Subtotal	\$13,775.00
Discount Percentage	10%

Discount Amount - \$1,377.50

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**Total(s) \$12,397.50**

# About Us

At NovaReel Creative, we believe great stories deserve more than just a camera – they deserve clarity, intention, and impact. We're a full-service video production studio that helps brands turn their message into cinematic, audience-grabbing content. From strategy to final cut, our team crafts videos that don't just look good – they *work*.

Whether you're launching a product, telling your brand story, or building an audience online, NovaReel brings the spark that makes it memorable. Our name comes from the explosive brightness of a nova – and that's exactly what we aim to bring to every project: clarity, power, and lasting visibility.

***Let's make something that moves people.***



# Our Team



**Jason Duran**  
CEO / Chief Storyteller

Jason has led NovaReel Creative from the start, helping clients shape their message into compelling, cinematic stories. With a background in digital strategy and years of experience leading creative teams, Jason makes sure every project begins with clarity and ends with impact.

**Skills & Strengths:**

- Brand storytelling & narrative structure
- High-level video strategy
- Client-facing creative leadership

- Concept development & scripting



## Gina Riswald

Sales Manager

Gina bridges the gap between client vision and production reality. She brings a keen eye for detail, a deep understanding of production workflows, and a natural ability to connect with people. Gina ensures every project gets off the ground smoothly and stays aligned with client goals.

**Skills & Strengths:**

- Client discovery & needs assessment
- Production planning & coordination
- Proposal & scope development
- Relationship-building & communication



## Maria Thomson

Creative Director

Maria brings over 20 years of creative direction and design experience to NovaReel. From storyboards to final edits, she ensures every frame aligns with the client's brand and vision. Her blend of artistry and precision elevates every video from good to unforgettable.

**Skills & Strengths:**

- Visual storytelling & brand alignment
- Motion graphics & design oversight
- Creative leadership & review
- Adobe Creative Suite (Premiere, After Effects, Illustrator)

# Terms

This Website Design Agreement (“Agreement”) is being made between ArchRev Studios (“Client”) and Rocket You Agency Group, LLC (“Company”) to design and develop a website.

## 1. Services

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 company will continue their work.

## 3. Confidentiality

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## 4. Termination of Agreement

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## 5. Limitation of Liability

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## 6. Intellectual Property

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## **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 New York State.

Both parties agree to the terms and conditions outlined above.

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