



January 29, 2021

Brian Stevens
Orange County School of the Arts

Dear Brian,

We truly appreciate your considering Director's Cut as your production company to partner with your team for production of OCSA's Master Class Series Promotional video.

We look forward to providing our dedicated team of experts to serve and manage your project, provide ongoing dedicated support, and be prepared for all possible contingencies.

We have prepared this proposal based our discussions — starting with the approach, your interests and budgets, along with information about our background, experience, business model and what you can expect from us as your production partner. If you have any questions, please feel free to contact me anytime.

All of us at Director's Cut look forward to providing you with an exceptional level of dedication, professionalism and results you can always depend on.

Director's Cut, LLC.

Josh Kaufman
President



Overview

Director's Cut is a Full-Service Commercial & Television Production Company that specializes in live broadcast and branded content production.

Why Clients Choose Director's Cut

- Over 10 years of high-quality production and client satisfaction.
- Director's Cut has created hundreds of projects for non-profits.
- Our company model is scalable to meet each client's production requirements.
- We have a well-earned reputation for dependability and results.
- We pride ourselves on being available, proactive and responsive.
- Clients rely on Director's Cut to complete projects on time and on budget.
- Director's Cut has proficiency supporting multiple client teams (executive staff, internal creative services, and outside agency representation). We are dynamic, flexible and supportive in collaborating our client's internal and external teams - organizing and integrating multiple schedules and deliverables.

Company Background and Experience

Director's Cut has been creating and executing production for over 10 years. We are a full-service production company with experience in producing and marketing film and video content for broadcast, digital marketing/advertising, and theatrical applications:

- Broadcast TV & Radio
- Digital Marketing
- Live Streaming
- Digital Marketing & Advertising
- Theater
- Mobile
- IMAG



Production Experience

As mentioned, we are commercial film and television production specialists. For over 10 years we've had the good fortune to have collaborated with some of the most creative and knowledgeable market leaders in the country. We get it—and because we get it, you'll get better results.

We have seen many successful, and not so successful production approaches from many non-profit and for-profit clients. We understand what works best for the budget and how to implement it for maximum production value. In short, we have the experience and capability to deliver the production you envision.

Relevant Client Experience

Director's Cut has created and executed numerous successful commercial projects for international, regional and local clients. We've built a solid foundation of knowledge and experience that we will bring to your project. Beyond the work we've completed with OCSA to date, here are a few noteworthy relevant examples:

Observatory: Day N Night Festival



Director's Cut's assignment was to capture 3-days of footage and immediately create promotional content for Day N Night's music festival's social media channels. DC's full crew of camera operators, coordinators, and editors seamlessly produced daily digital content highlighting the audience of 100,000 people and dozens of music performances.

Canon EMEA



As a part of their campaign for a new line of professional printers, the Canon team partnered with Director's Cut to create a "Master Class" style promotional piece highlighting the importance of photographers across Europe, the Middle East, and Asia printing their work with Canon. This project's masterclass.com slant has been featured globally at many of the largest conferences.

Dragon Kim Non-Profit Foundation



Dragon Kim Foundation hired Director's Cut to launch a new series featuring the high school fellows and their community project. The "Meet the Fellows" series utilizes direct-to-camera interview style setups mixed with pre-planned B-Roll footage.

DIRECTOR'S CUT

Audi of America



Director's Cut has created numerous projects ranging from Commercial TV Spots to promotional and instructional films for this iconic global brand. Whether raising eyebrows at Audi corporate or raising millions of views and conversions on the web, DC's projects have been received with extensive acclaim and measurable results.

PRO EDU



PRO EDU is a national firm that creates Masterclass videos similar to the projects that OCSA is envisioning for these new projects. Director's Cut was chosen from a field of leading production companies to produce their ongoing series of Masterclasses. We are currently on hold as production has been halted due to COVID-19.

Experience with Digital Marketing

Director's Cut has extensive experience in creating video content for online marketing. We have received tens of millions of views and have generated tremendous response in clickthrough rates and conversions for our clients. We work with a leading advertising agency and national Digital Advertising firm and are enjoying industry-leading results. To that end, we are available to help with your subsequent marketing efforts by producing web-ready video and static ads for display and social media advertising. Further, we can assist with planning and implementing your campaigns should the need arise.

Scope of Work (SOW)

Pre-production

Director's Cut will provide scouting, crewing, scheduling, equipment sourcing and creative development services for OCSA's Master Class Series Promotional Video. Director's Cut will participate in meetings with your staff and will attend meetings remotely as needed.



Creative and Production Crew

Director's Cut team will include the following professionals:

Crew	Days
Producer	1
Director of Photography	1
Camera Operator	1
1 st AC	1
Camera PA	1
Gaffer	1
Key Grip	1
Sound Mixer	1
Post-production Editor	-

Your budget includes catering and craft services for all Crew throughout the production.

Production Equipment

Director's Cut's longstanding relationships with rental houses in Los Angeles provide state-of-the-art equipment at favorable rates. Director's Cut plans to include the following production technology and equipment:

Equipment	Qty
2 Ton Combo Package (Grip & Electric)	1
Entry Digital Cinema Camera	2
Production Sound Kit	1

Detailed equipment lists available on request.

Post-production

Utilizing our in-house post-production suite, we will quickly and efficiently turnaround edits for your review and approval. We will provide dedicated portals to approve edits efficiently and easily. For OCSA's Master Class Series Promo project, our post-production services include:

- Editing
 - 1st Cut
 - 2nd Cut (Major Revisions, as needed)
 - 3rd Cut (Minor Revisions, as needed)
 - 4th Cut, (Minor Revisions, as needed + Lock)
 - Audio Mix
 - LUT Grade
 - Final Cut
- Music Licensing
- Redundant, Dual Copy File Storage

Additional services available include:

- Stock Footage Licensing
- Visual Effects & Animated Sequences
- ADR & Foley

Total Project Investment \$8,453