The video production proposal

From: [your agency], [address], [email]

For: Bellcrest Climbing Co., two climbing gyms in Missoula, Montana (Downtown and Reserve Street)

Project: a launch film for the new bouldering floor at Reserve Street

Issued: Monday, November 9, 2026. Valid until: Wednesday, December 9, 2026

1. WHAT YOU TOLD US

1.1 The new bouldering floor opens on Friday, February 19, 2027, and the film has to be live on your website, on Instagram and on the lobby screens at both gyms by then.

1.2 You'd like the film to show the floor busy with regular members, and your staff will collect a signed release from everyone who appears in it.

1.3 Reserve Street can close to the public from 6:00 to 16:00 on the shoot day.

2. WHAT YOU RECEIVE

2.1 One 90-second film, 16:9, 4K, with a stereo mix and a separate caption file.

2.2 Three 15-second vertical cuts (9:16) with captions burned in.

2.3 One 30-second cut for the lobby screens that works with the sound off.

2.4 Twenty graded still frames taken from the footage.

3. HOW WE MAKE IT

3.1 Before the shoot: one written treatment, one script and one shot list, with two rounds of changes on the script. You approve the script and the shot list by Tuesday, January 5, 2027.

3.2 The shoot: one day, Tuesday, January 12, 2027, up to ten hours at Reserve Street, with a director, a camera operator and a sound and lighting technician.

3.3 After the shoot: a list of the best takes by Friday, January 15, a rough cut by Friday, January 22, a fine cut by Wednesday, February 3, and the finished files by Friday, February 12.

3.4 Two review rounds on the edit, one on the rough cut and one on the fine cut. A round is one list of notes from the approver in section 7, sent within three business days of the cut.

3.5 One music track licensed for your website, your social accounts and the screens in both gyms for as long as you use the film. Paid advertising and broadcast aren't covered (see 6.8).

4. FEES

4.1 Treatment, script and shot list: $3,100.

4.2 Shoot day with the crew in 3.2 and the camera, sound and lighting equipment: $5,600.

4.3 Edit, color grade, sound mix and captions for the 90-second film: $6,250.

4.4 Three 15-second vertical cuts at $460 each: $1,380.

4.5 One 30-second lobby cut: $620.

4.6 Twenty graded stills at $38 each: $760.

4.7 Music license under 3.5: $290.

Template from Docket — https://scopedocket.com/blog/video-production-proposal-template

4.8 Total: $18,000.

5. REVISION OR RESHOOT

5.1 A note we can answer with the footage from the shoot day is a revision, and it's covered by the rounds in 3.4.

5.2 A note that needs the camera again, such as a shot that isn't on the approved shot list, a person or team who wasn't there, or a different location, is a pickup shoot, priced under 6.2 or 6.3.

5.3 A change to the script after Tuesday, January 5, 2027 is quoted before we act on it, because the shot list follows the script.

5.4 A pickup shoot moves the dates in 3.3 by the days it adds, and we'll say how many when we quote it.

6. EXTRAS, PRICED BEFORE YOU ASK

6.1 A review round beyond the two in 3.4: $740.

6.2 A pickup shoot of up to four hours in Missoula, with a director and a camera operator: $2,450.

6.3 A further full shoot day as in 3.2: $5,600.

6.4 Another 15-second vertical cut: $460. Another 30-second cut: $620.

6.5 Another graded still: $38.

6.6 All raw camera files on a hard drive: $850.

6.7 The edit project files: $1,150.

6.8 Extending the music license to paid advertising or broadcast: the music library's price plus $120.

6.9 Captions in another language: $175 per cut.

6.10 Anything not named here: $160 an hour, quoted in writing before we start.

7. WHO DECIDES

7.1 [name], marketing manager, accepts this proposal, approves the script, the shot list and each cut, and approves any extra in section 6.

7.2 One person sends the notes for each round, with everyone else's comments gathered into that one list.

7.3 A cut with no notes after five business days counts as approved.

8. PAYMENT

8.1 $9,000 on acceptance, which holds the shoot date in 3.2.

8.2 $4,500 when the rough cut is delivered.

8.3 $4,500 when the finished files are approved.

8.4 Extras are invoiced when they're approved, and every invoice is due within 14 days.

9. FILES AND RIGHTS

9.1 Once the last invoice is paid, Bellcrest can use the finished films and stills anywhere, within the music limits in 3.5.

9.2 We keep the raw camera files for twelve months after delivery and then delete them, unless you buy them under 6.6.

9.3 We may show the film in our portfolio unless you tell us in writing not to.

10. NOT INCLUDED

10.1 Fees for actors or models, drone footage, location fees anywhere other than Reserve Street, voiceover and ad budgets. We're happy to quote any of them separately.

11. ACCEPTANCE

Accepted by: _____ Date: _____