

## Kenny, Matt

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**From:** Casey Nep <casey@filmless.com>  
**Sent:** Friday, July 7, 2023 9:54 PM  
**To:** Kenny, Matt  
**Cc:** Joshua Guerci; Andy McNeil  
**Subject:** Re: City of Miami Beach - Reefline Documentary RFQ

[ THIS MESSAGE COMES FROM AN EXTERNAL EMAIL - USE CAUTION WHEN REPLYING AND OPENING LINKS OR ATTACHMENTS ]

Hi Matt,

We appreciate your time on the call last week, we're looking forward to the opportunity of working with your team!

Here's a quick overview about our company:

### **Filmless One Sheet**

<http://bit.ly/3EomwN9>

We discussed the project with our team and with everything requested on our call (10 film days + 5 underwater days) the project budget will be **\$375k**. However, we can adjust the number of film days to reduce the overall cost to stay within a certain budget if necessary.

Here's everything included in the full \$375k quote:

### **City of Miami ReefLine Documentary:**

#### **Script Writing by Filmless: \$15k**

- Script writing by Filmless based on marketing/sales materials, key points, etc.
- 3 column script format
- Includes unlimited revisions

#### **Storyboards: Included in Quote**

- Visual layout of shot selections, art shots, talking heads, etc.
- Includes unlimited revisions

#### **Interview/B-Roll Camera Crew & Equipment, 10x days: \$250k (\$25k per day)**

- 1 DP/Director + 2 Camera Operators
  - 4K Camera Package (2x Cameras) + Lenses:
    - RED Cameras
    - Cinema Lens package
  - Camera Support Equipment
    - Tripod & monopod
    - Ronin or similar gimbal
    - Dolly, slider, or crane
  - 2 Ton Grip Truck
    - Full Lighting Package & Support Gear
    - Interview LED lighting kit
- 1 Producer

- Handles logistics, timing, shot list, & call sheet
- DIT - footage ingesting, converting, & uploading
- Coordinates with the team/talent/client at all times
- 1 Sound Technician
  - Wireless lavaliers (2-4)
  - Boom mics & stands
  - Sound mixer & recorder
- 3-4 Person Lighting Team
  - Helps manage equipment & lights
  - Setup lights, locations, and sets
  - Coordinates & monitors aesthetic of every scene

**Underwater Crew & Equipment, 5x Days: \$50k** (\$10k per day)

- 2 Camera Operators (Scuba Divers)
  - 4K Camera Package (2x Cameras) + Lenses:
    - Canon r5c nautical underwater housing with stinks ninja monitor and underwater housing
- 2 underwater 10,000 lumen lights

**One (1) 30 Minute Reefline Documentary: \$50k**

- 30 minute max video edit
- 8K Custom Filmed Footage
- Editing / Graphics / On-screen Text
- Voiceover – we'll supply a variety of vo artists to choose from
- Color Correct / Color Grade Footage
- 2 Change Rounds per video
- Music / Sound Design
- Conforming / Delivery of Assets (MP4, etc.)

**One (1) 90 Second Teaser: \$10k**

- 225 max word count script
- 8K Custom Filmed Footage
- Editing / Graphics / On-screen Text
- Voiceover – we'll supply a variety of vo artists to choose from
- Color Correct / Color Grade Footage
- 2 Change Rounds per video
- Music / Sound Design
- Conforming / Delivery of Assets (MP4, etc.)

**PROCESS:**

Projects are typically managed in the cloud via our Google Workspace Enterprise account, where we store all of your files in neatly organized project folders in Google Drive. If you'd prefer a different file storage service – such as Box, Dropbox, etc. – we can use whichever one works best for you and your team.

Here's an example of the 3 column script/storyboard we create for every project – this is the actual script/storyboard we wrote and the video that we created:

**ASUS ProArt Testimonial w/ Jacob & Katie - Storyboard v2**

<https://docs.google.com/document/d/1S-P3bkOI4EwwLgYyaSfQ6W4gJUijqMO-SrpiDmCvH98>

• **ASUS ProArt w/ Jacob & Katie Schwartz**

○ <https://www.filmless.com/asus-proart-jacob-katie/>

**ADDITIONAL EXAMPLES:**

**Google X: Tidal Vision Film**

[https://drive.google.com/open?id=13y7N4-IYnnVpvVwB\\_HAcYen1dmrUN0vQ](https://drive.google.com/open?id=13y7N4-IYnnVpvVwB_HAcYen1dmrUN0vQ)

**Upworthy: Humanity for the Win**

<https://www.filmless.com/upworthy/>

**Amazon OpsTech: Women in IT**

[https://drive.google.com/open?id=1Yz59\\_HNcZqxa6zI2eL1v8QVav3u3Gvt-](https://drive.google.com/open?id=1Yz59_HNcZqxa6zI2eL1v8QVav3u3Gvt-)

**Google X: Loon Brand Video**

<https://www.filmless.com/google-loon/>

I've also included Andy McNeil and Joshua Guerri in this email who will be the producer and director of this project if you decide to move forward. They work with all our Fortune 500 clients and our large commercial productions. They can also help answer any technical questions you may have.

Let us know if you have any questions or if you'd like to set up a call to walk through the quote.

Thank you!

**Casey Nep**

Executive Producer

**FILMLESS**

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