



Proposal

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Audio Video for Rally

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:: SCOPE OF WORK

Ground Floor will provide staging, sound and livestream video services for a rally in Cleveland, OH at Voinovich Park on July 10th, 2016. Services will include staging, power, PA system, mics, press riser, HD cameras, crew, set up and strike. (We have included an optional 8x15' LED display screen) The entire rally will be livestreamed, offered to Breitbart.com and available for immediate playback following the event. The HD video recordings will be delivered on a client-supplied hard drive.

Ground Floor Video has provided video support for grassroots rallies since the 9-12-09 Tea Party March on Washington. Since then we have worked closely with many groups in providing videos for large and small rallies across the US. We livestreamed last summer's "End the Iran Deal Rally" <https://www.youtube.com/watch?v=zce82tTaFCE> which drew over 450,000 on-line viewers. We have livestreamed events with Pres candidates, Donald Trump, Ben Carson, Ted Cruz and others. This included coordinating with the US Secret Service on camera placement, crew vetting, etc. <https://livestream.com/GFV/SCTEAPARTY/videos/109589230>

Schedule July 18th, 2016

Load-in	8:00	AM
Show Start	12:00	PM
Show End	4:00	PM
Load out	4:30	PM
Pick up	5:30	PM

:: PRE PRODUCTION

- **Project management**

- Coordinate with AV team and staging company
- Set up an event page on Livestream.com and coordinate with Breitbart.com
- Assist event producer in run of show.
- ***Includes: 30-second event promotional video for event page and social sharing.***

- **Pre-production Sub total \$ 1,200.00**

:: PRODUCTION ESTIMATE

- **Live Streaming Video Production**

We will provide a multi-camera production to get wide and close ups shots of the speakers and the large crowd, offering a high-quality experience. We will bond cell phone cards in lieu of a wired internet connection

- 1 10 hr days on location
- 3 HD cameras. Two broadcast cameras and a GoPro for a static wide shot.
- Video switcher and livestream encoder.
- Bonding uplink via cell phone cards.
- Includes set up and strike time.
- Comm headset system
- Crew labor (travel billed separately)

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- Technical Director for one day
- 2 Camera operators for one day
- **Livestream Platform** (service delivering the video stream to the internet)
 - Custom Event pag for promotion and social media sharing prior to event.
 - Ability to embed live video on any website during event. (Breitbart.com)
 - Unlimited number of on-line viewers and program length
 - Video archive on the event page for 1 year.
 - Real time analytics on viewership.

Livestream multi-camera package \$ 3,450.00

AV TECH: PA Audio, Rigging and Staging

To save on cost, we will use the existing cement stage at the SW corner of the park. We will add stairs and a sturdy truss for hanging banners. A PA system for 5000 people will be set on risers beside the stage. A press riser 70' out from the front of the stage will provide multiple audio connections from the sound board for the media. There is no power at the park, so we will provide a 25kw whisper generator and pull city electrical power permits.

Audio System

- 1 EAW 750 Audio Pkg. (8 speaker system)
- 1 MIDAS M32 R w/ DL153 sound mixer.
- 3 SHURE SM 58 MICROPHONES
- 3 TALL BOOM MIC STANDS
- 2 12' x 8' x 48"-72" StageRight Sound Wing / Audio Riser

- **Press Riser**
 - 12'x8'x24"- 34" Press riser
 - Snake with 16 channel multi-box
 - Power drop to the press riser for livestream cameras
- **Backdrop Truss**
 - Rigging for the truss to hang a banner.
 - 10' high x 16' across.
- **Power Distribution**
 - 25kw whisper generator
 - City of Cleveland electrical permits
- **Labor**
 - Audio Tech to run the sound board
 - Set up and strike technicians. Includes Freight

PA system, Rigging and staging, Set and Strke Sub total \$ 4,902.00

- **OPTIONAL 8'x15' LED WALL**

- Bright, large LED wall for IMAG. (Image magnification of speakers)
- Truck and load-in.
- Labor: Technician to build/strke wall (10 hr day)

- **LED WALL FOR IMAG \$ 7,500.00**

TOTALS:

Pre-Production and project management	\$1,200.00
Livestream multi-camera package	\$3,450.00
Audio, staging and power package	\$4,902.00
<u>(Optional) LED Video Wall</u>	<u>\$7,500.00</u>
Total with video wall option -	\$17,052.00

WORK CONSIDERED OUT OF SCOPE

Any work requested that is not expressly and directly part of the Scope of Work set forth above is considered out of scope for this engagement and not included in the pricing estimated above. Work considered out of scope:

- Video editing requested post-produciton after the event is available at \$125/hr for editing. This would include “lifts” of individual speakers, output to other formats, like YouTube, media management, etc.
- Crew travel from Atlanta is billed separately (RT airfare for two – Approx \$800.00) The crew may drive from Atlanta, reducing the travel costs.
- Banners and signage are not included in this estimate.

::PROJECT ASSUMPTIONS

- **Load in: 8AM 7/18/2016. Complete load out: 5:30PM 7/18/2016**
- **2 Hotel rooms for two nights provided to crew by client.**
- Per Diem of \$50 day per crew (Three days – includes travel days)
- Client will provide Ground Floor with a 2TB USB 3.0 hard drive for footage.

Ground Floor Video will issue a production timeline and make the Client aware of all checkpoints, which will require approval from a client representative (in person on the phone via or e-mail) before Ground Floor Video will proceed.

Ground Floor Video *requires* that the Client provide a qualified representative who will be fully engaged in the production process on the client side, and if possible, will attend all location shooting and approve all documents, artwork and video edited at Ground Floor Video’s studio. If the client grants Ground Floor Video creative control by not providing a qualified representative to approve materials, any aesthetic changes requested by the

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Client will be produced at an additional cost based upon Ground Floor Video's hourly rate of \$125/hr.

:: CONCLUSION

Ground Floor Video is looking forward to working with you. We guarantee a final product that will be developed on time, on budget and of exceptional quality and professionalism. Thank you for your consideration.

Terms:

- 50% Deposit
- 25% paid one-week prior to event
- 25% balance paid at set up of event
 - Shipping expenses.
 - Travel expenses.

Citizens For Trump

Date

Ground Floor, LLC

Date