

ESD Communication Proposal

I'm sharing two options that Phillip and I put together based on the time we think it would take to complete the scope of work. One option offers the strategy of us coming to Klickitat and taking photos/video for use in the campaign. The other strategy uses photos that you already have (hopefully you have some pictures that could be used).

Both options were put together using our discounted hourly rate in exchange for signing a contract that auto-bills for the agreed upon amount in quarterly installments. We offer a discounted rate in exchange for less administrative work on our end.

Option 1: Photo/Video Shoot On-Site

- Travel to Klickitat School District
- Shoot time 4 hours
 - Should cover classroom location + one CTE location
- Classroom Photo/Video Capture Focus
 - Small class sizes
 - Klickitat is 7:1, WA average is 15:1
 - Experienced teachers
 - Personalized coaching/mentoring
 - What other statistics/facts can we promote?
- CTE Photo/Video Capture
 - What is the CTE industry learning experience that can be set up by the district?
- Post-production Editing:
 - 2 hours for photo editing
 - 2 hours per individual video group
- Estimated cost: \$1,680-\$2,100 + another \$200 for social media post boosting

Option 2: Using Photos the District Has Already Taken

- Post Editing:
 - 2 hours for photo editing
 - 2 hours per individual video group
- Estimated time needed for project completion: \$700-\$980 + another \$200 for social media post boosting