

MUSIC VIDEO PACKAGES 2009/10

In these days of widespread camcorder ownership, making a cheap video is easy, but to stand out you need a sensibly priced video that looks slick and professional.

We offer a range of packages for music videos aimed at different budgets, but we recognise that every project is very individual and it is important that your vision is met with a realistic budget proposal to achieve the right result.

You also need to select the right Production Company – people with a track record of success, a full and diverse CV of experience, and a crew of full-time professionals. People who want to get the most out of your song and your ideas, people who work *with* you as well as *for* you. A company like Silvertip Films.

Each package here is based on a 3-4 minute video length^ and includes pre-production time as well as the full edit of the video. Pre-production includes treatment development for the video, shot-listing, storyboarding, location sourcing and booking, booking kit hire etc. All shoots are by default in HDV Widescreen format and completed edits are provided on DVD (with a data copy) plus uploaded onto YouTube and our website.

A day's shoot is usually designed for performance or simple narrative-only shoots, and 2-day shoots are for more location-heavy performance or narrative videos, or videos with both aspects. Of course, your project may need more than two days to shoot, more than a two or three man crew, or greater Post-production work, so the total cost of the video would be based upon discussion with you.

Whilst we work efficiently and can pack a lot into a day's shooting, it is a false economy to rush a video shoot, attempt too much, or even rely on the British weather!

Each package **excludes** the costs for expenses and this would cover everything from crew travel and possible accommodation to tape stocks through to the requirements of the video, e.g. location hire, lighting hire, actors, props etc. Location hire costs can be significant so this is worth bearing in mind.

To help you fund the project, we offer an instalment payment plan to spread the cost over the life of the project.

"AS LIVE" MUSIC VIDEO SHOOT - £695 + expenses

- Pre-production for **performance** video only
- Half day shoot (up to 5 hours), single location
- 2 man shoot crew – Director / Cameraman, Director of Photography / Cameraman
- 3 HDV cameras – two operated, one static wide angle
- Use of in-house simple lighting kit (additional lighting hire may be required)
- Multiple performances of one song filmed in a controlled location**
- Song recorded and mixed – up to 18 channels of audio
- Full edit, no changes (maximum 2 days total editing time)
- Final DVD and data copy, YouTube upload

FULL DAY "AS LIVE" MUSIC VIDEO SHOOT - £995 + expenses

- As above but full day shoot in one or two locations, with two songs filmed and edited.

1 DAY SMALL SHOOT - £795 + expenses

- Pre-production for **performance** video only
- Full day shoot (up to 8 hours), single location*
- 2 man shoot crew – Director / Cameraman, Director of Photography / Cameraman
- 1 or 2 HDV cameras as necessary
- Use of in-house simple lighting kit (additional lighting hire may be required)
- Full edit, no changes (maximum 2 days total editing time)
- Final DVD and data copy, YouTube upload

1 DAY SHOOT - £1475 + expenses

- Pre-production for **performance, narrative or performance / narrative**
- Full day's shoot (up to 10 hours)
- 3 man shoot crew - Director, DoP / Cameraman, Cameraman
- 2 or 3 HDV cameras as necessary
- Use of in-house simple lighting kit (additional lighting hire may be required)
- Use of in-house track & dolly and/or jib kit
- Full edit inc. changes & proof DVD copy for review
- Maximum 3 days total editing time
- Basic in-house colour correction and grading if required
- Final DVD and data copy, YouTube upload

2 DAY SHOOT - £2895 + expenses

- Pre-production for **performance, narrative or performance / narrative**
- 2 Full days shoot (up to 10 hours per day)
- 3 man shoot crew - Director, DoP / Cameraman, Cameraman
- 2 or 3 HDV cameras as necessary
- Use of in-house simple lighting kit (additional lighting hire may be required)
- Use of in-house track & dolly and/or jib kit
- Full edit inc. one set of changes & proof DVD copy for review
- Maximum 5 days total editing time
- Basic in-house colour correction and grading if required
- Final DVD and data copy, YouTube upload

ADDITIONAL OPTIONS

Please ask for a quote for any of the following items;

- "THE MOVIE LOOK" – raise the quality of the finished video by employing a cinematic camera kit including 35mm adaptor and lenses, follow focus, focus puller and Post-Production grade
- MUSIC VIDEO TRAILER – Short highlights clip to promote your forthcoming video release
- NEXT SONG 'TEASER' – Short performance clip to tease your next track
- Song & video PR including video distribution to TV channels, radio play etc.
- Camera Gear – track and dolly, mini-crane, HD cameras, 8mm camera
- Slow-motion cameras, In-camera effects, Steadicam and operator
- Wide variety of lighting
- Colour Grading /Green screen shooting / CGI and effects via our Post-Production partner companies
- Make Up Artist / Stylist
- Choreographer and dancers / Actors / Actresses (*depending on video treatment*)
- Stills Photography (Behind the Scenes and Band Shots) via our preferred partner companies
- Broadcast / Digibeta transfers

** Location representing more than 1 setup within a confined area, in London or Home Counties*

*** Location to be chosen by client and subject to approval by us based on lighting setup and location size*

^ Longer music tracks inherently require a longer video and so will demand additional editing time, at extra cost

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