

PACKAGE 1: IN-STUDIO VIDEOGRAPHY - THE WORKS

Videography

- \$400 start-up base rate. Includes: 1st camera, batteries, lighting, microphones
- Additional \$100 set-up fee per camera (up to 3)
- \$75/hr for camera work (per camera)
- Options: Wide-Shot, Close-Up Camera, Angled Camera
- Boom/Crane Camera – add \$10 per hour
- Hourly rate applies for set take-down
- DSP shoots exclusively in High Definition

Photography

- \$40 per half hour
- \$100 Set up fee only if additional backdrop or lighting is required
- Free touch ups* on 3 selected photographs
- JPGs given to you on your hard-drive. RAW files are kept in the studio.

Post-Production (Editing & Authoring) & Graphic Work

- Post-Production
 - \$75/hr for editing, authoring, data transfer, and graphic design
 - \$300 minimum editing charge
 - \$200 minimum authoring charge
 - Master fee: \$15 per disc plus Shipping & Handling
 - Graphic Design (in Adobe Creative Suites)
 - \$75/hr for graphic design
 - \$100/hr for Branding and Logo Design
 - Marketing & Duplicating
 - If you require assistance to submit your DVDs to an online wholesaler, a \$40 per DVD charge will be applied for uploading fees.
 - If you require assistance creating an online store through an online wholesaler, a \$75/hr rate will be applied for creating your online store.
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PACKAGE 2: IN-STUDIO VIDEOGRAPHY ONLY

- \$500 start-up base rate. Includes: 1st camera, batteries, lighting, microphones
- Additional \$125 set-up fee per camera (up to 3)
- \$80/hr for camera work (per camera)
- Options: Wide-Shot, Close-Up Camera, Angled Camera
- Boom/Crane Camera – add \$10 per hour
- Hourly rate applies for set take-down
- DSP shoots exclusively in High Definition

PACKAGE 3: IN-STUDIO EDITING ONLY

- \$80/hr for editing
 - Hourly rate applies to footage prep and harddrive transfers
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Additional Notes:

For information on video shoots with multiple cameras, convention videos, stage-lighting, multi-disc packages, etc., please contact us for a custom quote at 971.251.5678

Photos for artwork on DVD wraps and within the DVD are to be provided by the contractor or charged for Photography.

You are responsible for proofing your DVD and ownership of DVD content. Once you accept the DVD Master(s), you are fully responsible for the product.

You can have all of your files sent to you on a hard drive once the video project is complete. DSP is responsible for getting a hard drive to fit the project; client will be billed for the cost of the hard drive and a \$40/hr data transfer fee.

Travel fees will include either gas/mileage if driving or flying/housing etc. Fees will also depend upon amount of time of travel (i.e. rush-hour time of day, etc.)

On locations shoots (anywhere not at The Silton Estate) increases videography hourly rates by \$15.

Not all backdrops and lighting are available depending on mode of transportation taking to the shoot.

Touching-Up photos involves minor blemish removal, color leveling, etc. Touching up does not include background removal, or other major editing.

Set tear-down is not included in the start-up base rate.

Damaged gear during the shoot is subject to rates for repair or replacement. Customer's credit card to be kept on file for accidental damage.

APP DEVELOPMENT

BACKGROUND:

Business in the 21st Century is fast-paced, and the dance business is no exception. As technology changes, you and your business either change with it or you get left behind. For dance professionals, the prevailing technology in the 1980s and 90s was VHS. With the digital revolution of the 2000s, VHS was replaced by DVD technology. Now, in the year 2017, the mobile revolution is in full swing and DVDs are rapidly being replaced by mobile downloads and applications.

WHY DO YOU WANT YOUR OWN APP?

In 2011 we launched our own brand-new mobile application, Dance Just Like Me, on Android and iOS. The app got worldwide attention with over 300,000 downloads. Financial revenue changed monthly from \$0 to greater than \$400 per month.

With a business partnership issue, we decided to find our own programmers and in 2016 we launched The Siltons Dance App. Our app functions as a means of selling instructional content, dance shoes, and video critiques as well as an app version of our website. As DVD sales drop and digital sales increase, our app makes videos difficult to bootleg and our goal is to be netting a minimum of \$1,000/month within the next year. Our mobile app gives us constant contact with our current and future clients all around the world and allows them to purchase our instructional content at affordable prices, receive direct notifications about upcoming events, and book private lessons or workshops with the simple tap of a finger, 24/7, on a device that they go to sleep with and wake up next to. In other words, it has revolutionized the way we do business.

The problem with the mobile revolution for dance professionals is that mobile app development is extremely expensive and can be highly risky, too. Sadly, we have our own tragic personal experience with this. After spending over \$30,000 into the development of our first app, we were abandoned by our developer.

So, for our second foray into the mobile app field, we decided to do something different. We worked exhaustingly with our new expert and reliable app development team with the stipulation that our app would be customizable for other dance professionals. By doing this, we are now able to offer you a fully-developed mobile app with your own personal branding at a fraction of the cost and virtually none of the risk.

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WHAT WE PROVIDE:

Our app development service provides you with your own branded app platform - whether you use it for marketing, digital downloads and sales, or simply a mobile app "website." For a flat fee, our service enables you to:

- sell your digital content directly to clients, easily process credit card payments, and allow clients to use auto-pay.
- control your own back-end data and content from your own computer without the need for a programmer.
- send push notifications to your clients at your convenience from your own computer.
- update your official calendar in seconds from your own Google Calendar.
- get direct booking information from new students/clients, Event Directors, etc. from the Contact/Book Us page.
- integrate your own existing graphics and choose your own fonts and colors.
- create your own specials and offers.
- host online competitions.
- choose your photos for your own version of Tic-Tac-Toe.
- customize your app's Terms & Conditions.
- gift downloads to clients by awarding Dance Dollars (or whatever you choose to call your rewards points).
- host videos and other media in the cloud to free up space on your clients' devices (They can delete purchased content and re-download it later).
- protect your content from easy piracy.
- offer Airplane Mode for clients who travel without internet.

Not included in the fixed rate but are available:

- Logo design / branding
- Customization of graphics other than fitting graphics to the current template
- Videography and video conversion
- Hosting and video storage

Costs:

We are charging a low flat fee of \$3,000 for your custom app. We are also offering financing options to accommodate those dance professionals who may not be in a position to invest the full amount in their business all at once.

Payment options:

\$975.00 down payment and \$2,025 upon app finalization (A total of \$3,000.00 USD)
\$975.00 down payment and \$225 per month for one year (A total of \$3,675.00 USD)

Hosting and video storage costs:

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This fee will change monthly depending on amount of content uploaded number of hits and downloads. The Siltons App is currently costing us on average \$22/month.

YOUR NEXT STEP:

1. Download The Siltons Dance App on your Apple App or Google Play Store. Check it out. Play with it. See if you can envision having your own app and what that might do for your business!

2. Give Doug a call on 503.407.1037 or e-mail dance@TheSiltons.com