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ADDRESS

Keith Martin
The Canadian Association of
Financial Institutions in
Insurance

Estimate 21189

DATE 25/07/2024

PROJECT

Animations

HUBSPOT ID

20979743074

ACTIVITY	ACTIVITY	QTY	RATE	AMOUNT
Project Scope	Details of Project Scope Discussed between Key West Video and Client: Type of Video: Animations Client Contact: Keith Martin 6474607725 Keith.Martin@cafii.com Length of Final Video: 4x 1-1.10 minutes (2x English, 2x French) Delivery Date of Video: TBD - End of 2024 Additional Details: Example form website: https://www.cafii.com/ Client will provide the scripts and French translations (script and on screen text).	0	0.00	0.00
STAGE 1 - PRE-PRODUCTION	This stage consists of all pre-production elements listed below for this project:	0	0.00	0.00

A non-refundable 50% Deposit Payment is required to be paid by Credit Card before project commencement. The Remaining Balance will be charged to the Credit Card on file once the project is completed.

ACTIVITY	ACTIVITY	QTY	RATE	AMOUNT
Producer - Pre-Production	<p>What is it: A dedicated producer to carry out all the elements in this stage of production. Tasks include project management - scheduling - admin - production meetings with clients and/or crew. The Pre-Production Producer provides guidance on your project and all the needs that you may have.</p> <p>Why get it: A Producer is essential in the pre-production stage. They ensure all the planning comes together for your production by working with the client and crew to ensure your video is on message before any footage is shot. Many clients have a vision in mind for their video production to look but not how to get it there. A Pre-Production Producer helps prepare you for your project needs and provides the best way to make your vision come to life.</p>	1	650.00	650.00
Storyboard Artist	<p>What is it: A visual representation of the script to help guide the production. The storyboard sets the visuals for the animation that shows how the video will play out from beginning to end. This allows you to edit your story before any footage is shot or any animation is created.</p> <p>Why get it: The storyboard allows for the production to be more efficient as it saves time for the production and post-production crew working on the project and ensures everyone is on the same page throughout the production of the video.</p> <p>Includes Client Reviews</p>	2	475.00	950.00
STAGE 2 - PRODUCTION	This stage consists of all on set production elements for this project:	0	0.00	0.00
Voiceover Talent	<p>What is it: A Professional voice actor hired for the recording of voice narration. The voice actor records from their professional home studio.</p> <p>Why get it: A Professional voice talent is a must. Recording the narration yourself or with someone from your team lessens the impact of your message. A professional voice talent has the training and experience to make your message heard.</p>	4	650.00	2,600.00
STAGE 3 - POST-PRODUCTION	This stage consists of all post-production elements for this project:	0	0.00	0.00

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Animation - 2D	<p>What is it: Our professional animator takes the visual storyboard from still images and descriptions to full motion animation.</p> <p>Why get it: The animator is the one who has the skills and expertise to bring your animation to life.</p> <p>Did You Know? Key West Video's Animation team works at our studio in Toronto. We do not outsource your project. It's 100% Canadian Made!</p> <p>Hourly Rate</p>	120	150.00	18,000.00
Stock Music	<p>What is it: Choose the perfect piece of stock music from our music library. Includes usage fees.</p> <p>Why get it: Your video production's tone is set by the music your audience hears. It is an essential piece to any video production.</p>	4	65.00	260.00
STAGE 4 - DELIVERIES	This stage consists of all delivery elements for this project:	0	0.00	0.00
Digital Video File	<p>What is it: Digital video file supplied to the client of final video in hi-res Mp4 format or other file type based on client's needs.</p> <p>Why get it: This is the final file delivery of your edited video production. Use this video file on your website or social media.</p>	4	65.00	260.00
Hard Drive Archive - Backup	<p>What is it: Archiving of footage materials and project files onto hard drives including finals. A hard drive is stored at our facility for future client production needs. (minimum of 5 years.)</p> <p>Why get it: If you lose your video or want to re-edit the project down the road this enables the editor to work on any editing or graphics/animation needed to update your video. (additional costs may apply after original project completion.)</p> <p>Example: You finish your project and then two years later you want to re-edit the video so that everything from the voice narration to the text on screen is in French. The editor will need to edit the various layers and tracks involved so that your new French version is perfect.</p>	1	150.00	150.00
DISCOUNT	A discount for this project because Key West Video builds working relationships with our clients and wants to do the same with you!	1	- 871.00	-871.00

SUBTOTAL

21,999.00

Key West Video will gladly price match or offer a better

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quote with any other reputable video production vendor, as long as we are sent their quote for review to ensure the project scope is the same. HST (ON) @ 13% 2,859.87

TOTAL CAD 24,858.87

Accepted By

Accepted Date