

**ASPIRE Community Capital
Virtual Graduation Ceremony
Proposal**

Submitted by

**Jerome McLain, Maxmedia Studios
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Dear Tya,

Thank you for considering M2Media Solutions, a collaborative team of Jerome McLain (Maxmedia Studios, LLC) and Natasha Morris (McKinley Davis, LLC) for ASPIRE Community Capital's 2022 Virtual Graduation Ceremony. I'm grateful we had the opportunity to connect to get a clear understanding of your vision for the event.

Our production team is committed to producing a high-quality, engaging, and interactive event consistent with this proposal and our reputation for creativity, excellence, and strategic solutions.

We acknowledge our responsibility is to produce the entire ceremony with prerecorded video segments featuring 30 to 35 graduates, five staff members, 2 to 3 board members, 2 to 3 partners, and one artist. In addition, we will use the virtual broadcast service, Accessible Virtual Event Production (AVEP), to record in a live-to-tape format, streaming on platforms such as ASPIRE's website, Facebook, LinkedIn, and YouTube.

Our proposal includes an outline of the event along with two pricing options. Our strategy is to create and execute the content that supports your vision in a narrative-driven, engaging, interactive, and visually pleasing way to produce a quality product that meets your expectations.

Tya, thank you for the opportunity to submit this proposal. Jerome and I will be available to answer any questions you may have. We look forward to working with you on this project.

Jerome McLain
Natasha Morris
M2Media Solutions

Show Outline:

Our team will produce the event in stages (Concept Development, Pre-Production, Production, Post-Production, Live Recording) to ensure an efficient and timely workflow to meet your deadline.

Total Running Time: 82 minutes

Concept:

The concept includes using all prerecorded videos and accompanying graphics. We will schedule a total of five shooting days at two designated locations to record elevator pitches and speeches:

- 30 to 35 Graduates (30- to 60-second elevator pitch)
- 5 Staff Members (2-minute speech)
- 2 to 3 Board Members (up to 5-minute speech)
- 2 to 3 Partners (up to 5-minute speech)
- 1 Artist (3-minute performance)
- 1 Host (time to be determined, introductions, tosses to blocks, “break” segments)

We will divide the event into segments or “blocks, interweaving essential information about ASPIRE and three royalty-free songs to create an engaging narrative and fluid event.

Intro: (1:00)

The host welcomes the audience, introduces the first block.

Block #1: (14:00)

7 Graduates

Fun Fact (Full-Screen Graphic)

1 Staff Member

1 Board Member

Block #2: (14:00)

7 Graduates

Fun Fact (Full-Screen Graphic)

1 Staff Member

1 Board Member

Artist Performance (3:00)

Block #3: (14:00)

7 Graduates

Fun Fact (Full-Screen Graphic)

1 Staff Member

1 Board Member

Block #4: (9:00)

7 Graduates

Fun Fact (Full-Screen Graphic)

1 Staff Member

Trivia about ASPIRE with a giveaway (2:00)

Block #5: (9:00)

7 Graduates

Fun Fact

1 Staff Member

Block 6: (15:00)

3 Partners

Close/Outro with Call to Action (1:00)

Accompanying Graphics:

The following are examples we can create and strategically place throughout the show.

Banners

1. Graduate's Name
2. Co. Name, Industry
3. Website

OR Graduate Fun Facts

Lower-Thirds

Staff Members' Name, Title

Board Members' Name, Title, Organization

Partners' Name, Title, Organization

Calls to Action

1. Donate
2. Register for our upcoming class
3. Visit website

Fun Facts

Genesis of ASPIRE

Stats/Impact Data

Future Goals

Sponsors, Acknowledgements (i.e., “Thank You”), Partners

Video:

Each video clip will include a looped video in the background for visual enhancement.

- 2 to 3 for Graduates
- 1 for Board Members
- 1 for Staff Members
- 1 Loop Partners
- 1 Artist

Live Recording:

We will use AVEP to record the event. This platform is designed to create high-quality events in a television broadcast style, giving the audience a unique experience. In addition, the AVEP team will require the administrative rights to ASPIRE’s social media channels to set up audience participation during the show. Additionally, they require two mandatory technical runs to ensure all prerecorded segments, graphics, video loops, and music are correctly executed.

Key Features:

- Simultaneous live streaming or recording on multiple platforms
 - Real-time audience engagement
 - Social media management during the broadcast or recording
 - Custom branding
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Your Investment:

Option #1:

Shooting Week: Graduates

(35) Elevator Pitches

15-minute slots

Three days of onsite shooting (Tuesday, Wednesday, Thursday)

*Need a secure location to maintain set up for visual consistency

Shooting Week: (5) Staff Members, (3) Board Members, (3) Partners, (1) Artist

30-minute slots

Two days of onsite shooting (Monday, Friday)

*Need a secure location to maintain set up for visual consistency

Concept/Script Outline - \$170

Location Scouting per location - \$150

Scheduling/Call Sheets - \$425

Graphic Design - \$150 for mockups

(3) Full-Day Rates: (Graduates), (2) Half-Day Rate: (Staff, Board, Partners)

Videography - \$2,900

Director/Producer - \$1,500

Audio/Video Editing (includes color correction, audio sweetening) - \$437.50

Video Ingestion - \$125

Video Loop - \$250

Event Streaming with Custom Branding - \$1,145; \$5/minute over the hour

Two Change Requests

Total = \$7,252.50

Option #2:

**Shooting Week: Graduate
(35) Elevator Pitches, (1) Artist**

15-minute slots

Three days of onsite shooting (Tues, Wed, Thurs)

*Need a secure location to maintain set up for visual consistency

Staff Members, Board Members, and Partners will shoot their videos.

Concept/Script Outline - \$170

Location scouting per location - \$150

Scheduling/Call Sheet - \$425

Graphic Design - \$150 for mockups

(3) Full-Day Rate (Graduates, Artist)

Videography - \$2,250

Director/Producer - \$1,000

Audio/Video Editing (includes color correction, audio sweetening) - \$437.50

Video Ingestion - \$125

Video Loop - \$250

Event Streaming with Custom Branding: \$1,145; \$5/minute over the hour

Two Change Requests

Total \$6,272.50