

The statement of work

Project: [project name]

Reference: [PELL-SOW-01]

Date: [date]

Client: Pellworth Instruments Co., [address]

Client contact: [name, title, email]

Supplier: [your agency name], [address]

1. PURPOSE

Pellworth Instruments Co. is engaging [your agency] to produce a five-part product onboarding video series and the motion brand kit it is built with. This statement of work covers the work, the fee, the dates, the rates for anything added later and the way changes are approved. It replaces any scope described in earlier proposals or emails.

2. WHAT WE'RE DELIVERING

2.1 Five finished onboarding videos, ninety to one hundred and twenty seconds each, covering [topic 1] through [topic 5], delivered as master files plus a web-compressed copy of each.

2.2 One motion brand kit: an animated logo, two lower-third styles, three transitions and a title card, delivered as editable project files.

2.3 Scripts for all five videos, developed from two discovery calls and the product documentation Pellworth provides.

2.4 English captions on all five videos, and delivery of each in three aspect ratios: 16:9, 1:1 and 9:16.

2.5 Two rounds of revisions on each video, and two on the motion brand kit.

3. WHAT'S NOT INCLUDED

3.1 On-camera filming isn't included. The series is built from screen capture, motion graphics and recorded voiceover.

3.2 Voiceover talent is booked and paid by Pellworth directly. We'll shortlist three voices at no charge.

3.3 Subtitle tracks in languages other than English aren't included, and are priced in section 4.

3.4 Publishing, hosting, player embedding and paid distribution aren't included.

3.5 Product changes that make a delivered video wrong aren't included. A re-edit is priced in section 4.

4. RATE CARD

These rates apply to anything added after signature, and they hold for ninety days from the date above.

4.1 Additional finished video, same length and format: \$3,900 each.

4.2 Revision round beyond the two in 2.5: \$650 per video.

4.3 Subtitle track in an additional language: \$180 per video.

4.4 On-camera shoot day, one operator and equipment included: \$2,400 per day.

4.5 Re-edit of a delivered video after a product change: \$780 each.

4.6 Delivery inside five business days of approval: the rate above plus 25%.

5. WHAT WE'RE ASSUMING

5.1 Pellworth returns written feedback on each script and each cut within five business days.

5.2 Product access, brand assets and existing documentation arrive within ten business days of signature.

5.3 The five topics in 2.1 are fixed once the scripts are approved. Replacing a topic after that is a re-edit under 4.5.

5.4 If any of the above slips, the dates move by the length of the delay, and we'll tell you by how much before anything shifts.

6. DATES AND MILESTONES

Start: [date]. Final delivery: [date], being ten weeks from signature.

Milestone 1, all five scripts approved: end of week three.

Milestone 2, motion brand kit approved: end of week five.

Milestone 3, all five videos delivered: end of week ten.

7. WHEN SOMETHING IS ACCEPTED

Each item in section 2 is accepted when Pellworth confirms it in writing, or five business days after delivery if we've had no written feedback by then. Anything requested after an item is accepted is priced from section 4.

8. FEE AND PAYMENT

Total fee: \$27,400 USD, fixed for the scope in section 2.

Discovery and scripts: \$3,200.

Five finished videos at \$3,900 each: \$19,500.

Motion brand kit: \$2,600.

Captions and delivery in three aspect ratios: \$2,100.

Payment: \$10,960 (40%) on signature, \$8,220 (30%) on approval of the scripts, \$8,220 (30%) on final delivery.

Invoices are payable within fourteen days. Work pauses on any invoice more than fourteen days overdue, and the dates move by the length of the pause.

9. WHO APPROVES CHANGES

[Name, title, email] approves changes and costs on behalf of Pellworth. [Name] approves on behalf of [your agency]. We only build, and only invoice, work the named approver has accepted in writing.

10. HOW CHANGES ARE PRICED

Either of us can propose a change to section 2 at any time. Where the request matches a line in section 4, we'll confirm that rate and the effect on the delivery date within one business day. Where it doesn't, we'll price it and reply within two business days with the cost, the hours behind it and the new date. Work on a change starts

once the approver named in section 9 accepts it in writing, and nothing outside section 2 is built or invoiced without that written acceptance.

11. OWNERSHIP

Ownership of the delivered videos and the motion brand kit transfers to Pellworth on payment in full. Until then it stays with [your agency]. Our project files, presets and working methods stay ours, and any licensed music or stock footage stays under its own license.

12. ENDING EARLY

Either of us can end this engagement with fourteen days' written notice. Pellworth pays for work completed and in progress to that date, and we hand over everything scripted or edited so far.

13. THE WHOLE AGREEMENT

This document, once signed by both sides, is the agreement for the work described in section 2. Changes to it are made by the process in section 10 and not by email, call or message thread.

SIGNED

For Pellworth Instruments Co.: _____ Date: _____

For [your agency]: _____ Date: _____