

SECTION C – Exceptions to Scope of Work

JTP has no exceptions to the Scope of Work.

SECTION D – JTP’s understanding of the project

Production Capabilities and Standards

JTP owns and operates all of the high definition camera and editing equipment that will be absolutely essential to delivering the highest quality promotional videos in every required format. The capabilities of JTP’s professional, broadcast-level cameras will allow for greater resolution and depth of field in the final products than any prosumer equipment, providing the more refined high definition detail preferred in promotional and commercial videography.

JTP’s use of High Definition video rivals film for resolution and surpasses it as a stable format which allows immediate viewing and editing. HD video is also, by far, a more economical medium.

JTP’s acquisition and creation of materials on digital media will ensure their long-term stability as archival resources and will also allow video, graphics, and audio to be easily transferred across all platforms of delivery. In the event that the Town desires to take sections of the materials gathered for the tourism video project and re-purpose them in future materials across other media formats, digital media materials lend themselves to effective and efficient re-editing, re-mastering and further distribution.

JTP is equipped to distribute the final audio/visual productions on the widest possible array of formats from DVD’s, High Definition BluRay Discs, MPEGS for web streaming, and even MP4 files for podcasting of programs on iPods in the field. This variety of media should allow the programs to reach the maximum numbers of viewers on web and social media sites as well via large and small screen video delivery.

The graphic arts software and capabilities of the JTP staff will satisfy the need for any production visuals such as maps or animation which may further enhance the promotional impact of the video materials produced for this project.

Work and Requirements

Immediately following the Final Contract Signing, the JTP team will commence the Pre-Production Phase of the project. Tasks associated with this phase will include drafting the project plan as well as conducting preliminary meetings with Town Council members as well as local and regional advisors. JTP staff will also familiarize themselves with the promotional goals of the project by reviewing any and all pertinent subject matter. They will confer with the Town’s designated representatives about the target audiences for the videos and identify the expected range of content messages.

During the Pre-Production Phase, JTP will arrange for and engage in one or more introductory meetings with designated Town representatives for the purposes of script review and discussion of the project background and goals. In consultation with the Town, JTP will identify and schedule any on-camera enactments that will be appropriate for the productions. JTP will consult with the Town to outline in more detail specific aspects and illustrative examples of the suggested and yet to be discussed themes of the programs. The parties will discuss to determine and agree upon common and/or distinctive elements that might consistently “brand” the videos – opens, closes, graphic styles, color schemes, as well as any graphics, animations or logos related to the project.

The culminating documents of our preliminary meetings and pre-production research will be the Final Production Scripts and a Production Elements List which will include findings about all of the foregoing issues plus details about shooting locations, subjects of shoots, talent involved, event schedules, seasonal opportunities, length of time, crew complement, access issues, shooting platforms, approval needs, liaison requirements, set-up expectations, etc. To the highest agreeable exactitude, within this document we will fix firm and mutually agreeable dates for each of the production deliverables.

Project Completion Techniques

It is JTP’s standard practice to employ Project Timeline procedures. This process will be driven and guided by a succession of milestones calendared in coordination with the Town’s designated personnel to ensure that the progression of production activities, as well as reviews, approvals and any necessary changes will not unduly impact the agreed-upon delivery date. In order to achieve these goals JTP will take responsibility for the following actions:

- Assign Project Manager to oversee production and act as primary liaison with the Town staff member in charge.

- Schedule initial Project Meeting to be attended by principals from both contracting parties.

 - Create Production Calendar.

 - Arrange for regular Project Review Meetings.

- Disseminate Production Scripts and Production Elements Lists in draft form for Town key personnel to review and revise.

 - Schedule and direct all enactment shoots and recording sessions for talent.

- Agree upon Approval Dates for Town representatives to sign off on completed products.

- Assemble key Town personnel and advisors for viewing of video rough-cuts prior to production finishing.

 - Schedule and oversee video project copying process.

 - Ensure final video project delivery to Town staff.

Project Point of Contact

Paul Bean, in his capacity as President of Joshua Tree Productions, Inc. (702-373-4203) will have primary responsibility for the agreement resulting from this RFP.

Other Relevant Information

Joshua Tree Productions takes pride in its honest obsession with delivering high-quality work in an efficient and cost-effective manner. During the course of our production relationship with our clients, we have never failed to fulfill our contractual obligations and, in the bargain, exceed the expectations of the contracting agency and their project advisors. There is ample evidence that this is a key aspect of our corporate culture in the number of long-term, continuing relationships we have established and manage to maintain with our clients. What may not be as evident in the preceding proposal, but is nonetheless essential to the very character of our company, is that the wisdom we gain from, and the knowledge we offer to our production partners strengthens all parties and ultimately exceeds the legal bonds of any single project. Whenever we are involved our colleagues have rightly come to expect productions that set the standard for excellence and impact in informational and promotional programming.

JTP acknowledges that the Town retains any and all copyrights or any such rights and JTP waives any rights, privileges or basis to such.

JTP currently carries all commercial insurance required and will furnish a Certificate of Insurance to our clients upon request.

SECTION E – Samples of similar projects

The enclosed DVD provides samples of similar and related projects.

SECTION G – Cost for services on an annual basis
Proposed services and costs follow.



Estimate for Production

Date: 04/27/2011

Production: Pahrump Valley Promotional Videos

Client: Town of Pahrump

Production Date: TBA

Location Production Equipment

Canon XL-H1	48 hours	@ \$	37.50 / hour	\$	1,800.00
Canon 5D Mark II	32 hours	@ \$	37.50 / hour	\$	1,200.00
Audio (2 lavalier wireless, 1 shotgun)	48 hours	@ \$	15.00 / hour	\$	720.00
Lighting (Kits, Reflectors & Silks)	24 hours	@ \$	15.00 / hour	\$	360.00
Expendables (Gels, Diffusion, etc)	3 days	@ \$	125.00 / day	\$	375.00
Videotape (Sony PVD-64ME) 60 min	14 units	@ \$	3.45 / unit	\$	48.30
Stage Zero MX2 slider	18 hours	@ \$	20.00 / hour	\$	360.00
Hexacopter RC aerial camera platform	6 hours	@ \$	125.00 / hour	\$	750.00

Personnel Expenses

Administrative (Meetings, Site Survey)	16 hours	@ \$	40.00 / hour	\$	640.00
Producer	48 hours	@ \$	50.00 / hour	\$	2,400.00
Writer	32 hours	@ \$	50.00 / hour	\$	1,600.00
Videographer Paul Bean	80 hours	@ \$	50.00 / hour	\$	4,000.00
Videographer	0 hours	@ \$	60.00 / hour	\$	0.00
Associate Producer	0 hours	@ \$	55.00 / hour	\$	0.00
Sound Engineer	0 hours	@ \$	45.00 / hour	\$	0.00
Production Assistant	40 hours	@ \$	31.25 / hour	\$	1,250.00
Teleprompter Operator	0 hours	@ \$	35.00 / hour	\$	0.00
Make-up Artist	0 day	@ \$	200.00 / day	\$	0.00
Actors X SAG Weekly Rate*	0 weeks	@ \$	0.00 / week	\$	0.00
Craft Services	0 days	@ \$	450.00 / day	\$	0.00
Talent (Voice-over Narrator)	2 hours	@ \$	250.00 / hour	\$	500.00
Key Personnel Travel	0 days	@ \$	300.00 / day	\$	0.00

Post-Production Expenses

Window Dubs	0 hours	@ \$	45.00 / hour	\$	0.00
Digitization and acquisition	48 hours	@ \$	30.00 / hour	\$	1,440.00
Non-Linear Editing	40 hours	@ \$	95.00 / hour	\$	3,800.00
Computer Generated Graphics	24 hours	@ \$	95.00 / hour	\$	2,280.00
Music	4 cuts	@ \$	85.00 / cut	\$	340.00
Transfer Charge	0 hours	@ \$	0.00 / hour	\$	0.00
Audio Tape	0 units	@ \$	0.00 / unit	\$	0.00
Narration (studio time)	2 hours	@ \$	75.00 / hour	\$	150.00
Videotape (Sony DV Premium DVM-60)	2 units	@ \$	29.95 / unit	\$	59.90

Sub-Master Duplication	0 hours	@ \$	0.00 / hour	\$	0.00
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Duplication & Delivery Expenses

VHS Duplication	0 units	@ \$	9.00 / unit	\$	0.00
DVD Authoring	4 hours	@ \$	95.00 / hour	\$	380.00
DVD Duplication and Printing	20 units	@ \$	4.72 / unit	\$	94.40
Encoding for Web Delivery	2 hours	@ \$	65.00 / hour	\$	130.00
Shipping	6 pkgs	@ \$	1.55 / pkg	\$	9.30

Miscellaneous Expenses

Travel meals (2 crew x 1 meal/day)	10 days	@ \$	40.00 / day	\$	400.00
Mileage	1500 miles	@ \$	0.49 / mile	\$	727.50
Parking	0 days	@ \$	0.00 / day	\$	0.00
Airfare	0 trips	@ \$	200.00 / day	\$	0.00
Lodging (2 rooms x 2 persons)	4 nights	@ \$	180.00 / night	\$	720.00

Summary

Total Location Production Expenses	5,613.30
Total Personnel Expenses	10,390.00
Total Post-Production Expenses	8,069.90
Total Duplication & Delivery Expenses	613.70
Total Miscellaneous Expenses	1,847.50

TOTAL \$ 26,534.40

TOWN OF PAHRUMP
BID RESULT

BID # 2011-01

Description: Promotional Video

Bidder Name: KPVM -
Contact Name: Vern VanWinkle
Address: 890 S. Higley 89048
Phone: 727-9400 (175)
E-mail: www.kpvm-tv.com

BID PRICE: \$ 11,900 up to 13,900
exceptions - none?

Signature of Bidder _____ Date _____

FOR OFFICIAL USE ONLY

Did bid submission meet Specifications? Yes No

If Exceptions were listed, was overall product/project satisfactory? Yes No

Town Board Meeting Date: _____

SUCCESSFUL BIDDER? Yes No

Attest: _____



KPVM Television, Inc.
890 S. Higley Rd.
Pahrump, NV 89048
775-727-9400 FAX: 775-727-8750
www.kpvm.tv

September 6, 2011

To: The Pahrump Tourism Board
From: Vernon Van Winkle, Production Company
Regarding: RFP no. 2011-01 Video Production Services
Consideration for production of three videos as requested in the RFP for the Pahrump Valley Tourism Board and the Town of Pahrump.

To All Concerned:

Included on this DVD are two menu items. One of the items gives you a collage of just a few examples of our graphic and editing capabilities. The other gives you a very SIMPLE and short demonstration, with HD footage, of a Pahrump Video. This sample does not include all areas, items, video or effects needed to complete the video that the tourism board may be seeking, but is an excellent short overview of the project request.

It is proposed that:

Vernon Van Winkle, (Executive Producer) will produce three videos as requested in the RFP for the Pahrump Valley Tourism Board and the Town of Pahrump.

The three videos will be videotaped and edited in 1080P High Definition Video. Each being different length for DVD, Web and Commercial purpose as requested in RFP.

Vernon Van Winkles Qualifications/Experience/Reasoning:

Vernon Van Winkle is the originator of the original Pahrump Video produced in 1998 for both tourism and relocation to Pahrump, Nevada. Vernon will be the "DP" Director of Photography for the Project. Vernon has been shooting video since 1979 and has worked personally with the President of the United States of America, Ronald Reagan, on two separate occasions (Children's Home Society and US Retirement Video) Others include but are not limited to, "Fight Back" with David Horowitz, Tracy Murray NBA, Airport Bus Services of LAX and many other corporate clients in California and Nevada as seen on the next page. Then, in 1997, Vernon opened Pahrump's first, local TV Station, KPVM-TV, INC. and has been in businesses in the Pahrump Valley for 15 years. Vern was inducted into the Nevada Broadcasters Hall of Fame in 2004.

Vernon has a keen understanding of the area that will enhance your video project. Vernon has established relationships and understanding of the Specified Local and Regional locations being requested and he will be able to provide the ultimate video shots and production quality by using remote production equipment such as Camera Crane, Steadycam and Helicopter to obtain that winning shot!

Living in Pahrump year around, Vernon will be able to capture the necessary locations and events as they happen and will not have to charge travel fees. Those funds can be saved and applied toward quality and production techniques.

Having the ONLY HD Video Editing Suites in Pahrump, the post production editing can be supervised and reviewed with any revision needed without the long delays of an outside production company.



KPVM Television, Inc.
890 S. Higley Rd.
Pahrump, NV 89048
775-727-9400 FAX: 775-727-8750
www.kpvm.tv

Legal Consideration:

RFP Request that all raw footage be owned by town. Town will need to provide a 1 terabyte Hard Drive for this purpose. Vernon Van Winkle, KPVM will have the right to use video for his demo reel and promotional purpose on TV, DVD or Internet. All other consideration in RFP is agreed upon as listed in the current RFP Vernon has on hand.

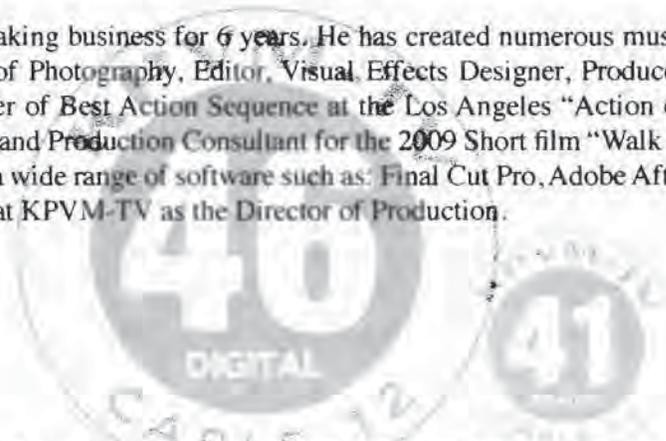
Section A: Vernon Van Winkle has been in the Video and Television production industry since 1979 and holds a degree in Radio & Television Broadcast Production. He has developed a production company and television station in which both are still in operation today. His productions consist of corporate videos, TV, Commercials for TV and the Internet. His clients are: known celebrities and politicians such as Burgess Meredith (Interstate Specialty Marketing), Richard Karm (Interviewed him for Family Feud and Tim Allen Home Improvement TV Show), President Ronald Reagan (Children's Home Society of California), David Horowitz (TV Show Fight Back with David Horowitz), California Chain: NORMS Restaurants, plus several Nevada politicians, etc. Vernon created the original Pahrump Video, The Pahrump Winery Video, Recruiting video for NCSO Rob Roberts, Rick Marshall NCSO Projects and many other corporate videos since 1986.

Section B: Vernon studied at Fullerton College and graduated with a Broadcasting Production Degree. He has created many videos for businesses including "How to" corporate videos, tourist videos and TV Commercials. Vern has developed videos from concept to completion within budget and "on time" for the past 26 years. Vern has worked closely with script writers, graphic designers, DP for 35 mm film and video projects, editors, animators, duplicators, fulfillment houses including art design for covers of VHS videos and DVDs. Vern has the well rounded skills to complete media project for TV, DVD production and the new social media applications.

Script Writer: Susan Wilcox resume is long and extensive. Her awards will speak for themselves, resume available upon request. Awards—provided scripts for video programming that won the following awards:

LA Area Emmy, 2010, 2003, 2002 & 1998
Telly Award, 2007, 2006 (2), 2004, 2001(2)
Aurora Award, 2008
Aegis Award, 2002
ITVA-LA/OC Golden Angel, 1992 (2)
ITVA-LA/OC Silver Angel, 1991
American Public Transit Association Adwheel Award, 1991

Post Production Editor: Jason Coblenz has been in the film making business for 6 years. He has created numerous music videos for a myriad of recording artists. Jason Was Director of Photography, Editor, Visual Effects Designer, Producer, and more for the award winning film "One Long Day" (winner of Best Action Sequence at the Los Angeles "Action on Film" Festival) Jason was also the Co-Director of Photography and Production Consultant for the 2009 Short film "Walk of Death." He is skilled in all aspects of film production, utilizing a wide range of software such as: Final Cut Pro, Adobe After Effects, Apple Motion, Blender and more! He currently works at KPVM-TV as the Director of Production.





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Graphics designer and DVD Creator/Web Expert: Rick Vale has been in the Graphic Design and Commercial Art industry for 17 years. He is able to utilize programs like Adobe Photoshop, Illustrator, InDesign, Anime Studio Pro, Apple Motion and much, much more. Rick was a member of the 2004 Tele-award winning team responsible for "Paul Todd's: The Spirit of Christmas" before moving to Pahrump in 2009. Rick is an accomplished illustrator and animator having single handedly animated two music videos which aired nationally on the Christian satellite network, Sky Angel. Rick holds two Tele Awards and currently works at KPVM-TV as a Graphic Artist and Web Master and Talent.

Section C: Client will need to provide any Hard Drive for archived purposes....

Further DVD of projects beyond 3 completed DVD's will be available per quote.

The first, 1,000 DVD's will be available at \$1.89 each. Minimum order is for 1,000pcs. They will be in a cardboard, full color sleeve with poly wrap. Art work will be designed for a fee of \$450. The project is to be completed by July 30th 2012. Should the RFP be awarded, it will be to Vernon Van Winkle, Production Company. KPVM is his choice to produce this project. Should he leave KPVM-TV, he will complete said project as requested and agreed upon using his video production company.

Section D: The scope of the project is straight forward as requested in the RFP. Vernon Van Winkle will be creating three videos. Each will be delivered on a DVD format for your distribution as needed; one, 5-6 minute DVD for Trade shows; one, 30-second DVD for TV Commercial placement and one, 60-second video for social media applications (Internet). Vernon Van Winkle/KPVM will provide 5 copies of each video. NO MASS duplication is requested, however, is available as out lined in Section C.

Section E: Recently we provided you a copy of the Pahrump Valley Winery Video; we have included a CUSTOM SAMPLE of the HD video requested in the RFP. (Note, budget for said video was very small)

Section G: Fee for Services....

\$11,900 (ceiling at \$13,900 for said project) Payment as follows \$6,000 upon award of project; \$4,000 at final principle photography and \$1,900 upon final completion.

Services Include:

Professional Script Writer

Professional Voice Over

High Definition Production and Post Production

High Definition Editing (post-production) Talent

Video Treatment: After effects, Motion, Blender Final Cut Studio Pro 7.

Graphics, Photoshop, Illustrator.

Music Library

Pre-design DVD

DVD Video Encoding

DVD Creation

3 DVD of each video

Additional work outside said project listed above, and approved scripted work, will be at \$125 per hour. Addition DVDs will be on a per quote basis. A one-time offer of 1,000 DVDs is included in Section C as a separate fee.

2012 Certificate of Liability Insurance is available when RFP is awarded. You have a current one in your files now.

KPVM Television, Inc. • 890 S. Higley • Pahrump • NV • 89048 • 775.727.9400

TOWN OF PAHRUMP
BID RESULT

BID # 2011-01

Description: Promotional Video

Bidder Name: M Creative Group
Contact Name: Beth Pinstker
Address: 23209 Mariano St #100
Woodland Hills CA 91367
Phone: 818-225-1541
E-mail: www.mcreativegroup.net

BID PRICE: \$ 11,840, no exceptions

Signature of Bidder _____ Date _____

FOR OFFICIAL USE ONLY

Did bid submission meet Specifications? Yes No

If Exceptions were listed, was overall product/project satisfactory? Yes No

Town Board Meeting Date: _____

SUCCESSFUL BIDDER? Yes No

Attest: _____



Proposal to Provide Video Production Services
to The Town of Pahrump
RFP 2011-01

SUBMITTED BY **M Creative Group** AUGUST 23, 2011

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Section A - Similar Experience

COMPANY OVERVIEW

Extraordinary storytelling...

Unbridled creativity...

And an unflinching standard of excellence...

That's what sets M Creative Group, Inc. apart.

With over 150 Awards for creative excellence covering every format imaginable, there's not a genre we haven't tackled. Our team members have worked for every broadcast network and most cable networks, from reality shows to scripted drama, and from documentary filmmaking to multi-camera live-to-tape, we've mastered them all.

In addition, our team members have successfully developed creative and strategic videos to reach similar audiences with compelling, visually and verbally exciting content for many different local, state and federal governmental agencies as well as for the private sector.

The driving force behind all of our expertise is a deep and abiding respect for the importance of story. Our extensive background in creative development, scriptwriting, directing, producing and creative execution, informs everything we do, because when the day is said and done, we are master storytellers. And whether it's a documentary, PR video, Public Information/Outreach video, scripted drama, or a reality show... without a compelling story, you have nothing.

In addition to our background in film and television, M Creative Group's award winning creative team has extensive experience in advertising and marketing. This unique blend of feature film and broadcast television expertise, combined with a solid background in commercials and cutting edge creative communications sets us apart. We are experts at capturing and holding audience attention, and infusing an engaging sensibility, look, and feel to every project that we touch.

But don't just take our word for it... The exceptional quality of our work has been recognized by over 150 of the world's most prestigious awards and honors... In every field of endeavor, from dramatic features to broadcast television, from commercials to corporate communications we've won them all, including an Academy Award Nomination, Emmy Awards, Clio Awards, CINE Eagle Awards, Addys, PROMAX/BDAS, Hollywood Radio and Television Society International Broadcasting Awards, Chicago Film Festival Awards, and the list goes on.

In short, we are experts at having our fingers on the pulse of audience dynamics... of how to grab, as well as how to hold an audience. This expertise sets us apart from the crowd. It informs and elevates the work. And it directly translates into more compelling, and more effective videos.

Section A - Similar Experience

Background

M Creative Group's award-winning creative, production, technical, and graphics team has over 25 years of experience providing exactly the types of video production services required by the Town of Pahrump. These kinds of productions are right up our alley, and if chosen, we will create compelling and effective videos that will achieve the results you are looking for.

In addition to our Private Sector work in commercials and entertainment, our background includes numerous projects for Public and/or Governmental Agencies, including:

- The City of Los Angeles and The Port of Los Angeles – Award Winning Public Information/Public Outreach videos and TV commercial.
- Award winning series of Anti Drug Abuse Public Service Announcements produced for the White House Private Sector Initiative – this series of PSAs included several spots featuring real people. Also, on-camera video of the First Lady. Broadcast nationally as well as shown in movie theaters worldwide.
- The Olympic Arts Festival – Commercials promoting tourism and attendance.
- The Olympics – Award Winning motivational/informational video.
- "Think Earth" – Award winning curriculum videos (for grades K through 8) on the environment and environmental stewardship. Distributed nationally.
- United Way – Series of motivational Public Service videos.
- Award Winning commercials/Public Service Announcements for Reading Is Fundamental (illiteracy) Broadcast nationally.
- American Lung Association – Award Winning Public Information/Public Outreach video.
- Award Winning Public Information/Public Outreach videos for The Sanitation Districts of Los Angeles County
- Video production services for The Metropolitan Water Districts of Los Angeles
- And the list goes on...

So what is it that makes M Creative Group so uniquely qualified for Pahrump's video productions? The answer is simple, clear, and straightforward... Our team is incredibly good at what they do, and combines the best of the worlds of documentary filmmaking with the best of the worlds of broadcast advertising and entertainment.

We are experts with a long and rich background creating videos that not only communicate their message, but do so in an **engaging** manner. We routinely work with both actors and non-actors ("real" people) alike and we pride ourselves on our directors' abilities to put "real" people at ease so that they are completely natural.

It is our belief that in order to achieve Pahrump's goals, the productions must be entertaining, engaging, and visually stunning, and this is what we excel at.

Section A - Similar Experience

In short, we are writers, directors, and filmmakers keenly adept at working with this type of documentary material and crafting compelling stories. We are communicators and entertainers whose work achieves results and grabs attention. And the proof is in the pudding... it's visible in our demo reels, our bios, our references, and our awards.

Unlike many of our competitors, we have a unique depth of experience creating and producing educational films and videos, television commercials, public service announcements, and reality/documentary programming as well as entertainment for broadcast television, cable TV, and feature films. And we bring that *invaluable storytelling expertise* to bear on our all of our work.

We hope you'll agree after reading our proposal that we offer the Town of Pahrump a uniquely intelligent, experienced and talented resource. As creative solutions providers, we're usually identified with the creative work we've done and the awards we've won. But truth be told, as proud as we are of our extensive list of top awards, we're even more proud of the results our work has generated. We long ago recognized that our job is to reach out and affect our clients' target audiences, to move the needle of perception, drive commerce, and get results ... or else! And that's what we do best.

Section A - Team Awards & Honors

AWARDS & HONORS

Academy Award Nomination

EMMY Awards

Addy Awards

Hollywood Radio & Television Society International Broadcasting Awards

Clio Certificate of Creative Excellence

Chicago International Film Festival - multiple awards - Gold & Silver

CINE Eagle Award

Multiple Telly Awards

Multiple Classic Telly Awards – Best Work of the Past 25 Years - Gold

Multiple Platinum Best of Show Aurora Awards

ITVA Golden Reel

Columbus International Film Festival Awards - multiple awards - Gold

Birmingham International Film Festival - Gold

Jacksonville International Film Festival - Gold

American Library Association Awards - multiple awards

EFLA American Film Festival Awards - multiple awards

Midwest International Film Festival Awards

Long Island International Film Festival Awards

New England International Film Festival Awards

Guimares Portugal International Film Festival Awards

Cannes International Film Festival Awards

Filmex Awards

MIFED Awards

Membership in The Academy of Motion Picture Arts and Sciences (AMPAS)

Executive Committee Member, AMPAS



Section A - Clients

Companies our team has worked with include:

ABC
CBS
NBC
A&E Television
Twentieth Century Fox
Fox Television
The Disney Channel
USA Network
Countrywide Home Loans
Bristol Myers
Procter and Gamble
Hilmar Cheese Company
Los Angeles County Sanitation Districts Public Image/Information Videos
The Port of L.A. - The City of Los Angeles Promotional Videos & Commercial
The Metropolitan Water District
United States Armed Services
City Redevelopment Agency/Los Angeles
Los Angeles Times
Warner Brothers Online
Interscope Communications, Inc.
Johnson & Johnson
Learning Corporation of America
Aloha Airlines
Fujitsu-Amdahl Corporation/United Way
Isotope Products Laboratories
MGM
New Line Cinema
Numero Uno Pizza
The American Lung Association
The Olympics
Houston Chronicle
EMI Television
And the list goes on...

Section A - Client Testimonials

CLIENT RECOMMENDATIONS:

"I cannot think of a single thing that could be improved upon... The images 'go by' quickly, leaving the customer excited to learn more after seeing the video. The music is upbeat and progressive. Goodness, the cows lifting their heads near the end are even timed to the music! CA has very well trained cows! I can't thank you enough for putting together such a fine marketing tool for sales. The key themes, goals, and production information are all presented in a 'package' that shows our company to be progressive, tech-oriented, people-driven, customer-focused, and stewards of the environment. Nice work!"

Holly Daniels
Regional Sales Manager
Hilmar Cheese Company - Europe and Eastern USA & Canada

"Kudos to the magic mix you created in the midst of a grueling project."

"I have had employees stop me and say how much they liked the video and how true it was to their feeling about the business of Hilmar. In an economy as bleak we are facing, it's heartening to have workplace pride refreshed."

Director of Marketing
Hilmar Cheese and Food Products

"Congratulations! Thank you for a wonderful job on the videos. I have heard positive comments on the quality and how you captured the depth and culture of our company. I appreciate your diligence in the project and tolerating my changes and needs. It is definitely something we can all be proud of."

Denise Skidmore
Director, Education & Public Relations
Hilmar Cheese Company

"M Creative provided a new level of creativity and a fresh look to our videos. They elevated the level of professionalism and brought a more human touch to attract more viewers. I highly recommend them, as they are a fantastic partner."

Top qualities: **Great Results, Personable, Creative**

Linda S. Yee
Countrywide Home Loans

"I wanted to let you know that the video was well received by the sales people and the attendees of the International Builders' Show in Orlando last week.

Section A - Client Testimonials

This was a well-produced item. Thanks for all your efforts in making this a successful project. We appreciate your great efforts and I think ***this video has set the bar for us here***. Thanks again!"

Felix Bazgan
AVP, Business Partner Marketing (former)
Countrywide Home Loans

"On behalf of the entire Board of Commissioners for The Port of Los Angeles, I would like to take this opportunity to thank you for making the "We're Your Port, Los Angeles" commercial, and the "Bright Future" video program ***two very successful productions***."

"You succeeded in communicating a complex message and difficult information in a compelling and entertaining manner. You were able to command the attention of our target audience and constituency by creating programs that were at once personal and spoke to the heart. Considering the subject matter, that was not easy to do! We have heard many comments about the commercials and the video, and all were overwhelmingly positive. Your talent and hard work were very apparent."

"I also truly enjoyed working with you on the production... ***you made the entire process easy and enjoyable***. In addition, I'd like to thank you personally for the extra time you spent interacting not only with myself, but with all of the commissioners about our "performances." As a director and producer, you made us all feel and look like "stars," and given that none of us are professional on-camera "talent," ***this was quite an accomplishment***, and much appreciated."

"I wish you the best of luck in your future endeavors, and hope that we will be able to work together again in the future. Please feel free to give my name as a reference as ***I would be delighted to tell anyone who asks, about the quality and excellence of your work and your work ethic.***"

Nick Tonsich
Attorney at Law
Past President of the Los Angeles Board of Harbor Commissioners
Glaser, Tonsich & Assoc. LLP

"M Creative does solid work in the area of creative and compelling video marketing. ***I highly recommend M Creative Group.***"

Top qualities: ***Great Results, Personable, Creative***

Arley Baker
Port of Los Angeles

Section B - Staff Qualifications

SETH PINSKER – PRESIDENT / CEO DIRECTOR / WRITER / PRODUCER



An Academy Award nominee, Seth Pinsker has garnered over 50 major national and international awards for his creative work in film, television, commercials, marketing, & digital media. A multi-talented writer, director and producer, he brings to the table extensive additional background in scripted and un-scripted programs, Documentaries, Live-to-Tape, Broadcast and Cable Network Television Programs and Prime Time Specials as well as Public Service Announcements, Educational, Motivational, Public Outreach Films & Videos, Promotional and PR Film & Videos, and Corporate Communications.

Prior to founding M Creative Group, Inc., Seth was President of Millennium Communications, Inc., and before that, had been affiliated with the prestigious N. Lee Lacy Associates for his commercial and corporate work. In short, Seth is both an enterprising businessman as well as an acknowledged and awarded creative talent.

One of Seth's outstanding achievements was directing, writing, and producing the highly acclaimed Academy Award nominated film, "Strange Fruit" from the song by Billie Holiday and the novel by Lillian Smith. Additional credits include the award winning "Overture" for Learning Corporation of America; the documentary, "See No Evil" honored by the American Film Festival; and three award winning "After-School Specials" for CBS Television. His first film, "Pupae," was also honored with numerous awards including a CINE Eagle and a special showing at the Cannes International Film Festival.

Seth's work in commercials and marketing, as well as both long and short form film & video, has led to a wide variety of top honors and awards at many of the most prestigious international film festivals including a Clio Award, Hollywood Radio and Television Society International Broadcasting Awards, Chicago Film Festival Awards, Telly Awards, Classic Tellys honoring the Best Work of the Past 25 Years, Aurora Awards, CINE Eagle Awards, Educational Film Library Association Awards, American Library Association Awards, the ITVA Golden Reel, and the highly coveted Hollywood Radio Television Society International Broadcasting Award among others.

In addition, Seth has been awarded the distinct privilege and honor of membership in The Academy of Motion Picture Arts and Sciences where he serves on the Executive Committee of the Short Films and Feature Animation Branch.

Seth also counts among his credits, producing the 2 hour primetime live-to-tape, multi-camera, reality special for Fox and A&E entitled, "America's Top Dog." In the arena of feature films, he has written and directed "The Hidden II" for New Line Cinema as well as developed several other motion pictures for the studios. These include "The Substitute" for Apollo Pictures and "Jake's Run" for MGM.

Section B - Staff Qualifications

Additional credits include developing programming for cable and interactive video with Interscope Communications and with EMI Television. He also created and produced two award-winning educational curriculum programs for "Think Earth" as a part of its National Program for Environmental Awareness. In addition, Seth also wrote, directed, and produced several award-winning films for the Learning Corporation of America, for broadcast on PBS and on cable TV as well as for distribution to schools and libraries worldwide.

Seth also counts among his credits writing, directing, and producing motivational orientation films for the Olympics and their over 60,000 volunteers and employees. He also received much acclaim and won both a Clio and an IBA award for a series of anti-drug abuse Public Service Announcements produced for the White House Private Sector Initiative Program.

A native New Yorker, Seth graduated from Brown University with a B.A. in Theater Arts. He then went on to earn an M.F.A. in Film Production at the USC School of Cinema and The American Film Institute Center for Advanced Film Studies. He has generously shared his knowledge by conducting numerous professional classes and workshops, as well as teaching at the University of California Irvine, California State University Northridge, and at Columbia College Hollywood.

An accomplished producer, writer, and director, Seth brings a keen sense of how to engage and communicate effectively with his intended audience. His extensive experience in the worlds of scripted and un-scripted entertainment, documentaries, marketing, commercials, promos, educational, public information/public outreach, and motivational films, informs his unique creative approach and talent, lending a world-class approach to every project he works on.

Education

Brown University - B.A. in Theater Arts.

M.F.A. Program - Film Production. USC School of Cinema

M.F.A. - The American Film Institute Center For Advance Film Studies

Teacher/Guest Lecturer

University of California Irvine

California State University Northridge

Columbia College - Hollywood.

Section B - Staff Qualifications

DIANE GLEZERMAN - COO EXECUTIVE PRODUCER / PROJECT MANAGER



Diane Glezerman is an award-winning Producer and Executive Producer whose previous and extensive experience in the television and documentaries, as well as in the worlds of marketing, corporate communications, public awareness/public outreach, advertising, on-line advertising/marketing, makes her a perfect fit for developing & managing projects, and getting the job done on time, on budget, and on right.

Diane has created, written, and produced numerous television programs for network, national syndication, and cable broadcast, including for CBS, USA Network, and The Disney Channel. In addition, Diane has produced literally hundreds of hours of live, multi-camera location and studio shoots, as well as ENG (Electronic News Gathering), and EFP (Electronic Field Production) productions. She has creatively supervised and produced both large and small productions nationally as well as locally.

Some of her credits include the CBS late night talk show "The Pat Sajak Show," the daily magazine/talk series "Alive & Well" for Bristol-Myers/USA Network), "Together" a weekly interview show for Procter & Gamble/The Family Channel, and numerous other shows for The Disney Channel, Tribune, and USA Networks.

In another arena, she has also produced and project managed marketing and public awareness/public outreach programs & videos for innumerable private sector companies as well as for public and governmental agencies including The Port of Los Angeles (largest container port in the United States), The Metropolitan Water District of Southern California, The Los Angeles County Sanitation Districts, and the Orange County Transportation Authority.

Diane began her career in advertising as a Media Planner, first with Asher/Gould Advertising and then with Ed Libov & Associates. In the world of corporate communications, and public outreach & education, Diane gained invaluable experience as the Media and Communications Manager for The Parsons Corporation, one of the world's largest engineering and design firms. In this position, she was responsible for developing, producing, writing, and directing videos and collateral PR materials on subjects as far ranging as the building and transporting of offshore oil rigs, to the inner workings of wastewater management facilities. Her third-party clients included the Department of Defense, Standard Oil, and numerous municipalities across the United States. She was also responsible for managing all corporate press and advertising relations, including developing, researching, writing, and disseminating press releases.

Since joining M Creative Group eight years ago, she has contributed her considerable creative, organizational, and managerial skills to both our entertainment endeavors as well as to our Private Sector and Public Agency/Governmental Clients.

Section B - Staff Qualifications

Her pro-bono work includes numerous documentaries for the Women In Film Crystal Awards, and a documentary she created about the people of Poland for producer Jerry Weintraub, just to name a few.

As an Executive Producer and Project Manager, Diane brings a commitment to excellence, as well as the skills, the know-how, and the background to help make any project a smashing success.

Education

UCLA - Undergraduate Theater, Film and TV
University of Southern California, B.A. Drama

Section B - Staff Qualifications

ROBERT LUNDAHL VIDEOGRAPHER / EDITOR

Robert is an Emmy Award winning filmmaker who has received scores of additional awards for his work, including the International Television Association's "Golden Vision" Award, the U.S. International Film and Video Festival's "Silver Screen," I.A.A.V.C.'s "Cindy," the "Telly" Award, San Jose Film and Video Commission's "Joey," American Advertising Association "Addy," United Way "Bay Area Best," I.A.B.C. "Gold Quill," and many others.

In addition, his work has also been honored by numerous film festivals including: the EarthVision International Environmental Video Festival (1st Place), Columbus International Film & Video Festival (Honorable Mention), the International Wildlife Film Festival (Finalist), the American Anthropological Association Film & Video Festival, Hazel Wolf Environmental Film Festival, REAL2REEL Documentary Film Festival, El Festival del Riu (Spain), Great Lakes Independent Film Festival, Moab Film Festival, Anchorage Film Festival, The Northwest Folklife Documentary Film Festival, and the International Film Festival of the Americas.

Robert, developed his skills working on nationally syndicated outdoor programs for John Fabian Productions. He then moved on to series production with Digital Journey, an award winning series of 39 short (3:30) informational marketing programs exploring the human side of technology, its cultural, environmental and social contexts. The series was filmed around the globe for broadcast on U.S. public television and Canada's TVO.

CAREER HIGHLIGHTS INCLUDE:

Creating innovative communications products for Fortune 100 clients, NGOs, political and government organizations.

- **Videographer/Consultant/Public Relations Director**, CARE, Californians for Renewable Energy.
- **Producer/Director**, "Solar Gold" PBS broadcast documentary on the "New Gold Rush" to capitalize on California's solar resources, via a fast tracked program accelerated by ARRA stimulus fund rebates.
- **Producer/Videographer/Social Media Strategist**, of campaign "poli-ti-sodes" and rapid response campaign spots for the Aguirre for California Governor Campaign, 2010. 24 2-3 minute campaign videos for immediate release on the web, plus documentary feature film, offering a transparent view "behind the scenes," of Aguirre's campaign for Governor of California.
- **Producer/Director**, "PayDirt" documentary for the Fraud Discovery Institute. Created with partners such as Homeowners of Texas, salem-news.com, Clean Water Now!, GreenAction, Californians for Renewable Energy, The Law Offices of Joe and Angela Alioto, The San Francisco Bay Guardian, and others. Documentary on housing development on polluted brown-fields sites and military bases.

Section B - Staff Qualifications

- **Video Producer, Writer, Rich Media**, PayitGreen® campaign, National Automated Clearinghouse Assn. (NACHA). In support of member institutions, Wells Fargo Bank, Bank of America, Citi, Chase, Capitol One, Con Edison and others. Created communications products including Business “Tool Kit” website and content, 4 Flash element web “teases”, PayitGreen® video, 72 slide Bank of America executive PowerPoint on internal change management, ConEdison Earth Day presentation for Madison Sq. Garden.

- **Editor, Videographer, Writer, Producer**, “Digital Journey: Stories from a Networked Planet,” Sun Microsystems extended branding campaign. 39 episodic broadcast shorts, and 10, 30 minute programs. Aired in the U.S. and Canada - broadcast and cable. Translated technology concepts into accessible stories for general audiences, extending the Sun and Java brands. Reinforced thought leadership in various market segments through strategic content driven alliances.

Developed identity and branding packages for series, broadcast, and web. Used broadcast airplay to drive web traffic. Designed and developed various internal and external websites, portals and micro-site concepts. Executed North American series distribution, garnering 3929 airplays, 229 hours of broadcast time, 75,000,000 potential households, and 175,000,000 potential viewers, 43% of U.S. broadcast market (Nielsen), 52.64% of Canada broadcast market. Generated U.S. airtime valued at 1.8 million+ dollars for underwriter Sun Microsystems.

- **Videographer, Editor, Writer, Producer**, for Sun Microsystems “Sunergy” series, marketing, branding, educational satellite broadcasts.

- **Editor**, Tech Close Up, Nevins Productions. Syndicated entertainment program reaching 75 U.S. markets, along with cable and satellite distribution via Wealth TV, Voice of America and others. Managed conversion from standard def to HD production. Established standards and guidelines for 1080i HD, high definition project workflow (P2). Provided editorial services and motion graphics in Final Cut Studio Pro. HD production editor.

- **Videographer, Editor**, three 60 min. broadcast documentaries for public television including:

- “Harvest Dreams”, about sustainable agriculture in the Western United States.
- “Song on the Water”, on Native (indigenous) American cultural traditions. This film takes viewers along with 50 indigenous canoes, their crews and communities on a modern-day voyage to a traditional potlatch. Received 280 airplays on over 80 PBS stations.

Section B - Staff Qualifications

- "Unconquering the Last Frontier" exploring the causes and effects of the ongoing "salmon crisis" in the Pacific Northwest, focusing on ecosystem restoration and dam removal along the Elwha River. Honored by film festivals around the world and released theatrically, in association with the Sierra Club, American Rivers, Friends of the Earth, the Northwest Indian Fisheries Commission, Trout Unlimited, and other groups. The film was also obtained for the collections of leading U.S. universities and cultural institutions, including Yale, Harvard, Dartmouth, Univ. of Washington, and the Smithsonian Institution–National Museum of the American Indian.

STAFF POSITIONS INCLUDE:

- **Senior Producer/Director, Amdahl Computer Corporation**, manufacturer of mainframe computer systems, Sunnyvale, California. Produced high-end film and video projects in support of Marketing, Investor Relations, Customer Service, Corporate Communications, and Human Resources Departments. Presented Amdahl as a global competitor with rival IBM. Produced ongoing video magazine, "Amdahl Today," "Journey Inside a Mainframe."
- **Director, Audio Visual Services, Southwest Gas Corporation**, Las Vegas, Nevada. Founded corporate film and video production department for regional public utility. Managed yearly budget and staff. Produced consumer driven programs for marketing, corporate communications, and public relations, including a corporate video magazine, "Southwest Vision."
- **Cinematographer/Location Sound Recordist**, John Fabian Productions/Glen Lau Productions. Remote production for outdoor sports programs syndicated in 75 markets. Filmed in Alaska, California Idaho, Montana, Oregon, Washington, and Wyoming. Principal cinematography for "Sports Afield" and "Western Outdoorsman."

EDUCATION

B.F.A. - University of Oregon, Department of Art.

Section B - Staff Availability

The team members indicated above will be available to perform all work as may be necessary to complete the contract and produce the deliverables specified in the RFP in the best possible and most expeditious, satisfactory and acceptable manner.

Section C - Exceptions to SOW

There are no exceptions to the scope of work.

Section D - Understanding Project

OVERVIEW

As stated in the RFP, the purpose for creating these videos is to promote tourism to the area by highlighting and emphasizing its many wonderful features and attractions. We are no strangers to the area, love what it has to offer, and are confident we can accomplish your goals in a big way. In fact, our videographer/editor has extensive experience filming in the region, and is well versed in its many attractions and attributes. And our writer/director is expert at creating videos that engage the audience and achieve results by moving the needle of audience awareness and perceptions.

With that said, we want to discuss exactly how these videos will accomplish your goals, and connect in a significant way with your target audience.

First and foremost, the primary challenge is to create top quality videos on a very limited budget. To be effective, it's important to keep in mind that you are competing with the type of quality seen in broadcast TV and film. In other words, your audience is used to top dollar, highly crafted and expensive images on the screen. And specifically, you are competing with other tourism videos and commercials, oftentimes produced with very high budgets where no expense was spared.

With that in mind, it is our goal to win the battle for audience attention and engagement by keeping your videos fresh, exciting, and creative, so that they stand out from the crowd. M Creative Group will develop these videos with all of these objectives solidly in mind. By doing so, the results will not only be far reaching, but will pay dividends far into the future.

To do this, the images must be arresting, compelling, exciting, and/or beautiful. Finding and distilling the extraordinary in the ordinary. Having the vision to distill the story you are trying to tell into its most compelling format. This is what we excel at... this is what we do best.

It all comes down to:

- Spot on writing.
- Directing that doesn't miss a beat.
- Dramatic cinematography.
- Editing that's compelling, novel, arresting, and exciting.

FEELING TONE

To understand how these videos will accomplish your goals and connect in a significant way with your target audience, we need to discuss what these videos are really about, in light of what we are trying to accomplish.

Section D - Understanding Project

Most of us can recall that incredible feeling of the start of summer vacation ...
Or the first time we traveled to an exciting distant location...
Or the simple pleasure and freedom of time off.

For each of us, the specifics might be different, but that core feeling of delight... The expansiveness & joy of being alive is universal.
That's the core feeling, the emotion we want to tap into...
Emotionally, viscerally driving home the message that Pahrump is a great place to visit and vacation.
In short, making the association that vacationing in Pahrump takes you there.

That's the message.
And that's how we want to connect emotionally in a powerful way with the viewer.

Doing this, places the focus on the benefits that the product delivers... And this approach pays huge, long-term dividends.

CINEMATOGRAPHY - VISUAL DYNAMISM

A taste of the visual banquet we have in mind.

Wherever possible we'll strive for:
Dynamic framing...
Dramatic lighting...
Rich, deep colors accentuating the absolute beauty of nature... of life.
And we will always look to capture the unique in each location.
The idea is to make every frame a work of art.

EDITING, SOUND, & MUSIC - CREATING A WORLD

In our incredibly rich and cluttered media environment it's ever harder, yet critically essential to stand out from the crowd. Pacing, transitions, sound design, and music must all syncopate like a well-tuned engine.

When and where appropriate, we will utilize such techniques as contrasting slo-motion with sped up action within individual shots – syncopating opposite ends of the motion spectrum (fast and slow) to give a modern and exciting look and feel.

Rich sound design and music to enhance the videos and make them as immersive and cinematic as possible.

Complex soundscapes and quiet stillness...
Syncopation and Rhythm...

Section D - Understanding Project

All tools that will be engaged to help cut through the clutter, grab attention, and enhance audience engagement.

FINAL THOUGHTS

On behalf of all of us at M Creative Group, we'd just like to express how thrilled we are about the possibility of working on these videos for the Town of Pahrump. It's an exciting opportunity to further enhance the image of the region, and increase tourism and enhance value in ways that will have lasting impact, providing long-term return on investment.

It would be an honor to work with you to create something exciting and exceptional for the Town of Pahrump.

Section E - Similar Project Samples

SIMILAR PROJECTS

Please see the enclosed DVD Sample Reel.

This is in addition to the numerous projects outlined in our team members' bios as well as the company overview provided in the body of this proposal.

Section G - Costs for Services

TAILORING WHAT WE DO... **TO MATCH OUR CLIENT'S BUDGETS**

We always tailor our productions and the scope of those productions to our clients' budgetary needs and constraints. With that solidly in mind, we have prepared our proposal with the goal of providing you with options.

Accordingly, we have put together a broad outline of what we would suggest and how we would handle a "Basic" approach that assumes a minimal spend. If however the Town would like to consider taking a more "Aggressive" approach that would allow for a more generous budget, we would be happy to present another approach allowing for more production value, and therefore a richer and more finely tuned end product.

We stand ready to work within and tailor our scope of work to match the budget that the Town of Pahrump decides to allocate to this project... and we look forward to helping make this the smashing success we know it can be!

Follows is the Cost Proposal we developed using our industry standard budgeting software.

Note – we have attached three cost proposals as follows:

- One assumes filming during one trip
- The second assume filming during two trips
- The third assumes that three trips will be required

Pahrump Tourism RFP N. 2011-01 - Video Production Services
M Creative Group, Inc. - Submitted 8/23/11

Acct#	Category Description	Page	Total
1100	Development	1	\$1,600
1500	Directors Unit	1	\$2,100
1600	Talent	1	\$600
TOTAL ABOVE-THE-LINE			\$4,300
2600	Camera Operations	1	\$1,900
3500	Location Department	1	\$1,665
TOTAL PRODUCTION			\$3,565
5100	Editing	2	\$1,300
5400	Music	2	\$500
TOTAL POST PRODUCTION			\$1,800
TOTAL OTHER			\$0
	Contingency : 0.0%		\$0
	Overhead : 20.0%		\$1,933
	Insurance : 2.5%		\$242
Total Above-The-Line			\$4,300
Total Below-The-Line			\$5,365
Total Above and Below-The-Line			\$9,665
Total Payroll			\$0
Grand Total			\$11,840

Acct#	Description	Amt	Units	X	Rate	Sub T	Total
1100 Development							
1101	Copywriting						
	Script Development	5	Days	1	300	1,500	
	Total						\$1,500
1107	Office Overhead						
	Misc - phones, fax, supplies	1	Allow	1	100	100	
	Total						\$100
Account Total for 1100							\$1,600
1500 Directors Unit							
1501	Director/Producer						
	Shoot	5	Days	1	300	1,500	
	Post	2	Days	1	300	600	
	Total						\$2,100
Account Total for 1500							\$2,100
1600 Talent							
1613	Voice Over Narration						
	Jack Jemigan DVBE	3	Sessions	1	200	600	
	Total						\$600
Account Total for 1600							\$600
TOTAL ABOVE-THE-LINE							\$4,300
2600 Camera Operations							
2601	Director of Photography						
	Shoot	5	Days	1	300	1,500	
	Total						\$1,500
2613	Purchases						
	1.5 TB portable Hard Drive	2	Drives	1	200	400	
	Total						\$400
Account Total for 2600							\$1,900
3500 Location Department							
3502	Travel Costs						
	RTL to MCG R/T	270	miles	1	0.5	135	
	MCG to Pahrump R/T	560	miles	1	0.5	280	
	Regional Locations	100	miles/day	5	0.5	250	
	Total						\$665
3504	Lodging						

Continuation of Account 3504

Acct#	Description	Amt	Units	X	Rate	Sub T	Total
	Hotel	2	Rooms	5	100	1,000	
	Total						\$1,000
Account Total for 3500							\$1,665
TOTAL PRODUCTION							\$3,565
5100 Editing							
5102	Editor						
	Editor & Edit Suite Pkg.	4	Days	1	300	1,200	
	Total						\$1,200
5198	Miscellaneous						
	Misc. - phones, fax, supplies	1	Allow	1	100	100	
	Total						\$100
Account Total for 5100							\$1,300
5400 Music							
5414	Rights/Royalties						
	Royalty Free Music	5	Tracks	1	100	500	
	Total						\$500
Account Total for 5400							\$500
TOTAL POST PRODUCTION							\$1,800
TOTAL OTHER							\$0
	Contingency : 0.0%						\$0
	Overhead : 20.0%						\$1,933
	Insurance : 2.5%						\$242
	Total Above-The-Line						\$4,300
	Total Below-The-Line						\$5,365
	Total Above and Below-The-Line						\$9,665
	Total Payroll						\$0
	Grand Total						\$11,840

Budget Information Report

Budget Title	: Pahrump Tourism RFP N. 2011-01 - Video Production Services	Total Number of Items
Budget Number	:	Categories : 41
Revision Number	: 2	Accounts : 512
Currency		Details : 517
Base	: U United States 1.0	Fringes : 18
Conversion	: U United States 1.0	Globals : 91
		Groups : 13
		Units : 8
Budget File		Locations : 0
Current filename	: /Users/spinsker/Documents/My Documents/M Creative Group/Bids/Pahrump Tourism Videos/Pahrump Tourism Videos - RE-BID/Pahrump Tourism Videos - RE-BID - Budgets/Pahrump Tourism Videos MCG Budget - 1Trip.mbd	Sets : 0
Previous filename	: /Users/spinsker/MMData/MM Budgeting/Templates/System Templates/M Creative Group - Corporate.ept	Currencies : 3
Filename before that	: /Users/spinsker/EPData/EP Budgeting/Templates/M Creative Group - Corporate.epb	4th level : 0
Date Created	: Wed Mar 9, 2011 at 2:26 PM PST	
Date Last Updated	: Sat Aug 27, 2011 at 4:45 PM PDT	

Remarks :

Critical Assumptions:

5 contiguous days of location filming during 1 trip
 All locations provided by client, no location fees included



Pahrump Tourism RFP N. 2011-01 - Video Production Serevices - 2 Trips
M Creative Group, Inc. - Submitted 8/23/11

Acct#	Category Description	Page	Total
1100	Development	1	\$1,600
1500	Directors Unit	1	\$2,400
1600	Talent	1	\$600
TOTAL ABOVE-THE-LINE			\$4,600
2600	Camera Operations	1	\$2,200
3500	Location Department	1	\$2,330
TOTAL PRODUCTION			\$4,530
5100	Editing	2	\$1,300
5400	Music	2	\$500
TOTAL POST PRODUCTION			\$1,800
TOTAL OTHER			\$0
	Contingency : 0.0%		\$0
	Overhead : 20.0%		\$2,186
	Insurance : 2.5%		\$273
	Total Above-The-Line		\$4,600
	Total Below-The-Line		\$6,330
	Total Above and Below-The-Line		\$10,930
	Total Payroll		\$0
	Grand Total		\$13,389

Acct#	Description	Amt	Units	X	Rate	Sub T	Total
1100 Development							
1101	Copywriting						
	Script Development	5	Days	1	300	1,500	
	Total						\$1,500
1107	Office Overhead						
	Misc - phones, fax, supplies	1	Allow	1	100	100	
	Total						\$100
Account Total for 1100							\$1,600
1500 Directors Unit							
1501	Director/Producer						
	Shoot	6	Days	1	300	1,800	
	Post	2	Days	1	300	600	
	Total						\$2,400
Account Total for 1500							\$2,400
1600 Talent							
1613	Voice Over Narration						
	Jack Jemigan DVBE	3	Sessions	1	200	600	
	Total						\$600
Account Total for 1600							\$600
TOTAL ABOVE-THE-LINE							\$4,600
2600 Camera Operations							
2601	Director of Photography						
	Shoot	6	Days	1	300	1,800	
	Total						\$1,800
2613	Purchases						
	1.5 TB portable Hard Drive	2	Drives	1	200	400	
	Total						\$400
Account Total for 2600							\$2,200
3500 Location Department							
3502	Travel Costs						
	RTL to MCG R/T	270	miles	2	0.5	270	
	MCG to Pahrump R/T	560	miles	2	0.5	560	
	Regional Locations	100	miles/day	6	0.5	300	
	Total						\$1,130
3504	Lodging						

Continuation of Account 3504

Acct#	Description	Amt	Units	X	Rate	Sub T	Total
	Hotel	2	Rooms	6	100	1,200	
	Total						\$1,200
Account Total for 3500							\$2,330
TOTAL PRODUCTION							\$4,530
5100 Editing							
5102	Editor						
	Editor & Edit Suite Pkg.	4	Days	1	300	1,200	
	Total						\$1,200
5198	Miscellaneous						
	Misc. - phones, fax, supplies	1	Allow	1	100	100	
	Total						\$100
Account Total for 5100							\$1,300
5400 Music							
5414	Rights/Royalties						
	Royalty Free Music	5	Tracks	1	100	500	
	Total						\$500
Account Total for 5400							\$500
TOTAL POST PRODUCTION							\$1,800
TOTAL OTHER							\$0
	Contingency : 0.0%						\$0
	Overhead : 20.0%						\$2,186
	Insurance : 2.5%						\$273
	Total Above-The-Line						\$4,600
	Total Below-The-Line						\$6,330
	Total Above and Below-The-Line						\$10,930
	Total Payroll						\$0
	Grand Total						\$13,389

Budget Information Report

Budget Title	: Pahrump Tourism RFP N. 2011-01 - Video Production Services - 2 Trips	Total Number of Items
Budget Number	:	Categories : 41
Revision Number	: 2	Accounts : 512
Currency		Details : 517
Base	: U United States 1.0	Fringes : 18
Conversion	: U United States 1.0	Globals : 91
		Groups : 13
		Units : 8
Budget File		Locations : 0
Current filename	: /Users/spinsker/Documents/My Documents/M Creative Group/Bids/Pahrump Tourism Videos/Pahrump Tourism Videos - RE-BID/Pahrump Tourism Videos - RE-BID - Budgets/Pahrump Tourism Videos MCG Budget - 2Trip.mbd	Sets : 0
Previous filename	: /Users/spinsker/MMData/MM Budgeting/Templates/System Templates/M Creative Group - Corporate.ept	Currencies : 3
Filename before that	: /Users/spinsker/EPData/EP Budgeting/Templates/M Creative Group - Corporate.epb	4th level : 0
Date Created	: Wed Mar 9, 2011 at 2:26 PM PST	
Date Last Updated	: Sat Aug 27, 2011 at 4:07 PM PDT	

Remarks :

Critical Assumptions:

6 days of location filming total spread over 2 trips
 All locations provided by client, no location fees included