

video production

PROJECT



PRESENTED BY

TRIGGERS

PRESENTED TO



PROPOSAL

Jeffrey,

We are excited to submit this proposal to partner with the City of Los Fresnos EDC on a video series highlighting small businesses throughout the community. We believe a well-crafted video series will help amplify your efforts to support small businesses and champion local economic growth by showcasing the stories, people, and services that make Los Fresnos unique.

Our team will provide full production services — from concept development and business coordination to filming, editing, and delivery of both full-length episodes and social media-ready clips. The series, consisting of 6–10 episodes, will feature engaging interviews, high-quality b-roll footage, and professional post-production elements, creating a library of valuable marketing assets for the EDC.

We look forward to the opportunity to collaborate and bring these stories to life and showcase the vibrant business community of Los Fresnos.

Thank you,

Daniel & Bobby

Objectives

- To highlight and promote small businesses within the City of Los Fresnos.
- To increase community awareness of local businesses and their economic impact.
- To showcase the diverse range of products, services, and stories that make Los Fresnos unique.
- To provide professional, engaging video content that the EDC can use across social media, their website, and marketing campaigns.
- To foster stronger community pride and encourage residents and visitors to support local businesses.

Content samples

Mission EDC "Mission Gems" Video Series

- Incredibowl: <https://youtu.be/w70wXDdLPKc?si=DzoB6kKRLP5ZpoYb>
- Mission Hike & Bike Trail: <https://www.youtube.com/watch?v=u3tzjl4ktrE>
- Border Theater: <https://youtu.be/yNTLBnUWsnE?si=4XWhXLg33SjW9BqA>
- Bryan House: <https://youtu.be/85ohhtZbY6A?si=j1ONya7DDyROSHXU>

Triggers Media Video Samples

- <https://vimeo.com/triggersmedia>

Scope of Work

1. Pre-Production

- Develop video series concept and creative direction.
- Collaborate with EDC staff to identify and select 6–10 businesses to feature.
- Coordinate schedules and prepare interview questions tailored to each business.
- Draft production schedule and obtain necessary permissions/releases.

2. Production

- On-site filming at each business (interviews with owners/managers, customer interactions, operations, etc.).
- Capture B-roll footage of storefronts, interiors, staff, products, and customer engagement.
- Set-up of video, audio, and lighting equipment.

3. Post-Production

- Edit each episode into a polished 2–4 minute video (per business).
- Include intro/outro branding with City of Los Fresnos EDC logos and messaging.
- Add music, graphics, lower-thirds, and captions for accessibility.
- Deliver both full-length episodes and short-form clips (30–60 seconds) optimized for social media.

4. Delivery

- Provide final episodes in multiple formats (MP4, social media-optimized versions).
- Deliver all raw footage and edited files to the City of Los Fresnos EDC for future use.
- Ensure all rights and licensing for music/graphics are included.

VIDEO PACKAGES

Option A: Social Media Version

- 8-episode video series
- Filmed in a casual, mobile-first style ideal for TikTok, Instagram, and Facebook
- Short-form storytelling highlighting businesses, events, and opportunities
- Quick turnaround and designed to engage the community where they spend time daily
- **Includes:**
 - **Pre-Production**
 - Creative planning, storyboarding, and scheduling
 - Coordination with featured businesses and stakeholders
 - Shot list development and location planning
 - **Deliverables**
 - 8 fully edited, platform-optimized episodes (2-4 minutes each)
 - Branded intro/outro templates for consistency
 - Social media-ready formats (vertical, square, or horizontal as needed)
 - Royalty-free music and licensed graphics where applicable

Option B: “Discover Los Fresnos” Version

- **“Discover Los Fresnos” Version**
 - Professional camera crew and audio team (mics, lighting, graphics, editing)
 - Long-form storytelling for YouTube, website embedding, and investor outreach
 - More polished and versatile, showcasing real estate assets, BRE initiatives, and community highlights
- **Includes:**
 - **Pre-Production**
 - Concept development, storyboarding, and production planning
 - Coordination with businesses, city representatives, and community stakeholders
 - Location scouting, shot list, and interview preparation
 - Scheduling and logistics management
 - **Deliverables**

- 8 professionally produced, long-form episodes (3–7 minutes each)
- Edited with branded graphics, lower thirds, and motion design as needed
- Optimized for YouTube, websites, and presentation use
- High-quality audio and lighting for professional polish
- Final files delivered in multiple formats (HD/4K, MP4, MOV) for versatility

Your Investment

Below are our recommended products and a list of services required based on the project scope outlined earlier in this proposal.

PRODUCT	PRICE
Option A: Social Media Version	\$5,995
Option B: "Discover Los Fresnos" version	\$14,995

NEXT STEPS

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call 9568844877

 SIGNATURE
Jeffrey Rosas

Jeffrey Rosas

City of Los Fresnos