

Scope & Cost Review

Prepared for Daniel Weiner, Charitybids
October 7, 2026 | Proposed estimate | USD

Pre-production	\$8,500
Pre-Event Post Production	\$18,840
Production	\$18,660
Post-Production	\$7,500
PROPOSED TOTAL	\$53,500

Before separate Charitybids fee and applicable tax.

Totals by project deliverable

Foundation Films Three Foundation films, September production, preparation, finishing, music and revision reserve.	\$15,000
Butterfly Ten Anniversary Opener Anniversary opener editorial and finishing plus Adam interview production.	\$10,000
Portfolio-Company Reels Nine company assets: new edits, updates, finishing and playback checks.	\$4,000
AGM Recording & Presentation Films AGM planning and coordination, three-camera recording, DIT, AV allowance and up to 19 finished session films with Vimeo posting.	\$24,500
Proposed total	\$53,500

The same \$53,500 estimate, grouped by deliverable project. Each line item is allocated once; these totals are not additional charges. Before separate Charitybids fee and applicable tax.

01 / Pre-production

Foundation story and interview preparation	\$1,000
AGM creative ideation	\$2,500
AGM production management	\$2,500
AGM project coordination	\$2,500
Subtotal	\$8,500

02 / Pre-Event Post Production

Foundation long-form editorial and finishing	\$5,050
Foundation 2-minute website edit and finishing	\$800
Foundation 35-second AGM intro edit and finishing	\$400
Foundation music allowance	\$250
Foundation revisions and delivery reserve	\$840
Butterfly Ten anniversary opener: editorial, graphics, sound and color	\$7,500
Duckhorn opening, title and copy edits	\$500
Custom Flavors reel	\$750
Generous Brands updated reel	\$750
Pete and Gerry's reel	\$1,000
ePac finishing / conform	\$500
Actus Nutrition logo update	\$250
Chosen Foods, Rise Baking and QDOBA playback / delivery checks	\$250
Subtotal	\$18,840

03 / Production

September Foundation production package	\$6,660
Adam interview production - October 16	\$2,500
AGM production package	\$5,500
Two additional AGM camera operators - \$1,500 each	\$3,000
AGM on-site DIT / media management	\$500
AV presentation-feed capture allowance	\$500
Subtotal	\$18,660

04 / Post-Production

Up to 19 AGM session films: editing, slideshow integration, graphics, sound, color, exports and Vimeo posting - 10 days at \$750	\$7,500
Subtotal	\$7,500

Production dates

- September 16, 2026 - Foundation interview session with Adam; historical scheduled date.
- September 24, 2026 - Foundation production at Food Forward and ALMA; historical scheduled date.
- September 25, 2026 - Foundation production at SJLI, including Nicole and Emily interviews; historical scheduled date.
- October 16, 2026 - Adam interview for Butterfly Ten. Proposed setup 10 a.m.-noon; interview noon-1 p.m. Pacific. Subject to final confirmation.
- November 18, 2026 - Three-camera AGM recording at The Maybourne Beverly Hills. Crew call and wrap times to be agreed.

September dates are historical scheduled dates. Final coverage and wrap times are not certified by this estimate. Delivery dates remain to be agreed.

Deliverables

Foundation Films

- Foundation long-form film - approximately 10 minutes as a planning target; final runtime to be agreed.
- Foundation website film - one 2-minute adaptation.
- Foundation AGM intro - one approximately 35-second film introducing Emily's presentation.
- Master and viewing exports for all three cuts; English SRT captions for the long-form and website films.

Butterfly Ten Anniversary Opener

- Butterfly Ten anniversary opener - one film up to 2 minutes, including Adam interview.
- Playback-ready final export.

Portfolio-Company Reels

- Duckhorn reel - opening section, title and copy updates.
- Custom Flavors reel - new edit from supplied footage.
- Generous Brands reel - updated edit from supplied content.
- Pete and Gerry's reel - edit from supplied storyboard and footage.
- ePac reel - finishing / conform of supplied draft.
- Actus Nutrition reel - B Corp logo update.
- Chosen Foods asset - existing asset playback and delivery checks.
- Rise Baking asset - existing asset playback and delivery checks.
- QDOBA asset - existing asset playback and delivery checks.
- Playback exports for each newly edited or updated reel.

AGM Presentation Films

- AGM presentation films - up to 19 individual speaker / session videos, with slideshow integration, supplied lower thirds, graphics, sound, color and exports.
- Vimeo posting - approved AGM session films to the agreed presentation site.

Scope & delivery notes

Reviews

Foundation: two consolidated core-film rounds and one adaptation review. Butterfly Ten: two consolidated rounds. Each new or updated company reel: one consolidated round. AGM session films: one consolidated review. These allowances are proposed.

Materials and delivery

Charitybids coordinates approved scripts, agenda, footage, logos, slides, permissions and consolidated feedback. Venue / AV supplies agreed audio and presentation feeds. Confirm Vimeo access and final playback approval. Raw media and editable project files are excluded unless separately agreed.

Scope and fees

USD. Proposed cost to Charitybids, before its separate fee and any applicable tax. Confirm production-package responsibilities, AV requirements, portfolio runtimes and the 19-session allowance. Extra versions, revisions, sessions, filming, overtime, travel or specialist licensing / rentals require written pricing and approval. Event recap, venue / signage b-roll and welcome-dinner filming are excluded.

Payment

The prior \$3,500 Foundation payment is credited only after confirming allocation. The retainer amount and payment schedule will be determined jointly by Emrys Roberts of Rough Edit Inc. and Daniel Weiner of Charitybids. This review proposal is not an invoice or signed agreement.

Emrys Roberts
Rough Edit Inc.
rougheditinc.com