



ENGAGE
YOUR
AUDIENCE
WITH
VIDEO



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Smart Video Solutions: Recruitment Campaigns City of Covington Economic Development & HR Departments

Objective The City of Covington will engage with Spotted Yeti Media to produce two recruitment campaigns, utilizing similar creative styles and executions for both the Economic Department and HR.

The Economic Department’s recruitment efforts are to attract outside businesses, talent, and potentially promote the CCR site.

The HR Department’s recruitment efforts are to attract talent to work for the various City departments.

Spotted Yeti Media has already engaged in a Phase One Discovery process to learn more about the target audiences, use cases and objectives. The result from which was two creative styles and recommendations for how to proceed. Concept 2 (“Covington at the Movies”) has been selected and the proposal is updated to reflect the cost of executing that creative campaign.

Deliverables For Each Department:
(1) General Recruitment Video
(8) Shorter, Topic Specific Edits
All relevant aspect ratios (per social media platform) and caption files included.

Schedule PreProduction KickOff: March 2025
Production (Shooting) Begins: April 2025

Final Delivery:
1/2 of Videos by June 30, 2025
1/2 of Videos by August 30, 2025

PROPOSAL

"Covington At the Movies" Estimate (Concept 2)

Cost

Preproduction

Producer: Project Management

Creative Director: Creative Brief, Development, & Storyboard

Scriptwriter

Subtotal \$15,750.00

Production (12-16 Shoot Days)

Producer

Director of Photography

Grip

UHD Camera Package

Expendables, Props, Meals, Etc.

Subtotal \$48,850.00

Post Production

Video Editor

Motion Graphics Editor

Color Grading

Subtotal \$31,500.00

Total (Spotted Yeti Production Costs) \$96,100.00

External Hard Costs

Cost

Hired Talent (If Not Sourcing Internally)

Non-Speaking Extras (Via Talent Agency - \$300/person)

Estimated 2-3 Per 16 Topic Specific Video

\$9,600-\$14,400

Speaking Extras (Via Talent Agency - \$900/person)

Estimated 5-8 Over Full Series

\$4,500-\$7,200

Specialty Props or Location Rentals

\$1,000-\$5,000

Estimated Budget (External Costs) \$15,100-\$26,600

Note: Updated rates for external hard costs will be provided after all scripts and storyboards have been completed and approved. Any external cost will receive prior authorization before proceeding.

Terms

The City of Covington (herein referred to as the "client"), authorizes Spotted Yeti Media to produce the project scope outlined above under the terms of this agreement. (This proposal expires 30 days from the issue date.)

- **Deposit & Payment Terms:** The payment schedule is outlined as follows:
March 2025 - A deposit of 25% is due upfront to secure the project booking (\$24,025).
May 2025 - A second invoice of 25% (+ approved hard costs) will be issued.
July 2025 - A third invoice of 25% (+ approved hard costs) will be issued.
August 2025 or Upon Contract Completion - A final invoice of 25% (+ any remaining approved external costs) will be issued.

No external hard costs will be billed for without prior approval. With the exception of the deposit invoice (NET 10), all invoices are NET 30. Outstanding invoices beyond 60 days from the invoice date will incur a late payment fee of 1.5% per month, calculated on the outstanding balance. Spotted Yeti Media reserves the right to suspend all services for the Client's organization if there is an overdue invoice. If the invoice remains unpaid for more than 120 days, Spotted Yeti Media may take legal action to recover the balance.

- **Crew & Equipment:** Crew and equipment full day rates are based on 10 hours portal-to-portal (typically Spotted Yeti's Office in Covington, KY). A minimum 60-minute scheduled meal break is required for full day shoots (or 30-minutes if onsite meal is provided by the client). A half day rate is based on five hours portal-to-portal. Shoot dates that are canceled require a minimum of two business days (48 hours) notice, or the Client is responsible for that day's cost.
- **Copyright Liability:** The Client agrees to hold Spotted Yeti Media harmless from any and all copyright liability, claims, or causes of action arising out of the use of content provided by the Client (e.g., existing footage, photos, logos) for use in production shoots and/or edits.
- **Ownership & Intellectual Property:** The Client owns the copyright to all *final deliverables* created by Spotted Yeti Media under this agreement. Spotted Yeti Media retains ownership of all *development assets* (ex. raw footage, project files, and other assets developed during the production process) unless otherwise agreed upon in writing. This agreement constitutes a "work for hire" under U.S. copyright law for all final deliverables included in the agreed project scope. Requests for raw footage after project delivery are subject to approval and require compensation for additional time and asset delivery.
- **Revisions:** The Client will provide final approval of all content and creative direction. The price includes Alpha, Beta, and Final versions of the video (two rounds of revisions). Additional minor revisions will be addressed so long as the originally approved scope, story, or concept of the videos is not significantly changed or the timeline delayed. If additional revisions are deemed not minor, they will be billed at a rate of \$125/hour.
- **Archiving:** After final delivery, the project will be archived after 60 days and will remain retrievable for 12 months. Retrieval of archived files will incur a retrieval fee in addition to the hourly editing rate for updates.
- **Termination:** Deposits and payment installments are non-refundable. If the project is terminated by the Client, the Client is responsible for compensating Spotted Yeti Media for any additional work completed beyond the amount covered by the deposit.
- **Marketing Use:** Spotted Yeti Media has permission to list the City of Covington as a client and include final videos and BTS imagery in their portfolio for marketing purposes.