

VIDEO & PHOTOGRAPHY
PROPOSAL
MOBERLY PD

Delivered on
June, 2024

Submitted by
Randal Weidenaar

Project proposal
Video & Photography

Client
Moberly PD



inspiring the world
with your vision



Notionfront Video & Photography Advantages

NOTIONFRONT VIDEO A BREED APART

At Notionfront, we pride ourselves on delivering video and photography services that stand out due to our meticulous attention to detail and dedication to storytelling. Our team of experienced professionals is adept at crafting compelling narratives that resonate with audiences, ensuring that every frame and photograph captures the essence of your message. We utilize state-of-the-art equipment and innovative techniques to produce high-quality visuals that not only meet but exceed industry standards. This commitment to excellence ensures that your marketing and recruitment videos and photos will leave a lasting impression on viewers.

What sets Notionfront apart is our personalized approach to each project. We take the time to understand your specific goals and vision, allowing us to tailor our services to meet your unique needs. Our collaborative process involves close consultation with our clients at every stage, from storyboarding to final edits. This ensures that the final product not only aligns with your brand's identity but also effectively communicates your core values and mission. By focusing on the human element and emotional connection, we create content that truly resonates with your target audience, enhancing engagement and driving results.

Moreover, our expertise in producing versatile content suitable for various platforms ensures that your message reaches a broader audience. Whether it's through dynamic, high-definition videos or stunning, professionally edited photographs, our work is designed to be adaptable for multiple uses, including social media, websites, and promotional materials. This multi-platform approach maximizes the impact of your investment, providing you with valuable assets that can be used across different channels to boost your visibility and outreach efforts. At Notionfront, we are dedicated to helping you achieve your marketing and recruitment goals with outstanding visual content.



Video and Photography

We are excited to present our proposal for creating a comprehensive marketing and recruitment video for the Moberly Police Department. Our goal is to highlight the professionalism, dedication, and community engagement of your department through high-quality visual content.

Project overview

We aim to complete the shoot within 1-2 days to maximize efficiency and minimize disruption to your operations.

Scope of work

1. STORYBOARDING:

Development of a detailed storyboard outlining the script and shot list for the entire video. This will include a clear narrative to ensure the final product aligns with your department's branding and recruitment goals.

2. VIDEO PRODUCTION:

- Filming of high-quality video footage in 1920x1080p or higher resolution.
- Creation of vertical format versions optimized for social media platforms, adhering to the specific length requirements of reels and shorts.

3. PHOTOGRAPHY:

- Concurrently with video shooting, we will capture professional photographs.
- Delivery of 20 final edited photos for use in promotional materials and online platforms.

4. PROMOTIONAL MATERIALS:

- Design of a 1-page promotional flyer featuring a qr code that links directly to the Moberly Police Department's website.

Project timeline

- Pre-production: 1 week for storyboarding and planning.
- Production: 1-2 days of shooting.
- Post-production: 2 weeks for video editing, photo editing, and flyer design.

Deliverables

- Complete video in 1920x1080p format.
- Social media optimized vertical videos.
- 20 edited promotional photos.
- 1-page promotional flyer with qr code.

Terms and conditions

1. PAYMENT TERMS:

- A 50% deposit is required upon acceptance of this proposal.
- The remaining balance is due upon final delivery of all materials.

2. REVISIONS:

- Two rounds of revisions are included for the video and flyer design. Additional revisions will be billed at an hourly rate.

3. OWNERSHIP AND USAGE RIGHTS:

- The Moberly Police Department will have full usage rights for all delivered videos, photos, and promotional materials.
- Notionfront.Com retains the right to use the produced content for portfolio and marketing purposes unless otherwise agreed upon, and can refer to the Moberly Police Department as a client and use their logo when referencing them as a client.

4. CANCELLATION POLICY:

- Cancellations made within 48 hours of the scheduled shoot will incur a fee equal to 25% of the total project cost.

5. CONFIDENTIALITY:

- All materials and information provided by the Moberly Police Department will be treated as confidential and used solely for the purpose of this project.

We are confident that our expertise in video production and photography will effectively showcase the strengths of the Moberly Police Department, aiding in both recruitment and community engagement efforts. We look forward to the opportunity to collaborate with you on this exciting project.

Please feel free to contact us with any questions or to discuss this proposal further.

Acceptance of proposal

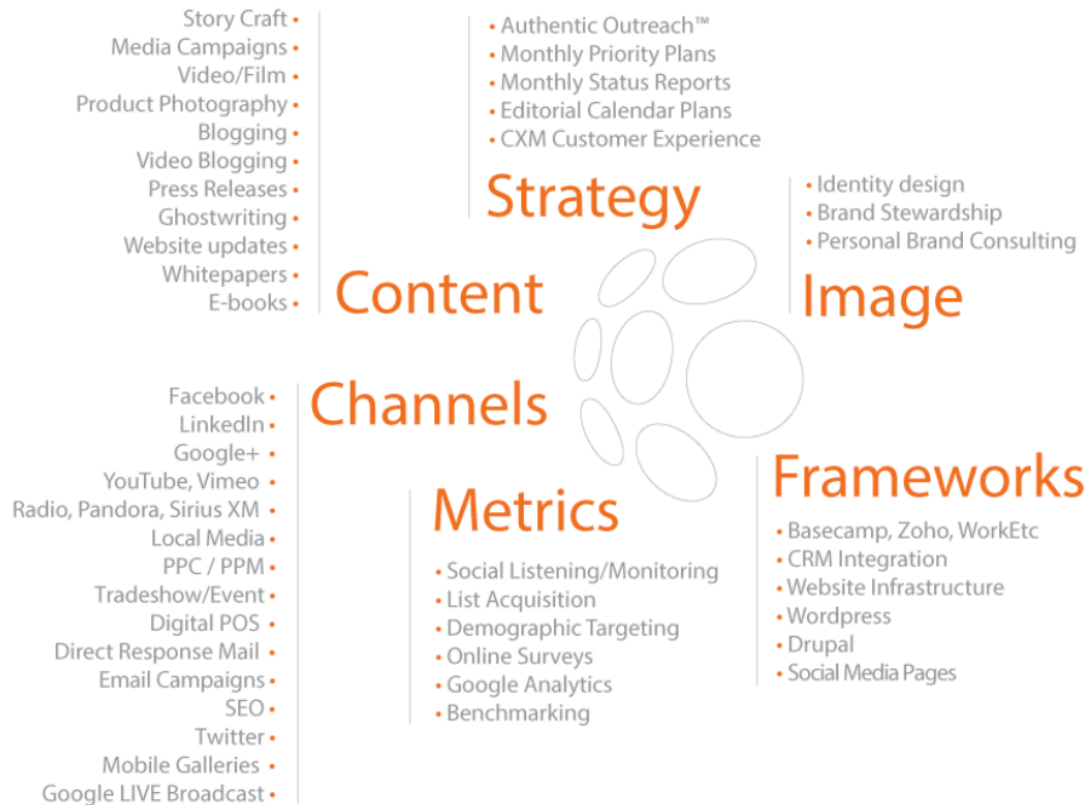
By signing below, you agree to the terms and conditions outlined in this proposal.

[Recipient's name]
Moberly police department

[Date]

Notionfront Services

Keep in mind that a website is only one part of the Notionfront Marketing Ecosystem. We can provide you with a targeted marketing plan that where we can deploy other parts of the Notionfront Marketing Ecosystem to continue to give your business the competitive advantage you crave.



Notionfront inspires the world with your vision

INSPIRATION

Notionfront's CEO is an behavioral and organizational psychologist. This gives him unique vision into the behavior of markets and the motivations that move organizations. He is the author of 2 books about organizational culture. He has been in marketing since 1992. He speaks nationally, and consults for organizations across the nation.

ARTISTRY

One critical point on which your brand will be judged is how it looks. Notionfront prides its self on its artistry. Randal is a European trained graphic artist and Isabelle Kroeker our designer is an experience designer, photographer and videographer.

TECHNOLOGY

Notionfront will keep you at the forefront of marketing technology we focus on using the most advanced website building tools, and digital marketing techniques. We have the ability to create in any media and deploy in any channel.

ONE-STOP-SHOP

We make your marketing simple. We manage all of your projects, media and technologies.

BRANDING EXPERTS

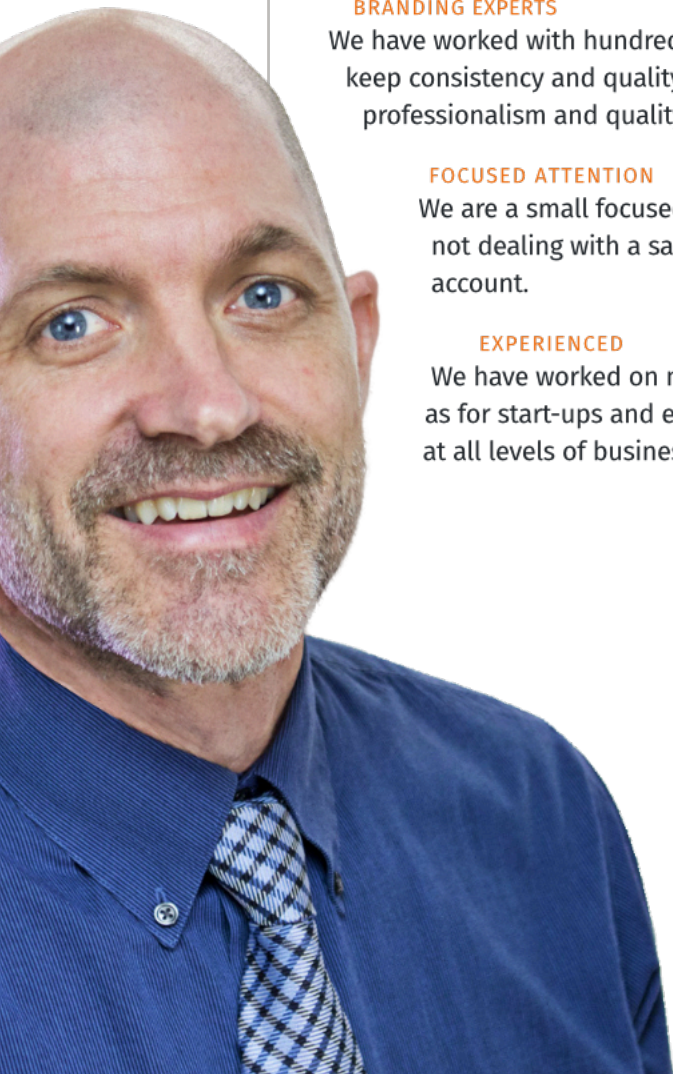
We have worked with hundreds of brands, and we are masters of the branding craft. We can keep consistency and quality in your branding so that your message comes through with the professionalism and quality that will gain you standing and dominance in your market.

FOCUSED ATTENTION

We are a small focused group, so we give you personalized focused attention. You are not dealing with a sales person but the individuals responsible for the details of your account.

EXPERIENCED

We have worked on national and international brands for major corporations, as well as for start-ups and everything in between. Giving us great perspective into what works at all levels of business.



Randal Weidenaar
Behavioral and Organizational Psychologist
CEO, 30+ Years Experience in Marketing and Culture
Development

