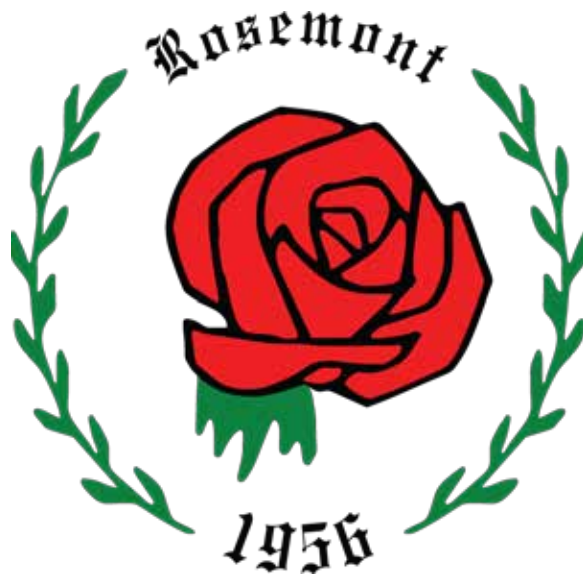


Project Proposal to
Carol Fox & Associates
and
The Village of Rosemont, IL

Rosemont's 60th



Prepared for: Carol Fox and Associates, and the Village of Rosemont
Prepared by: Big Shoulders.



BigShoulders

Digital Video Productions

875 N. Michigan Ave, Suite 3750 Chicago IL, 60611 312-540-5400

info@bigshoulders.com

Hello and thank you for reviewing our proposal. We're proud of and excited about the work we're about to show you. We sincerely hope you enjoy!

We are Big Shoulders

Led by proprietors Frank Hanes and Dave Burkett we are one of the country's most respected providers of creative production services to advertising agencies, national television networks, independents, corporations and governmental agencies. Uncompromising quality, dynamic storytelling and overall fun people to work with are just a few of the reasons our company continues to grow.

Incorporated in 1996, our 20 year anniversary is NOW! In this world of fast changing technology, varied clients' needs and shrinking budgets, very few companies in this industry can achieve this milestone. We currently have 27 staff employees and annually employ a well over 300 freelancers. We have an exceedingly solid reputation for visual storytelling and corporate messaging. Our services are orchestrated by our creative production team, and along with a deeply knowledgeable support staff, production resources, know how and passionate enthusiasm, your project will be deftly constructed by unflappable industry veterans who know what it's like to arrive in the endzone with grace and ease.

Our clients include Anheuser Busch/In Bev, NBC Universal, Sony Pictures, Viacom, Starcom, DDB, McDonalds, Bank of America, ESPN, Paramount Studios, The History Channel, HGTV, and many Fortune 100 companies and broadcasters.

[Here are some recent samples of our work at BSDV,](#)
[there's even more in the Key Personnel section!](#)



Key Personnel

Putting together the people who will breath life into our projects is a key asset. Whether it be putting together a crew and shoot in Okinawa or creating an experiential music festival in Omaha, Big Shoulders has a big reach and track record of assembling teams that deliver.

Here is our all star team that we've compiled for Rosemont's 60th

Bill Cokas-Copywriter



“You can’t bore someone into buying your product.”-Bill Cokas

Bill can state the truth in context for any emotion, which usually ends in a smile.

A D.C. native, Bill’s work at big agencies with blue chip clients, and small agencies with mom and pop clients alike has left kudos and award trophies in his wake.

We are not limited by convention or habit. Just because “it’s always been done that way” doesn’t mean it should be. In fact, it probably means it’s time for something new. When we’re helping you solve a problem, it’s our nature to hold back on the “tried and true” brand design solutions until we’ve made a thorough assessment of your needs and the needs you don’t realize you need.

Keith Hughes-Art Director



Experienced creative director with game changing innovations that have made me an opinion leader. A multi-level storyteller with an expertise that’s sought after by clients. I’ve created stand out creative for huge international clients as well as companies operating from a shoebox. I’ve delivered results, whether funded by deep pockets or squeaky wallets. In addition to compelling traditional creative, I’ve evolved brands with my outside thinking with digital and social solutions to give them an expanded reach into today’s markets. Whether executed by a vast team under my supervision or brought to life single-mindedly, my visions have helped wedge my clients’ products deep into their customers’ minds. This includes moving presentations, commercial shoots, and quality production. My passion is contagious and my presence assures an innovative and inspiring atmosphere.

Michael Coletta-Creative Editor

[Michael's Samples](#)

[Michael's Samples2](#)

[Michael's Samples3](#)



Throughout his career in Chicago and New York, Michael has worked with the industry’s top directors on numerous high profile projects and campaigns for Budweiser, Volkswagen, Mastercard, Purity Organics, Verizon Wireless and Motorola just to name a few.

Shoot and Production Strategy:

But first...

Marketing Plan: ROSEMONT'S 60TH

CREATIVE BRIEF

What do we want this advertising to do?

To celebrate the Village of Rosemont's 60th anniversary, we want this advertising to open people's eyes to the extraordinary value that Rosemont offers as a shopping, dining and entertainment destination. Rarely can one find so much to do in such a concentrated area. It is an experience that requires repeated visits, not just because it's impossible to "conquer" Rosemont over the span of a few days, but because Rosemont is always changing and reinventing itself with new and better things to do, see and experience. If you think you've "done Rosemont," think again, because Rosemont isn't done with you. When it comes to spending your precious time and hard-earned money, you want some reassurance that you're not squandering these resources on bad choices. Rosemont has the unique strength of offering both the reliability of established attractions and an ever-changing, unpredictable array of rotating theater, music and comedy. You could practically throw a dart at a calendar and be guaranteed that you'd find something to delight and surprise you on any given day. "Fun" is a very subjective term, and can mean many different things to many different people. That said, you can find your fun in Rosemont. Not only is it worth the drive, it's worth staying for.

Target: Who are we talking to and what insights do we have about them?

Middle- to high-income adults and families within a 50-mile radius of Rosemont. Though the advertising will not necessarily address this, research shows females tend to have greater influence over both planned and spontaneous travel.

Your life is both a treadmill and a rollercoaster. Sometimes you feel as if you're stuck in place but then there are days when you yearn to just "be still." Your free time, weekends and vacations are rare commodities, even more so when you can get everyone in the family "scheduled" at the same time. While Chicago can be overwhelming, it has undeniable appeal. Still, you wish there you didn't have to "go into the city" for excitement and diversion, particularly if you just left the city for the night or the weekend. And don't even think about the traffic and the parking. Sure, you could put a finger on the map and take a road trip, but who knows what you'd find when you get there? You're about making memories, not regrets. And there's O'Hare nearby, just begging you to jump on a plane and explore some new destination, but that's a good way to blow a big stack of cash on merely getting somewhere. Wouldn't it be great to already be somewhere? Somewhere worth being, exploring and discovering? Somewhere that feels like home, yet refuses to let you settle into a routine? "Comfortably surprising." Does such a place even exist?

Support: how can we make this believable?

- Convenient to Chicago and a large area beyond
- Vast variety of dining, shopping, entertainment, business and leisure options
- For 60 years, Rosemont has put a great deal of effort toward building a competitive destination
- Large array of high-profile and recognizable, trusted brand-name choices
 - to reassure that your time and money are well-spent in Rosemont
- Low risk, high reward (well, except for the casino)

Creative considerations: is there anything else worth thinking about that might help us get to great creative work?

Focusing on the variety of choices, the ever-changing nature of options and the sheer concentration of the same will help us position Rosemont as an “efficient value.” In other words, no matter when you visit, or with whom, there’s bound to be something to make everyone in the car/family happy so no one will go home disappointed. Why go anywhere else when Rosemont is right here, offering you more for your money? To every thing there is a season, and in every season there is a reason to visit Rosemont. Again and again.

How do we want them to describe this brand, how would they talk about its essence and personality?

iverse, unexpected, convenient, efficient, exciting, memorable, worthwhile, breathless, awe-inspiring

What’s the single most important thing we want them to take out of this advertising?

**No matter what your mood, your age, your budget or your appetite,
Rosemont delivers beyond your expectations time and again.**



Campaign Idea 1

“PTA (Passionate Travel Agent)”

It’s all here, so why go anywhere else?

This campaign features a character we hope to become identified with the Village of Rosemont: Rose, the Passionate Travel Agent. Rose is a lifelong fan of the village—maybe she’s a native, maybe she’s a transplant, we don’t really know. What’s important is that Rose can’t imagine why anyone would choose to visit another destination. Rose is also a travel agent, so that presents a bit of a conflict. No matter where her clients want to go, she always ends up keeping them right here in Rosemont—because anything they want to do, see, eat or drink can be found right here in Rosemont!



We’d like to recruit a comedic actress for the role of Rose, or identify an up-and-coming comedienne to really give the role the twisted passion it deserves. In the same way that Flo has become the face of Progressive Insurance, we think Rose could become the face of Rosemont. You won’t find a more sincere advocate for Rosemont tourism because it is her life’s mission to convince you that your bucket list begins and ends with

The Village of Rosemont.

Village of Rosemont

:60 TV

“It’s All Here”

April 15, 2016

VIDEO	AUDIO
1. QUICK CUTS AROUND TRAVEL AGENT’S OFFICE. WALLS ARE COVERED WITH TOURISM POSTERS, BUT THEY’RE ALL OF ROSEMONT OR ROSEMONT ATTRACTIONS. NAMEPLATE ON DESK SAYS “ROSE MONTGOMERY” BUT THE LATTER PART OF THE LAST NAME IS OBSCURED SO IT JUST READS “ROSE MONT.” SHE WEARS A ROSE-PATTEREND BLOUSE AND ROSE EARRINGS AND SITS ACROSS FROM YOUNG, AFFECTIONATE COUPLE.	
2. ROSE LEANS FORWARD ON DESK EAGERLY.	ROSE: So where can I send you two lovebirds?
3. WIFE ANSWERS FOR BOTH OF THEM.	WIFE: We’re looking for someplace exciting--
4. CUT BACK TO ROSE, WHO IS IN FULL SKYDIVING GEAR, STANDING NEXT TO A LARGE INDUSTRIAL FAN.	ROSE: Rosemont has indoor skydiving!
5. CLOSE UP ON LARGE MONITOR SHOWCASING ACTION FROM IFLY INDOOR SKYDIVING	ROSE: IFLY!
6. HUSBAND IS SURPRISED, BUT RECOVERS.	HUSBAND: Maybe not that exciting. We both love good food--
7. BACK TO ROSE, WHO HOLDS A SERVING TRAY IN ONE HAND PILED WITH DIFFERENT KINDS OF FOOD. IN HER OTHER HAND IS A HUGE BEER STEIN. SHE’S WEARING A GERMAN BEER MAID’S DRESS BUT IS ALSO WEARING AN IRISH STEP DANCER’S CURLY WIG. MAYBE SHE’S EVEN DOING SOME STEP DANCING AS SHE SPEAKS.	ROSE: Ribs? Barbecue? Brazilian? Irish pub? German beer hall?

8. WITH HER HANDS FULL, ROSE CLICKS COMPUTER MOUSE WITH HER IRISH DANCING TOE, DISPLAYING SCENES OF ROSEMONT'S FOOD OPTIONS	ROSE: Try Rosemont.
8. WIFE IS UNFAZED AND CONTINUES. ROSE CONTINUES TO IRISH STEP DANCE ON THE DESK.	WIFE: --followed by a memorable show. SFX: TAP! TAP! TAP! TAP!
9. ROSE IS NOW WEARING A PLAID SHIRT, SCARF AND A COWBOY HAT. SHE STRUMS A GUITAR IN FRONT OF A MIC. IT LOOKS LIKE THERE'S A SPOTLIGHT ON HER.	ROSE (SINGING): It's got movies, musicals, rock concerts, comedy, even country—hit it, Kyle!
10. HUSBAND OBEYS AND CLICKS COMPUTER MOUSE TO BRING UP SCENES FROM ROSEMONT THEATER AND ALLSTATE ARENA.	SFX: CLICK!
11. HUSBAND BEEPS WIFE ON THE NOSE.	HUSBAND (to wife): And you love your shopping.
12. CUT TO ROSE, ARMS PILED HIGH WITH BOXES AND BAGS HANGING FROM HER WRISTS. SHE'S WEARING A RIDICULOUS "FASHIONY" CATWALK-TYPE OUTFIT, UNFIT FOR PUBLIC, AND A TIARA.	ROSE: Fashion Outlets of Chicago, despite the name,
13. ROSE PARADES BACK AND FORTH IN FRONT OF A PROJECTED BACKGROUND OF FASHION OUTLEST OF CHICAGO	is right here in Rosemont.
14. ALL THREE LOOK OUT FROM COMPUTER MONITOR, ROSE IN THE MIDDLE.	ROSE: Does this tiara make my nose look big?
15. WIFE KEEPS LISTING THINGS, IN HOPES OF STUMPING ROSE.	WIFE: We both like sports, history and culture.
16. ROSE IS DRESSED IN FULL HOCKEY GEAR WITH A STICK.	ROSE: Catch the Chicago Wolves in Allstate Arena,
17. SHE HANDS THEM A HUMMEL MUSEUM BROCHURE WITH HER GLOVED HAND. CENTERED ON THE DESK IN FRONT OF HER IS A PORCELAIN FIGURING.	then swing by the Museum of Hummels, both in Rosemont!

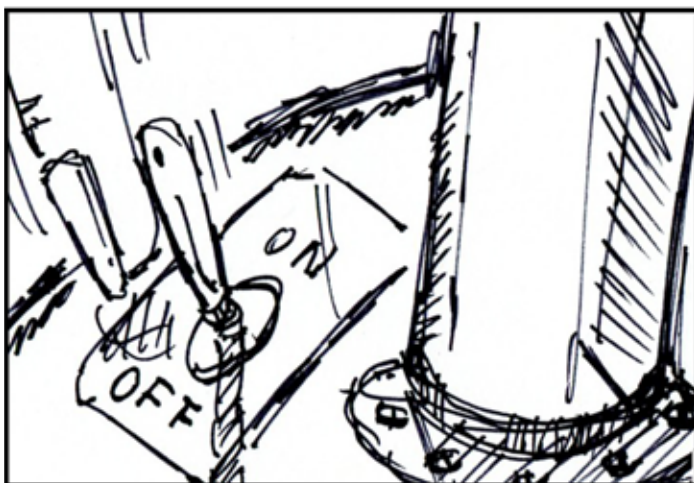
12. ROSE SWINGS AT THE FIGURINE WITH ALL HER MIGHT.	SFX: SMASH!!
13. CU OF ROSE, PLAYING IT COOL	ROSE: That was a replica. Worthless.
14. BACK TO TWO-SHOT OF COUPLE, EXCITED	HUSBAND (to wife): Are you thinking what I'm thinking?
15. ROSE IS BACK IN HER ORIGINAL OUTFIT AND WINKS SLYLY AT THE COUPLE.	ROSE (with a wink): It's your honeymoon. We <u>know</u> what you're thinking.
16. WIFE COMES TO A REALIZATION.	WIFE: It's all here!
17. HUSBAND GIVES HER AN ESKIMO KISS	HUSBAND: You're so smart.
18. ALL THE ROSES STAND IN A GROUP, NODDING AND LOOKING AT EACH OTHER KNOWINGLY, AS IN "YUP, WE'RE BAD ASS."	ROSE: So smart.
19. ROSE OPENS HER WINDOW SHADE TO REVEAL THE ROSEMONT "ROSE" WATER TOWER	SFX: FLIP!
19. CAMERA MOVES CLOSER SO THE WINDOW SCENE FILLS THE FRAME	ANNCR: Explore the Village of Rosemont.
20. OVER THE BACKGROUND OF THE WATE TOWER, ROSEMONT LOGO "ASSEMBLES" FROM A SERIES OF PETALS, EACH REPRESENTING A DIFFERENT ASPECT OF THE VILLAGE. INCLUDE THE WEBSITE URL ONCE WE SETTLE ON ONE.	ANNCR: It's all here.



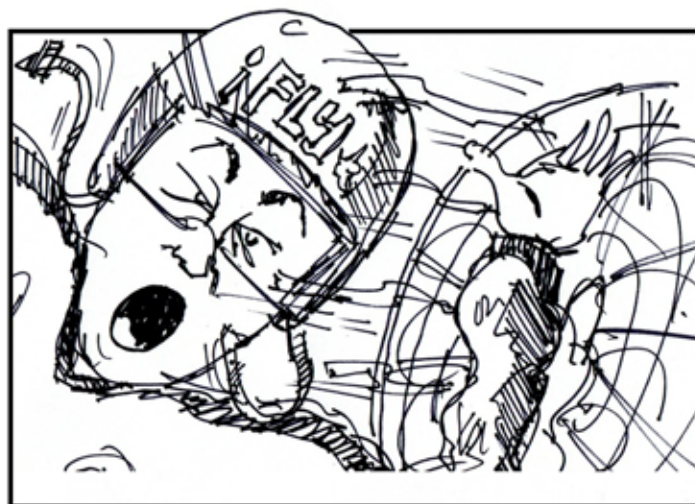
ROSE: So where can I send you two lovebirds?
(SHE LEANS FORWARD EAGERLY)



WIFE: We're looking for someplace exciting--
(WIFE ANSWERS FOR BOTH OF THEM)



SFX: Click!
(ROSE FLIPS SWITCH ON)



ROSE: Rosemont has indoor skydiving!
(ROSE IS IN FULL SKYDIVING GEAR,
NEXT TO A LARGE INDUSTRIAL FAN.)



ROSE: It's just like your free-falling! Wohoo!
(SPINS IN CHAIR, EMULATING SKYDIVING)



ROSE: iFLY.....
(COMPUTER SCREEN SHOWS ACTUAL
FOOTAGE OF iFLY)



HUSBAND: Maybe not that exciting.
We both love good food--



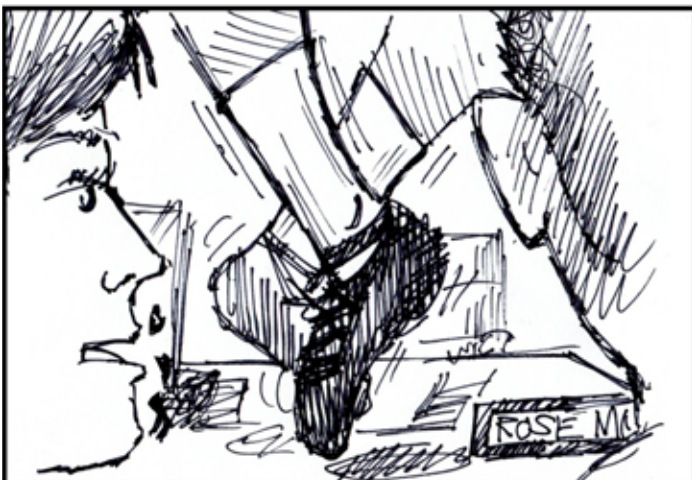
ROSE: Ribs? Barbecue? Brazilian? Irish pub?
SHE'S DRESSED AS A GERMAN BEER MAID,
AND AN IRISH STEP DANCER'S CURLY WIG.



ROSE: German beer hall?
SFX: CLICK! (WITH HANDS FULL, ROSE
CLICKS COMPUTER WITH HER TOE)



ROSE: Try Rosemont.
(ACTUAL FOOTAGE OF ROSEMONT
NIGHTLIFE)



WIFE: --followed by a memorable show.
SFX: CLOK! CLOK! CLOK! (ROSE STEP
DANCES ON HER DESK, WIFE UNFAZED)



ROSE: (SINGS) It's got movies, musicals, rock
concerts, comedy, even country concerts! Hit it Kyle!
(ROSE NOW IN COUNTRY GARB WITH GUITAR)



HUSBAND: Right.

SFX: CLICK! (HUSBAND NOW GETTING INTO IT, HITS KEY ON CUE)



SFX: (ACTUAL FOOTAGE FROM ROSEMONT THEATER CONCERT)



HUSBAND: And you love your shopping.

SFX: HUSBAND ALL IN: CLAP! CLAP!

WIFE: ONE HAND CLAP.



ROSE: Fashion Outlets of Chicago, despite the name,

(ROSE HOLDS BAGS AND BOXES FROM LOCAL RETAILERS)



ROSE: -it's right here in Rosemont
(ROSE WEARING A RIDICULOUS "FASHIONY" CATWALK-TYPE OUTFIT, APPEARS PROJECTED ON EXTERIOR OUTLET SCREEN)



ROSE: Does this tiara make my nose look big?
(ROSE AND HUSBAND ARE BOTH REFLECTED IN SCREEN, HE SHAKES HIS HEAD NO!)



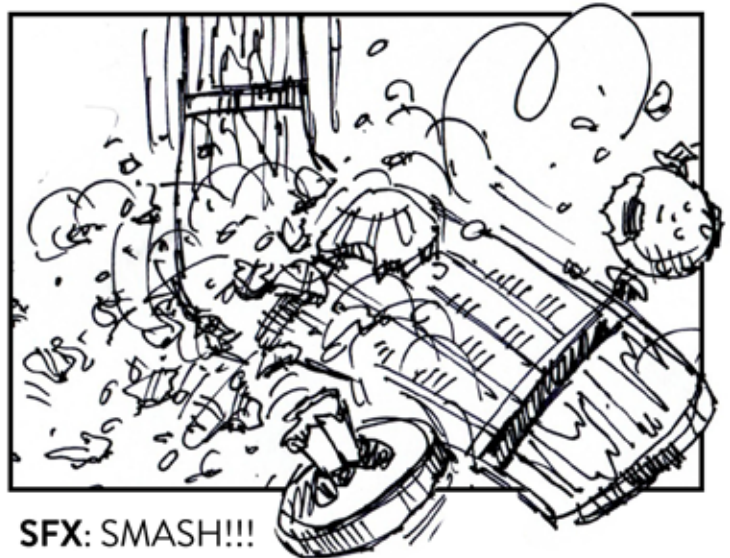
WIFE: We both like sports, history and culture.
(WIFE KEEPS LISTING THINGS, IN HOPES OF STUMPING ROSE)



ROSE: Catch the Chicago Wolves in the Allstate Arena,
(ROSE IN FULL HOCKEY GARB)



ROSE: then swing by the Museum of Hummels, both in Rosemont!
(WITH GLOVED HAND SHE HOLDS OUT MUSEUM BROCHURE)



SFX: SMASH!!!
(ROSE SWINGS AT THE FIGURINE WITH ALL HER MIGHT)



ROSE: replica. Worthless
HUSBAND (to wife): Are you thinking what I'm thinking?:



ROSE (with a sly wink): It's your honeymoon.
We know what you're thinking.
(ROSE IS BACK IN HER ORIGINAL OUTFIT)



WIFE: : It's all here!
(WIFE COMES TO A REALIZATION).



HUSBAND: You're so smart.
(HUSBAND GIVES HER AN ESKIMO KISS)



ROSES: So smart.
(ALL THE ROSES STAND IN A GROUP, NODDING AND LOOKING AT EACH OTHER KNOWINGLY, AS IN "YUP, WE'RE BAD ASS")



ANNCR: Explore the Village of Rosemont.
(ROSE OPENS SHADE. SURPRISE, THEY'RE ALREADY IN ROSEMONT. THE MNEMONIC BEGINS)



ANNCR: It's all here!
(THE MNEMONIC ROSE CONVERGES AS THE BACKGROUND FADES)



(THE ROSEMONT CREST REMAINS)



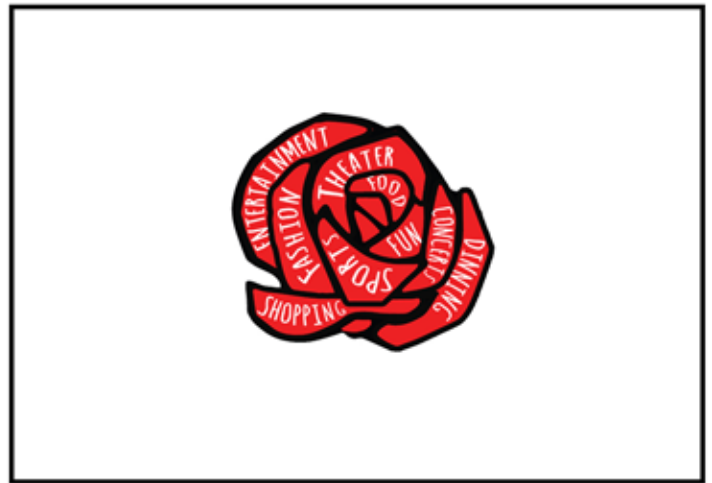
RED SHAPES COME INTO FRAME



THE SHAPES CONTAIN WORDS SUCH AS ENTERTAINMENT, FOOD, SHOPPING, SHOWS, FASHION, ETC.



THE SHAPES CONVERGE AT CENTER SCREEN



THE SHAPES FORM THE ROSE THAT REPRESENTS ROSEMONT



THE REMAINDERS OF ROSEMONT'S CREST FADES UP

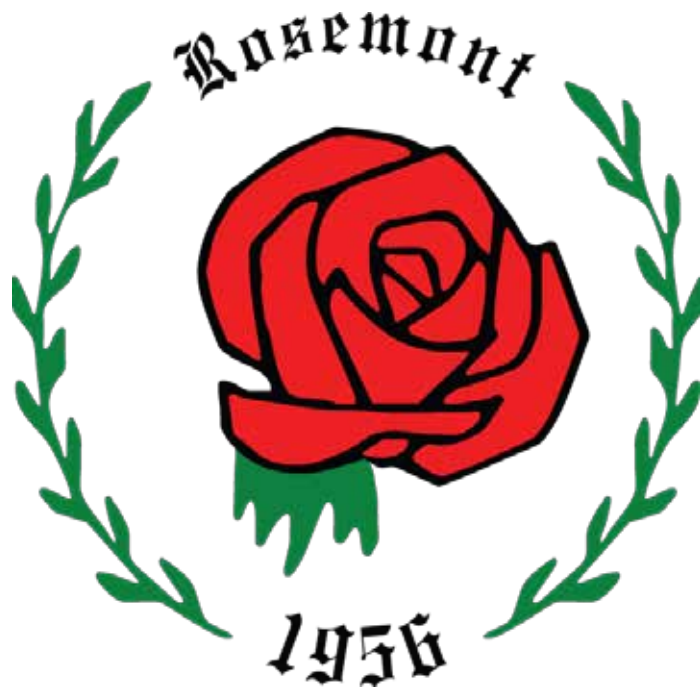


THE WORDS FADE IN THE PROCESS LEAVING THE CITY'S CREST FRONT AND CENTER

Campaign Idea 2

“Rosemont It!”

Every great town needs a theme song.



“Rosemont It!”

Every great town needs a theme song.

What do “New York, New York,” “My Kind of Town” and “Kansas City” have in common? They’ve all become anthems for the cities they celebrate. At the ripe old age of 60, it’s about time the Village of Rosemont be immortalized in song. To take full advantage of the vast array of shopping, dining, entertainment and sporting options available in Rosemont, we plan to urge visitors to simply “Rosemont It!” In other words, no matter what you’re looking for, it is in Rosemont! [We’ve cooked up a sample demo track](#) to give you an idea of the flavor, the tempo, and the feel of what this might sound like. It’s got the fun of “Uptown Funk” with the crowd-appeal of “I Love L.A.” It’s not a finished song, and we’ll likely substitute every piece and part of what you hear, from the instruments to the singers, but imagine if you will the impact a big, bold tune (and call-to-action!) like this could have on prospective visitors.

We’d gather an excited, enthusiastic crowd of Rosemont residents, employees and hired actors/ extras and film them in various places around the village to really showcase the incredible variety of things to do, see, eat, drink and cheer for. It would have a lot of energy, be a lot of fun and get viewers singing along as they make their plans to visit Rosemont.



Additional items

Maximizing the campaign's impact: social, web & promotional

While the RFP was strictly for a pair of commercials (one 60-second and one 30-second edit of the same), we really want the campaign to get results, and therefore recommend some supplementary marketing activity outside the scope of this proposal. We would be more than happy to work with the Village of Rosemont to tackle some or all of these items, or point you toward the appropriate resources.

Website Landing Page

To track the effectiveness of the campaign AND to both capture prospective visitor data and lead prospects into our marketing “funnel” in a controlled manner, we recommend creating a landing page for the campaign, the URL of which will be featured at the end of the commercials (for example, Rosemont.com/visit). This landing page would almost serve as a “front door” to the main website, Rosemont.com. Then we can measure how much traffic is generated by the commercials and decide what we want to showcase and what options we want to offer visitors to the page. The current homepage has a wealth of options, but because it's not strictly tourism-focused, it might overwhelm a new visitor (Government, Media Center, etc.). On the landing page, we can create a simpler navigation to lead people to specific sub-pages on Rosemont.com based on their immediate interests.

Social Media

People love taking pictures and people love sharing. Luckily, Rosemont offers a wealth of photogenic subjects, backgrounds and activities. We encourage the village to establish or better leverage existing social media accounts on the following platforms:

Facebook

Pinterest

Instagram

Twitter

YouTube

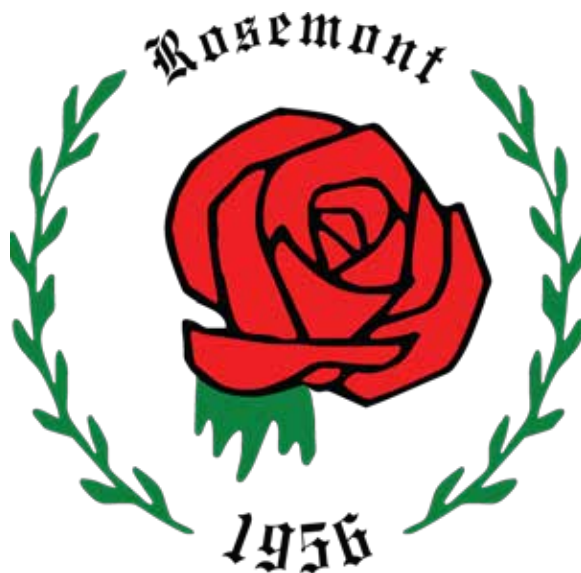


This will enable us to better promote more time-sensitive activities and events across platforms and drive more traffic back to the website. We will create a series of hashtags and encourage people sharing content and experiences they've had in Rosemont to tag them accordingly, because...



Promotion

Rosemont can reward participation in spreading the word! Social media can create “brand ambassadors” that in effect act as unpaid spokespeople for the village. Through proper use of tags, we can track who’s doing the sharing and what they’re sharing and create a contest to enlist more people to tell their friends, family, fans and followers what a great time they had or are having in Rosemont. Entering the contest would require an email address, creating a database of “hot leads” we can market to down the line. The winner(s) of the contest (either drawn randomly or based on some subjective criteria) would win a weekend in Rosemont, including a hotel stay, meals, a show or two and some money for a shopping spree. We could run a different contest quarterly, depending on what we wanted to focus on (for example, Quarter 1: Dining; Quarter 2: Shopping; Quarter 3: Entertainment; Quarter 4: Sports & Leisure). The contest would be promote on the website and across all social media channels.



SHOOT AND PRODUCTION STRATEGY

Our lead Executive Producer will work with you throughout the entire process, from submitting the RFP through final spot delivery, and will continuously provide updates about the project status.

In addition to our Executive Producer, you are aligned with an Assistant producer as well as a scheduling team whom you can contact with questions and comments.

We fully embrace a collaborative environment and we want you to see our team as an extension of your team.

As soon as the job is awarded we will meet with clients and discuss Rosemont so that we can tweak and finalize the creative. Input from the Rosemont Team and those that know Rosemont best is imperative for the success of the campaign. Once we are all on the same page creatively, and the final script(s) is approved, we outline the logistics per production day and finalize our production calendar.

B-ROLL PRODUCTION - BOTH TRAVEL AGENT AND MUSIC VIDEO

Our goal when location shooting is to maximize time and capture as many attractions as allowable within the time frame. We take a look at the overall picture of everything we need to capture for the scripts, then go above and beyond to include attractions you'll want footage of for future needs. All b-roll is logged and catalog so that you have a carefully compiled video library.

We have allowed for a lot of flexibility in shooting the exteriors and attractions of Rosemont.

Our plan is to allow for shooting in Summer, Fall and Winter. Some of these days could be full days of shooting if activities/weather warrants; others could be a half days. Our goal is to have the time and flexibility to not only highlight all the attractions but to have the scheduling flexibility to hit the attractions at peak times. If the ice is frozen we'll be ready to shoot the rink in MB park.

Bandits in the playoffs ~ we're there!

Our flexible shooting schedule allows us to shoot Rosemont in it's best light - literally. We can get early morning sunrise, sunsets, the golden hue of the autumn foliage, the exciting sparkle of the stage lights of the summer concert, the romantic glow of an intimate dinner.

We're also flexible in that our team is on staff and our camera equipment is ours. We'll always be mindful of happenings in Rosemont. It's a nice night and our DP is free, we'll run out and capture that Wednesday night Zumba class.

We have budgeted this project with the equipment needed to realize a variety shots and looks. We have a variety of jib arms, sliders and dollies to enable us to move the camera in a variety of flowing and fluid motions. We have the ability to shoot time lapse to show the excitement of the city coming to life compressed into a few seconds. We have a drone for some stunning aerial views. We have planned to have the right equipment and the right people to literally shoot Rosemont and the attractions in not only the best light but also at the best time of year. All crew and personnel are union members and work seamlessly with other unions at all facilities.

We'd like to work closely with Rosemont to gain insight into the key events, best times for attractions and possibly some conventions events. In addition, assistance from police personnel and/or onsite security will be mandatory so that we have access to the attractions.

TIMELINE TRAVEL AGENT:

After client conference and finalization of creative, we begin the casting process. Once we've selected the cast, we schedule our interior location production.

The production will take place early summer at a travel agency or an office propped to be a travel agency. We arrange a viewing area ("video village") for our clients so they can monitor the production and provide necessary feedback on site. This production is slated as a one day prep day for the Art Department and a one day long production day with full Union crew.

We've slated at least 3 days of b-roll shooting (these days can be broken into half days allowing for 6 different shoot dates, allowing for flexibility on events and time of day) to capture the attractions that will be inserted into the piece as well as supplemental attractions for the video library. This is the b-roll shooting discussed above.

TIMELINE MUSIC VIDEO:

After client conference and finalization of creative, we begin production.

The production is broken into two sections:

First: 2 days of primary shooting. We cover everything we need for the spring/summer seasonal look exteriors - all locations with our extras enjoying their activities and playing to camera yelling "Rosemont It." We will also cover everything that is interior and not date or season specific -e.g a cozy dinner, bowling, hummel museum, shopping at the Fashion Outlet.

Second: 3 days (these days can be broken into half days allowing for 6 different shoot dates, allowing for flexibility on events and time of day. E.g sun rising behind the iconic water tower.

ONGOING STRATEGY:

The editorial process is ongoing. We aren't going to wait until that potential ice skating shot is captured to start editing!

The editorial and production team work closely. After the initial shoot day, editorial will begin and a "rough cut" of the entire spot will be started. As seasonal and event specific footage is captured, we continuously build our edit and periodically present "rough cuts" showing the process of the production. The rough cuts will be provided via downloadable links so our client doesn't need to travel downtown to our office. This keeps our client updated as to the status of the project as well as allows for our client to provide feedback.

The Rosemont team is involved throughout the entire process. By the time we reach November and have completed that final autumn shoot, the spot will be about complete and delivered soon after.

April 2016						
◀ March						May ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15 PROPOSAL SUBMISSION	16
17	18	19	20	21	22 VENDOR SELECTION TEAM CELEBRATORY DINNER AT MB PARK	23
24	25 INITIAL MEETING WITH CLIENTS. ESTABLISH TIMELINE FOR FINAL SCRIPT.	26 SCRIPT REVISIONS	27 SCRIPT REVISIONS – SCRIPT SENT TO CLIENT	28	29	30

May 2016						
◀ April						June ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 CLIENT FEEDBACK DUE	3	4	5 FINAL SCRIPT APPROVED	6	7
8	9	10 CASTING O/C AND V.O	11 CASTING O/C AND V.O	12 CASTING SELECTS SENT TO CLIENT	13	14
15	16	17 CALLBACKS	18 LOCATION SCOUT	19 LOCATION SCOUT	20 LOCATION SCOUT	21
22	23 ASSESS ROSEMONT EVENT'S CALENDAR	24 RECORDING SESSION & V/O SESSION	25	26	27	28
29	30 Memorial Day!	31	Notes:			

June 2016						
◀ May						July ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6 TRAVEL AGENT LOCATION SHOOT THIS WEEK – 1 DAY ART DEPT PREP, 1 DAY SHOOT	7	8	9	10	11
12	13 INJEST FOOTAGE	14 ROUGH CUT POST FOR CLIENT	15 ROUGH CUT POST FOR CLIENT	16	17	18
19	20	21	22 LOCATION SHOOT THIS WEEK – MUSIC VIDEO ZUMBA OUTDOOR FITNESS	23 INJEST FOOTAGE	24 ROUGH CUT	25
26	27	28	29 ASSESS WEATHER	30 LOCATION SHOOT MUSIC VIDEO PM SUMMER CONCERT	Notes: ROUGH CUT TO FOLLOW PRODUCTION DAYS	

July 2016						
◀ June						August ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 ASSESS EVENT SCHEDULE FOR BROLL SHOOTING	2
3	4 HOLIDAY – IS THERE A FIREWORKS SHOW AT MB FINANCIAL PARK?	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Notes: ROUGH CUT TO FOLLOW PRODUCTION DAYS					

August 2016						
◀ July						September ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 ASSESS EVENT SCHEDULE FOR BROLL	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	Notes: ROUGH CUT TO FOLLOW PRODUCTION DAYS		

September 2016						
◀ August						October ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 ASSESS SEPTEMBER EVENTS FOR BROLL SHOOT	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	Notes: ROUGH CUT TO FOLLOW PRODUCTION DAYS

October 2016						
◀ September						November ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 ASSESS OCTOBER EVENTS FOR BROLL	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	Notes: ROUGH CUT TO FOLLOW PRODUCTION DAYS				

November 2016						
◀ October						December ▶
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 EYES OPEN FOR WINTER ACTIVITIES AT MB FINANCIAL	2	3	4	5
6	7	8	9	10	11	12
13	14 EDIT	15	16	17 CLIENT FEEDBACK DUE	18 FINAL REVISIONS	19
20	21 COLOR CORRECTION	22 ONLINE/FINISHING	23	24 THANKSGIVING	25	26
27	28	29	30 FINAL DELIVERABLES TO CLIENT. TEAM DINNER AT MB FINANCIAL PARK!	Notes:		

Production Cost Summary

Production Company: Big Shoulders	Agency: Carol Fox & Associates	Job#:
Address: 875 N. Michigan Avenue	Client: Village of Rosemont	
Telephone No: 312-540-5400	Campaign: The Village of Rosemont - Branding Video	
	Title: Travel Agent :60 with :30 Lift	
No Pre Prod. days: 7	Pre-Light:	
No Location days: 5-8	Hours: 16 hours	
Location Sites: Rosemont Attractions		

SUMMARY OF ESTIMATED PRODUCTION COSTS		ESTIMATED
1. Pre-production and Wrap Costs	Totals A & C	\$ 38,579.00
2. Shooting Crew Labor	Total B	\$37,318
3. Location and Travel Expenses	Total D	\$11,235
4. Props, Wardrobe, Animals	Total E	\$4,450
5. Studio & Set Construction	Totals F, G & H	\$ -
6. Equipment Costs	Total I	\$24,300
7. Film Stock Develop and Print	Total J	\$0
8. Miscellaneous	Total K	\$ 450.00
9.	Sub-Total A - K	\$ 116,332.40
10. Director / Creative fees (Not Incl in Direct Costs)	Total L	\$36,000
11. Insurance	1%	\$ 1,163.32
12.	Sub-Total: Direct Costs	\$ 117,495.72
13. Production Fee		\$ 35,248.72
14. Talent Costs and Expenses	Total M & N	\$6,648.59
15. Editorial and Finishing per Big Shoulders		\$ 48,095.00
17.	Grand Total (Including Director's Fee)	\$ 243,488.03

COMMENTS:

Editorial to include: 1 x :60 & :30 Lift. Talent fees included are session fees.

1. Upon award of the job to Big Shoulders, the terms of payment are as follows:

- 50% of the contract price is due and payable prior to the start of the production.
- 25% of the contract price is due and payable upon approval of the rough cut.
- 25% of the contract is due and payable upon delivery of the master.
- Overages are due upon receipt and approval of final actuals.

2. Payments more than 30 days late are subject to a monthly finance fee equal to 1 1/2% of the amount due.

A: PRE PRO / WRAP

		ESTIMATE				
	CREW	Days	Rate	O/T	2X	Total
1	Producer	7	\$850			\$5,950
2	Assistant Director					
3	Director of Photography	2	\$2,200			\$4,400
4	Camera Operator					
5	Camera Assistant	1	\$600			\$600
6	Outside Prop	3	\$600			\$1,800
7	Loader					
8	Inside Prop					
9	Art Director	2	\$850			\$1,700
10	Production Co-Ordinator	7	\$500			\$3,500
11	Electrician					
12	Gaffer-Site Check	1	\$600			\$600
13	Best Boy					
14	Key Grip					
15	Grip					
16	Grip					
17	Dolly Grip					
18	Sound Mixer					
19	Sound Boom					
20	Playback Op					
21	Makeup Artist					
22	Hair Stylist					
23	Stylist	2	\$600			\$1,200
24	Wardrobe Attendant	1	\$450			\$450
25	Script Supervisor					
28	VTR Operator					
29	Special EFX					
30	Scenic					
31	Teleprompter Operator					
32	Generator Operator					
33	Still Photographer					
34	Location Scout	3	\$750			\$2,250
35	Nurse					
36	Craft Service					
37	Fire Fighter					
38	Police Officer					
40	Teamster					
41	2nd AC					
42	Associate Producer	7	\$450			\$3,150
43	DIT					
44	PA	4	\$150			\$600
45	PA	4	\$150			\$600
		Sub-Total A				\$26,800
		PT / P & W			28%	\$7,504
		TOTAL A				\$34,304

B: SHOOT

		ESTIMATED				
	CREW	Days	Rate	O/T	2X	Total
51	Producer	1	\$850			\$850
52	Assistant Director	1	\$900	2		\$1,170
53	Director of Photography	1	\$2,200	2		\$2,860
54	Camera Operator	1	\$700	2		\$1,400
55	Camera Assistant	1	\$600	2		\$780
56	Outside Props	1	\$600	2	2	\$1,020
57	Loader					
58	Inside Props					
59	Art Director	1	\$850	2	2	\$1,445
60	Production Co-Ordinator	1	\$500			\$500
61	Electrician					
62	Gaffer	1	\$600	2	2	\$1,020
63	Best Boy					
64	Key Grip	1	\$550	2	2	\$935
65	Grip					
66	Grip					
67	Dolly Grip	1	\$500	2	2	\$850
68	Sound Mixer	1	\$650	2		\$845
69	Sound Boom	1	\$550	2		\$715
70	Playback Op	1	\$650	2		\$845
71	Makeup Artist	1	\$700	2		\$910
72	Hair Stylist					
73	Stylist	1	\$600	2		\$780
74	Wardrobe Attendant					
75	Script Supervisor	1	\$550	2		\$715
78	VTR Operator					
79	2nd Unit DP	3	\$1,200			\$3,600
80	2nd Unit AC	3	\$600			\$1,800
81	2nd Unit Gaffer	1	\$600			\$600
82	2nd Unit Grip	1	\$550			\$550
83	2nd Unit PA	3	\$150			\$450
84	Location Scout	1	\$750	2	2	\$1,275
85	Nurse					
86	Craft Service					
87	Fire Fighter					
88	Police Officer	3	\$350			\$1,050
90	Teamster					
91	2nd AC					
92	Associate Producer	1	\$450			\$450
93	DIT	1	\$700	2	1	\$1,050
94	PA	2	\$150	2		\$345
95	PA	2	\$150	2		\$345
		Sub-Total B				\$29,155
		PT / P & W		28%		\$8,163
		TOTAL B				\$37,318

PRE-PRODUCTION & WRAP/MATERIALS & EXPENSES				ESTIMATE
101	Auto Rentals: No of:			
102	Air Fares: No. People:	X Amount per fare:		
103	Per Diems No. People:	X Amount per day:		
104	Still Camera Rental & Film			
105	Messengers			
106	Trucking			
107	Parking, Gas & Tolls			\$225
108	Home Economist Supplies			
109	Telephone & Cable			
110	Casting: Call/Prep: \$1000	Casting: \$1000	Callback:	\$2,000
111	Casting Facilities	Tape Stock		\$250
112	Working Meals			\$300
113	Storyboarding			\$1,500
			Sub-Total C	\$4,275

LOCATION EXPENSES			ESTIMATE
114	Location Fees		\$4,500
115	Permits		\$100
116	Car Rentals		\$350
117	Bus Rentals		
118	Camper Dressing Room Vehicles		
119	Parking, Gas & Tolls		\$175
120	Trucking		
121	Other Vehicles	Camera	
122	Other Vehicles	Props	
123	Customs		
124	Hotel		\$500
125	Air Fares: No. People:	X Amount per fare:	\$1,700
126	Per Diems No. People:	X Amount per day:	\$260
127	Air Fares: No. People:	X Amount per fare:	
128	Per Diems No. People:	X Amount per day:	
129	Breakfast: No. Man days: 2	X Amount per person \$10	\$600
130	Lunch: No. Man days: 2	X Amount per person \$20	\$1,200
131	Dinner: No. Man days: 1	X Amount per person \$20	\$600
132	Craft Service		\$450
133	Guards		
134	Limousines (Celebrity Service)		
135	Cabs and Other Transportation		\$100
136	Kit Rental		
137	Art Work - Posters for travel office		\$400
138	Gratuities		\$300
139	Police		
Sub-Total D			\$11,235

PROPS AND WARDROBE & ANIMALS		ESTIMATE
140	Prop Rental	\$1,200
141	Prop Purchase	\$600
142	Wardrobe Rental	\$450
143	Wardrobe Purchase	\$1,500
144	Picture Vehicles	
145	Animals & Handlers	
146	Kit Fee - wardrobe	\$300
147	Truck Rental	\$400
148	Prop Petty Cash	
149		
150		
Sub-Total E		\$4,450

STUDIO RENTAL & EXPENSES - STAGE		ESTIMATED		
		Days/Hrs.	Rate	Total
151	Rental for BUILD DAYS			\$0
152	Rental for O.T. Hours			\$0
153	Rental for PRE-LITE DAYS			\$0
154	Rental for Pre-lite O.T.			\$0
155	Rental for SHOOT DAYS			\$0
156	Rental for Shoot O.T.			\$0
157	Rental for STRIKE DAYS			\$0
158	Rental for Strike O.T.			\$0
159	Generator & Operator			\$0
160	Set Guards			\$0
161	Power Charge & Bulbs			\$0
162	Misc. Studio Charges			\$0
163	Meals - Crew & Talent (Lunch, Dinner)			\$0
164	Craft Service			\$0
165	Kit Rental			\$0
166				\$0
167				\$0
Sub-Total F				\$0

SET CONSTRUCTION		ESTIMATED			
		Days	Rate	O/T Hrs.	Total
168	Set Designer				\$0
169	Carpenters				\$0
170	Grips				\$0
171	Outside Props				\$0
172	Inside Props				\$0
173	Scenics				\$0
174	Electricians				\$0
175	Teamsters				\$0
176	Workers for Strike				\$0
177	P.A.s				\$0
178					\$0
179					\$0
180					\$0
Sub-Total G					\$0
PT/P & W					0%
TOTAL G					\$0

SET CONSTRUCTION MATERIALS	
181	Props (Set Dressing Purchase)
182	Props (Set Dressing Rental)
183	Lumber
184	Paint
185	Hardware
186	Special Effects
187	Special Outside Construction
188	Trucking
189	Messengers/Deliveries Trucking
190	Set Construction
191	
192	
Sub-Total	

EQUIPMENT RENTAL			ESTIMATED
193	Camera Rental		\$8,000
194	Sound Rental		\$700
195	Lighting Rental		\$2,500
196	Grip Rental		\$500
197	Generator Rental		\$550
198	2nd Unit Camera Rental (3 days)		\$7,500
199	VTR Rental	With Playback Without Playback	\$800
200	Walkie Talkies, Bull Horns		\$450
201	Dolly Rental & Slider		\$900
202	Camera Car		
203	Helicopter / Drone		\$700
204	Production Supplies		\$800
205	Teleprompter		
206	Timelapse Camera		\$400
207	Media		\$350
208	Truck Mileage		\$150
209			
210			
Sub-Total I			\$24,300

		ESTIMATED			Footage
		Number	Cost	Total	
211				\$0	
212				\$0	
213				\$0	
214				\$0	
215				\$0	
216				\$0	
Sub-Total J				\$0	

MISCELLANEOUS COSTS			ESTIMATED
217	Petty Cash		\$450
218	Air Shipping/Special Carriers		
219	Phone & Cables		
220	Accountable Cash Expenditures Under \$15 Each		
221	External Billing Costs (Computer Accounting, etc.)		
222	Special Insurance		
223			
224			
225			
226			
Sub-Total K			\$450

DIRECTOR / CREATIVE FEES			ESTIMATED
227	Prep		\$5,000
228	Travel		
229	Shoot Days		\$15,000
230	Post-Production		
231	Art Director		\$8,000
232	Copy Writer		\$8,000
233	DGA P & W		
Sub-Total L			\$36,000

H

TALENT & EXPENSES					No.	Rate	Days	Travel	1.5 O	2xOT	ESTIMATED
234	O/C Principals				1	\$913.91	1		2	2	\$1,462.26
235	O/C Principals				1	\$913.91	1		2	2	\$1,462.26
236	O/C Principals				1	\$913.91	1		2	2	\$1,462.26
237	O/C Principals										
238	O/C Principals										
239	O/C Principals										
240	O/C Principals										
241											
242											
243											
244											
245											
246	Casting Session Record										
247											
248	General Extras										
249											
250											
251											
252											
253											
254											
255											
256											
257											
258											
259	Voice Over				1	\$691.00	1				\$691.00
260	Fitting Fees: S.A.G.				3	\$78.47	1				\$235.41
261	Fitting Fees: S.E.G.										
262											
263	Audition Fees: S.A.G.										
264	Audition Fees: S.E.G.										
	Sub-Total: S.A.G.										\$235.41
265	Payroll & P/W Taxes: S.A.G.				0%						
266	Wardro No. Talent		x No. Grmts		x fee	0%					
	Sub-Total: S.E.G.										
267	Payroll & P/W Taxes: S.E.G.				0%						
268	Agent's Fee: S.E.G.										
269	Mark-Up										
	Sub-Total M										\$1,100.00
											\$6,648.59

EDITORIAL COMPLETION		Days/Hr	Rate	ESTIMATED
276	Sound Effects	1	\$175.00	\$175.00
277	Narration Record	1	\$325.00	\$325.00
278	Audio Relay/Retrack			\$0.00
279	Voice Casting	3	\$100.00	\$300.00
280	Final Mix	3	\$300.00	\$900.00
281	Archive/Restore			\$0.00
282	Conforming			\$0.00
283	Dailies Logging	8	\$150.00	\$1,200.00
284	Color Correction Prep	1	\$150.00	\$150.00
285	Graphics Prep			\$0.00
286	Mix/Sound Design Prep	2	\$125.00	\$250.00
287	Offline Edit	7	\$2,600.00	\$18,200.00
288	Avid Digitizing			\$0.00
289	Back up/Restore	8	\$150.00	\$1,200.00
290	Online Edit/Finishing	8	\$400.00	\$3,200.00
291	Mac Graphics	2	\$2,000.00	\$4,000.00
292	Color Correction	4	\$500.00	\$2,000.00
293	FTP Posting	1	\$500.00	\$500.00
294	Hard Drives	1	\$270.00	\$270.00
295	Archive Storage Devices			\$0.00
296	Editorial Supplies	10	\$100.00	\$1,000.00
297	DVD playable or data	4	\$75.00	\$300.00
298	Job Archiving	1	\$125.00	\$125.00
299	Deliveries/Messengers			\$0.00
300	Shipping			\$0.00
301	Packing/Inventory			\$0.00
302	Working Meals in Facility	1	\$1,000.00	\$1,000.00
303	Editor	1	\$2,750.00	\$2,750.00
304	Assistant Editor	12	\$350.00	\$4,200.00
305	Assistant Editor OT/Weekend			\$0.00
306	Original music	1	\$4,000.00	\$4,000.00
307	Trafficking	1	\$350.00	\$350.00
308	Post Supervision	1	\$1,700.00	\$1,700.00
309				\$0.00
310				\$0.00
311				\$0.00
312	Editorial Handling Fee:			\$0.00
			Sub-Total O	\$48,095.00

Production Cost Summary

Production Company: Big Shoulders		Agency: Carol Fox & Associates	Job#:
Address: 875 N. Michigan Avenue		Client: Village of Rosemont	
Telephone No: 312-540-5400		Campaign: The Village of Rosemont - Branding Video	
		Title: Music Video :60 with :30 Lift	
No Pre Prod. days: 7			
No Location days: 5-8			
Location Sites: MB Financial Park,			
Fashion Mall, Ballpark, Rosemont Theatre			
Rosemont Convention Center,			
Hummel Museum			
SUMMARY OF ESTIMATED PRODUCTION COSTS			ESTIMATED
1. Pre-production and Wrap Costs	Totals A & C	\$ 29,620.00	
2. Shooting Crew Labor	Total B	\$49,536	
3. Location and Travel Expenses	Total D	\$6,145	
4. Props, Wardrobe, Animals	Total E	\$0	
5. Studio & Set Construction	Totals F, G & H	\$ -	
6. Equipment Costs	Total I	\$31,740	
7. Film Stock Develop and Print	Total J	\$0	
8. Miscellaneous	Total K	\$ 450.00	
9.	Sub-Total A - K	\$ 117,491.00	
10. Director / Creative fees (Not Incl in Direct Costs)	Total L	\$32,000	
11. Insurance	1%	\$ 1,174.91	
12.	Sub-Total: Direct Costs	\$ 118,665.91	
13. Production Fee		\$ 35,599.77	
14. Talent Costs and Expenses	Total M & N	\$18,691.00	
15. Editorial and Finishing per Big Shoulders		\$ 64,095.00	
17.	Grand Total (Including Director's Fee)	\$ 269,051.68	
COMMENTS:			
Editorial to include: 1 x :60, 1 x :30 LIFT			
1. Upon award of the job to Big Shoulders, the terms of payment are as follows:			
a. 50% of the contract price is due and payable prior to the start of the production.			
b. 25% of the contract price is due and payable upon approval of the rough cut.			
c. 25% of the contract is due and payable upon delivery of the master.			
d. Overages are due upon receipt and approval of final actuals.			
2. Payments more than 30 days late are subject to a monthly finance fee equal to 1 1/2% of the amount due.			

A: PRE PRO / WRAP

		ESTIMATE				
	CREW	Days	Rate	O/T	2X	Total
1	Producer	7	\$850			\$5,950
2	Assistant Director	1	\$900			\$900
3	Director of Photography	1	\$2,200			\$4,400
4	Camera Operator					
5	Camera Assistant	1	\$600			\$600
6	Outside Prop	2	\$600			\$1,200
7	Loader					
8	Inside Prop					
9	Art Director					
10	Production Co-Ordinator	7	\$500			\$3,500
11	Electrician					
12	Gaffer-Site Check	1	\$600			\$600
13	Best Boy					
14	Key Grip					
15	Grip					
16	Grip					
17	Dolly Grip					
18	Sound Mixer					
19	Sound Boom					
20	Playback Op					
21	Makeup Artist					
22	Hair Stylist					
23	Stylist					
24	Wardrobe Attendant					
25	Script Supervisor					
28	VTR Operator					
29	Special EFX					
30	Scenic					
31	Teleprompter Operator					
32	Generator Operator					
33	Still Photographer					
34	Location Scout					
35	Nurse					
36	Craft Service					
37	Fire Fighter					
38	Police Officer					
40	Teamster					
41	2nd AC					
42	Associate Producer	7	\$450			\$3,150
43	DIT					
44	PA	4	\$150			\$600
45	PA	4	\$150			\$600
		Sub-Total A				\$21,500
		PT / P & W			28%	\$6,020
		TOTAL A				\$27,520

B: SHOOT

		ESTIMATED				
	CREW	Days	Rate	O/T	2X	Total
51	Producer	2	\$850			\$1,700
52	Assistant Director	2	\$900			\$1,800
53	Director of Photography	2	\$2,200			\$4,400
54	Camera Operator	2	\$700			\$1,400
55	Camera Assistant	2	\$650			\$1,300
56	Outside Props	2	\$600			\$1,200
57	Loader					
58	Inside Props					
59	Art Director					
60	Production Co-Ordinator	4	\$500			\$2,000
61	Electrician					
62	Gaffer	2	\$600			\$1,200
63	Best Boy					
64	Key Grip	2	\$550			\$1,100
65	Grip	1	\$500			\$500
66	Grip					
67	Dolly Grip					
68	Sound Mixer	4	\$650			\$2,600
69	Sound Boom					
70	Playback Op					
71	Makeup Artist					
72	Hair Stylist					
73	Stylist					
74	Wardrobe Attendant					
75	Script Supervisor	2	\$550			\$1,100
78	VTR Operator					
79	2nd Unit DP	4	\$1,200			\$4,800
80	2nd Unit AC	4	\$600			\$2,400
81	2nd Unit Gaffer	2	\$600			\$1,200
82	2nd Unit Grip	2	\$550			\$1,100
83	Still Photographer					
84	Location Scout					
85	Nurse					
86	Craft Service					
87	Fire Fighter					
88	Police Officer	6	\$300			\$1,800
90	Teamster					\$0
91	2nd AC					\$0
92	Associate Producer	4	\$450			\$1,800
93	DIT	2	\$700			\$1,400
94	PA	10	\$150			\$1,500
95	PA second unit	16	\$150			\$2,400
		Sub-Total B				\$38,700
		PT / P & W		28%		\$10,836
		TOTAL B				\$49,536

PRE-PRODUCTION & WRAP/MATERIALS & EXPENSES					ESTIMATE
101	Auto Rentals: No of:				
102	Air Fares: No. People:		X Amount per fare:		
103	Per Diems No. People:		X Amount per day:		
104	Still Camera Rental & Film				
105	Messengers				
106	Trucking				\$150
107	Parking, Gas & Tolls				\$150
108	Home Economist Supplies				
109	Telephone & Cable				
110	Casting: C	0	Castii	0	Callback:
111	Casting Facilities				Tape Stock
112	Working Meals				\$300
113	Storyboarding				\$1,500
Sub-Total C					\$2,100

LOCATION EXPENSES				ESTIMATE
114	Location Fees			
115	Permits			
116	Car Rentals			
117	Bus Rentals			
118	Camper Dressing Room Vehicles			
119	Parking, Gas & Tolls			\$35
120	Trucking			
121	Other Vehicles	Camera		
122	Other Vehicles	Props		
123	Customs			
124	Air Freight/Excess Baggage			
125	Air Fares: No. People:	X Amount per fare:		
126	Per Diems No. People:	X Amount per day:		\$260
127	Air Fares: No. People:	X Amount per fare:		
128	Per Diems No. People:	X Amount per day:		
129	Breakfast: No. Man da	4 X Amount per person \$10		\$450
130	Lunch: No. Man days: 4	X Amount per person \$20		\$1,300
131	Dinner: No. Man days:	X Amount per person		\$750
132	Craft Service			\$750
133	Guards			
134	Limousines (Celebrity Service)			
135	Cabs and Other Transportation			
136	Kit Rental			
137	Art Work - Posters			\$2,000
138	Gratuities			\$600
139	Police			
			Sub-Total D	\$6,145

PROPS AND WARDROBE & ANIMALS		ESTIMATE
140	Prop Rental	
141	Prop Purchase	
142	Wardrobe Rental	
143	Wardrobe Purchase	
144	Picture Vehicles	
145	Animals & Handlers	
146	Kit Fee - wardrobe	
147	Truck Rental	
148	Prop Petty Cash	
149		
150		
Sub-Total E		\$0

STUDIO RENTAL & EXPENSES - STAGE		ESTIMATED		
		Days/Hrs.	Rate	Total
151	Rental for BUILD DAYS			\$0
152	Rental for O.T. Hours			\$0
153	Rental for PRE-LITE DAYS			\$0
154	Rental for Pre-lite O.T.			\$0
155	Rental for SHOOT DAYS			\$0
156	Rental for Shoot O.T.			\$0
157	Rental for STRIKE DAYS			\$0
158	Rental for Strike O.T.			\$0
159	Generator & Operator			\$0
160	Set Guards			\$0
161	Power Charge & Bulbs			\$0
162	Misc. Studio Charges			\$0
163	Meals - Crew & Talent (Lunch, Dinner)			\$0
164	Craft Service			\$0
165	Kit Rental			\$0
166				\$0
167				\$0
Sub-Total F				\$0

SET CONSTRUCTION		ESTIMATED			
		Days	Rate	O/T Hrs.	Total
168	Set Designer				\$0
169	Carpenters				\$0
170	Grips				\$0
171	Outside Props				\$0
172	Inside Props				\$0
173	Scenics				\$0
174	Electricians				\$0
175	Teamsters				\$0
176	Workers for Strike				\$0
177	P.A.s				\$0
178					\$0
179					\$0
180					\$0
Sub-Total G					\$0
PT/P & W			0%		\$0
TOTAL G					\$0

SET CONSTRUCTION MATERIALS	
181	Props (Set Dressing Purchase)
182	Props (Set Dressing Rental)
183	Lumber
184	Paint
185	Hardware
186	Special Effects
187	Special Outside Construction
188	Trucking
189	Messengers/Deliveries Trucking
190	Set Construction
191	
192	
Sub-Total	

EQUIPMENT RENTAL			ESTIMATED
193	Camera Rental		\$9,000
194	Sound Rental		\$1,400
195	Lighting Rental		\$4,500
196	Grip Rental		\$1,000
197	Generator Rental		\$1,100
198	2nd Unit Camera Rental (5 days)		\$10,000
199	VTR Rental	With Playback Without Playback	\$900
200	Walkie Talkies, Bull Horns		\$450
201	Dolly Rental & Slider		\$900
202	Camera Car		
203	Helicopter / Drone		\$700
204	Production Supplies		\$800
205	Teleprompter		
206	Timelapse Camera		\$400
207	Media		\$350
208	Truck Mileage		\$240
209			
210			
Sub-Total I			\$31,740

		ESTIMATED			Footage
		Number	Cost	Total	
211				\$0	
212				\$0	
213				\$0	
214				\$0	
215				\$0	
216				\$0	
		Sub-Total J		\$0	

MISCELLANEOUS COSTS			ESTIMATED
217	Petty Cash		\$450
218	Air Shipping/Special Carriers		
219	Phone & Cables		
220	Accountable Cash Expenditures Under \$15 Each		
221	External Billing Costs (Computer Accounting, etc.)		
222	Special Insurance		
223			
224			
225			
226			
Sub-Total K			\$450

DIRECTOR / CREATIVE FEES			ESTIMATED
227	Prep		
228	Travel		
229	Shoot Days		\$16,000
230	Post-Production		
231	Art Director		\$8,000
232	Copy Writer		\$8,000
233	DGA P & W		
Sub-Total L			\$32,000

H

TALENT & EXPENSES					No.	Rate	Days	Travel	1.5 O	2xOT	ESTIMATED	
234	O/C Principals										\$0.00	
235	O/C Principals										\$0.00	
236	O/C Principals										\$0.00	
237	O/C Principals										\$0.00	
238	O/C Principals										\$0.00	
239	O/C Principals										\$0.00	
240	O/C Principals										\$0.00	
241											\$0.00	
242											\$0.00	
243											\$0.00	
244											\$0.00	
245											\$0.00	
246	Casting Session Record										\$0.00	
247	General Extras				6	\$250.00	6				\$9,000.00	
248	General Extras				4	\$250.00	6				\$6,000.00	
249	General Extras										\$0.00	
250	General Extras										\$0.00	
251	General Extras										\$0.00	
252	General Extras										\$0.00	
253	General Extras										\$0.00	
254	General Extras										\$0.00	
255	General Extras										\$0.00	
256	General Extras										\$0.00	
257	General Extras										\$0.00	
258											\$0.00	
259	Voice Over				1	\$691.00	1				\$691.00	
260	Fitting Fees: S.A.G.										\$0.00	
261	Fitting Fees: S.E.G.										\$0.00	
262												
263	Audition Fees: S.A.G.				1						\$0.00	
264	Audition Fees: S.E.G.				1						\$0.00	
	Sub-Total: S.A.G.										\$0.00	
265	Payroll & P/W Taxes: S.A.G.				0%						\$0.00	
266	Wardro No. Talent		x No. Grmts		x fee	0%						\$0.00
	Sub-Total: S.E.G.										\$0.00	
267	Payroll & P/W Taxes: S.E.G.				0%						\$0.00	
268	Agent's Fee: S.E.G.										\$0.00	
269	Mark-Up										\$3,000.00	
							Sub-Total M			\$18,691.00		

EDITORIAL COMPLETION		Days/H	Rate	ESTIMATED
276	Sound Effects	1	\$175.00	\$175.00
277	Narration Record	1	\$325.00	\$325.00
278	Audio Relay/Retrack			
279	Voice Casting	3	\$100.00	\$300.00
280	Final Mix	3	\$300.00	\$900.00
281	Archive/Restore			
282	Conforming			
283	Dailies Logging	8	\$150.00	\$1,200.00
284	Color Correction Prep	2	\$150.00	\$300.00
285	Graphics Prep			
286	Mix/Sound Design Prep	2	\$125.00	\$250.00
287	Offline Edit	7	\$2,600.00	\$18,200.00
288	Avid Digitizing			
289	Back up/Restore	8	\$150.00	\$1,200.00
290	Online Edit/Finishing	8	\$400.00	\$3,200.00
291	Mac Graphics	2	\$1,000.00	\$2,000.00
292	Color Correction	4	\$350.00	\$1,400.00
293	FTP Posting	1	\$500.00	\$500.00
294	Hard Drives	1	\$270.00	\$270.00
295	Archive Storage Devices			
296	Editorial Supplies	10	\$100.00	\$1,000.00
297	DVD playable or data	4	\$75.00	\$300.00
298	Job Archiving	1	\$125.00	\$125.00
299	Deliveries/Messengers			
300	Shipping			
301	Packing/Inventory			
302	Working Meals in Facility	1	\$1,000.00	\$1,000.00
303	Editor	1	\$3,250.00	\$3,250.00
304	Assistant Editor	15	\$350.00	\$5,250.00
305	Assistant Editor OT/Weekend			
306	Original music	1	\$20,000.00	\$20,000.00
307	Trafficking	1	\$350.00	\$350.00
308	Post Supervision	1	\$2,600.00	\$2,600.00
309				
310				
311				
312	Editorial Handling Fee:			
Sub-Total O				\$64,095.00

References

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Executive Summary Report

Big Shoulders will develop all creative and meet with Rosemont to finalize creative.

All production and editorial of 1) :60 second commercial and 1) :30 second commercial (lifted from :60) will be delivered on or no later than Dec. 1, 2016. Delivered spots will be in format requested by The Village of Rosemont.

Big Shoulders will be fully responsible for the tactical arrangement and administration of all video and production needs. Big Shoulders supplies all equipment, personnel and support necessary for the production of these commercials. We will from time to time request access to certain venues or attractions. The anticipated costs outlined in our proposal include talent session fees. Talent holding and residual fees will be additional and in accordance with the media buys.

If “Rosemont It!” is the creative of choice, an original track “Rosemont It” will be scored. All rights will be owned by The Village of Rosemont upon final payment.

Approach

Our approach with this project is to capture on film the “conveniently unexpected” attractions and events taking place in Rosemont - and these attractions and events are ever changing. Through a shooting schedule that is very flexible and spread throughout the year, we will be able to capture the essence of people enjoying Rosemont in every season during all parts of the day. And that’s what this is all about ~ people enjoying what Rosemont has to offer.

We are offering two creative options for you:

We have a comedic, light hearted look at a travel agent as she highlights the attractions to a couple who then realize that Rosemont is a great option in their own backyard.

We have a music video that highlights the fun & adventure of people out enjoying what Rosemont has to offer. Impressionable imagery of a great town with a great custom music track underneath.

A key to highlighting the excitement and attractions of Rosemont is to see and film people actually enjoying the amenities. We have budgets for extras to be on location to help set the town and assure that we can “get the shot” but we anticipate the involvement of real people truly enjoying Rosemont. Our crew and production gear is mobile and fast moving enough to be spontaneous to cover a lot of ground and obtain a lot of great footage. We then utilize the best.

Timeline

Our timeline begins the moment we’re awarded the project. We’ll meet with the clients to discuss the creative as well as discuss the calendar of events from May - November.

Upon approval of the creative, we begin production, which will continue through November. We’ve purposely planned our production schedule to allow us to shoot multiple days to capture important events in addition to the attractions. The calendar sample outlines this in more detail.

The editorial process is ongoing and editorial will begin a “rough cut” following the first production day. As seasonal and event specific footage is captured, we continuously build our edit and periodically present “rough cuts” showing the process of the production.

By the time we shoot winter footage, our spot will almost be complete.

Final deliverables to be complete by December 1, 2016.

Recommendations

Maximizing the campaign's impact: social, web & promotional

While the RFP was strictly for a pair of commercials (one 60-second and one 30-second edit of the same), we really want the campaign to get results, and therefore recommend some supplementary marketing activity outside the scope of this proposal. We would be more than happy to work with the Village of Rosemont to tackle some or all of these items, or point you toward the appropriate resources.

Website Landing Page

To track the effectiveness of the campaign AND to both capture prospective visitor data and lead prospects into our marketing “funnel” in a controlled manner, we recommend creating a landing page for the campaign, the URL of which will be featured at the end of the commercials (for example, Rosemont.com/visit). This landing page would almost serve as a “front door” to the main website, Rosemont.com. Then we can measure how much traffic is generated by the commercials and decide what we want to showcase and what options we want to offer visitors to the page. The current homepage has a wealth of options, but because it's not strictly tourism-focused, it might overwhelm a new visitor (Government, Media Center, etc.). On the landing page, we can create a simpler navigation to lead people to specific sub-pages on Rosemont.com based on their immediate interests.

Thank you for your time and consideration! We really feel great about this creative proposal

Frank Hanes-President, BSDVP frankh@bigshoulders.com

Michael Coletta-Editor/Producer mikec@bigshoulders.com



