

# Requisition

Supplier: MISCELLANEOUS

0000003680

\*\*\*\*\* CA 95825  
United States

email:

Ship To: RECEIVING  
10 COLLEGE PARKWAY  
FOLSOM CA 95630-6798

Business Unit: GENFD OPEN	
Req ID: 0001009370	Date: 04/18/2017
Page 1	
Requisition Name: MISC. (BEST VENDOR) ECE VIDEO	
Requester: Vonnie Shane	Bldg#: BSS
Requester Signature	
Buyer: Nicholas Shewmaker	
Approved:	
Entered By: SHANEV 18-APR-2017	

Line-Schd	Description	Quantity	UOM	Price	Extended Amt	Due Date
1-1	VIDEOGRAPHY SERVICE - TO PRODUCE EARLY CHIDHOOD EDUCATION DEPARTMENT VIDEO	1	JOB	2,800.00	2,800.00	05/08/2017

PROJECT TO INCLUDE: PRE PRODUCTION, PRODUCTION, AND POST PRODUCTION GOODS AND SERVICES  
PER ATTACHED SCOPE OF WORK PROVIDED BY FLC ECE DEPT.

Total Requisition Amount: 2,800.00

PURCHASING DEPT. TO REVIEW REQUISITION, PROJECT SCOPE OF WORK & COMPARATIVE PROPOSALS;  
AND WILL ADVISE FLC RE: ADDITIONAL REQUIREMENTS. FLC ECE DEPT. REQUESTS FINAL REVIEW AND CHOICE OF VENDORS.

BEST VENDOR TO BE DETERMINED:  
SUBMITTING COMPARATIVE PROPOSALS FROM:  
\$2480.00 STEVENSON MEDIA  
\$2800.00 PLAID ZEBRA  
\$3500.00 TETON PRODUCTIONS  
SEE ECE DEPT. NOTES RE: VENDOR PREFERENCE  
SERVICE AGREEMENT TO BE REQUESTED FROM SELECTED VENDOR (TBD)

BU	Acct	Fd	Org	Prog	Sub	Proj	Amount
GENFD	5100	12	FL.VI.VTEA	13050	00000	314D	2,800.00

FLC BUSINESS SERVICES  
2017 APR 25 A 10 42

Purchases Charged to Catagorical Programs, Grants or Special Project.

This purchase is in compliance with the requirement of VTEA

For grants/special projects Obj. 4 - Develop, improve, expand use of technology & Obj. 7. Initiate, improve, & modernize program

Name: Victoria A. [Signature]

Approval Signature <u>[Signature]</u> 4/19/17	Approval Signature <u>[Signature]</u>	Approval Signature <u>[Signature]</u>
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# Estimate

From

**Stevenson Media**

5050 Laguna Blvd Ste 112-528  
Elk Grove CA 95758  
(916) 538-1320

Estimate Id

**17010**

Issue Date

04/06/2017

Subject

Early Childhood Education Promotional Video

Estimate For

**Folsom Lake College**

10 College Parkway  
Folsom, CA 95630

Description	Quantity	Unit Price	Amount
<b>1 full-day of Filming</b>  Includes: <ul style="list-style-type: none"><li>• Interviews of 1-2 faculty members on-location at Folsom Lake College.</li><li>• Interviews of students and footage of lecture and lab sessions.</li><li>• Scheduling &amp; Coordination with interviewees and location</li><li>• Up to 6 hours on-location</li><li>• On-set producer and videographer</li><li>• Multiple cameras, lighting, and audio gear</li></ul>	1.00	\$1,280.00	<b>\$1,280.00</b>
<b>Post-Production for Promotional Video</b>  Includes: <ul style="list-style-type: none"><li>• Edited length of 3 to 5 minutes</li><li>• Motion graphics for name labels and conclusion titles</li><li>• Color Correction and Audio Sweetening</li><li>• Music tracks that complement the video message and theme</li><li>• 2 rounds of revisions</li><li>• File preparation and assistance with uploading to a YouTube or Vimeo channel</li><li>• Transcription of video that can be used for closed captions or subtitles</li></ul> Deliverables: <ul style="list-style-type: none"><li>• 1 Video (Compressed MP4 HD File)</li><li>• 1 Text Transcription</li></ul> Licenses: Music Licenses allow for non-commercial online distribution in perpetuity and DVD duplication under 1,000 copies. TV, Radio, or Broadcast Advertising require an additional Extended License.	1.00	\$1,200.00	<b>\$1,200.00</b>
<b>Estimate Total</b>			<b>\$2,480.00</b>

## Notes

This estimate is valid for 60 days from date of issue.

## Project Delivery:

Finished projects will be delivered to you electronically via email or web server as a digital file.

## Usage Terms:

Usage rights for the deliverables are granted only to the client named above. Stevenson Media will retain all rights to the deliverables and all original source files that we create. Upon final payment we will grant usage rights allowing you to use the deliverables in perpetuity. There may be additional third-party licenses (such as stock images or music) that have their own usage restrictions.

**Payment Terms:**

Payment is due upon completion of each deliverable. Sales tax does not apply to the cost for our services since the final products are delivered as digital files by email or download.



PLAIDZEBRAFILMS.COM  
2110 K STREET  
SACRAMENTO, CA 95816  
TEL: 916.709.5582

# STATEMENT OF WORK

## PROJECT SCOPE / PROJECT ELEMENTS

### PRE - PRODUCTION

\$800

- Video planning session with FLC and Plaid Zebra
- Site inspections and shot location review with respective talent
- Project management and client Q&A for 10 weeks
- Create film shot list
- Drafting interview questions

### PRODUCTION

\$1,000

- Director and Cinematographer
- 2 days of interview production
- 2 days of story-based b-roll

### POST PRODUCTION

\$1,000

- Catalog video for edit
- 30 hours of video editing
- Two rounds of edit changes with client
- License music for online distribution of video
- Addition of logos - to be provided by FLC
- Video hosting provided in digital HD download for website use

### TOTAL

\$2,800

# STATEMENT OF WORK

## FOLSOM LAKE COLLEGE - EARLY CHILDHOOD EDUCATION

Date: 3.28.2017

### BACKGROUND

Since 2004, Folsom Lake College has provided exceptional educational opportunities to the communities of eastern Sacramento and western El Dorado counties. The college serves approximately 8,200 students at the main Folsom campus, El Dorado Center, and Rancho Cordova Center.

The Folsom Lake College Early Childhood Education program offers a hands-on approach to learning skills in working with young children from birth through the age of 12. Certificates and degrees have been designed to prepare students for employment at the various levels within privately funded child care centers and publicly funded child development programs.

### OVERVIEW

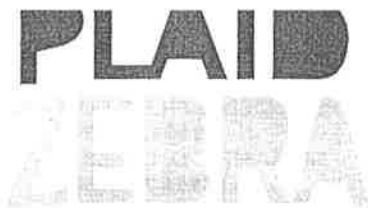
Folsom Lake College has the objective of creating 2-3 minute video that encourages students to sign up for the Early Childhood Education Program. The focus of the video will be to highlight the sense of purpose and meaning that a career in Early Childhood Education provides as well as a general overview of the program. The video is to include footage of child interaction in the on-site demonstration classroom, lecture and activity footage of adult students in the classroom, and an interview with a former student of program who is currently an adjunct instructor. Our recommendation would be to capture additional interview footage with standout students and staff to create a genuine and heartfelt narrative that encourages like minded individuals to enter the program.

Plaid Zebra Films is uniquely suited to create this video story. Using our combination of cinematic filmmaking and story-focused editing, Plaid Zebra can create a film that is not only informative and entertaining but also captures the earnest and heartfelt dedication of those working in or training in the field of Early Childhood Education.

### TIMELINE AND DELIVERABLES:

The delivered product for this project will be one 2-3 minute film that informs students about the Early Childhood Education Program.

The completion date for this project is June 30th 2017.



FILMS

PLAIDZEBRAFILMS.COM  
2110 K STREET  
SACRAMENTO, CA 95816  
TEL: 916.709.5582

# STATEMENT OF WORK

## TERMS & CONDITIONS

### 1. REIMBURSABLES

All additional and out-of-pocket expenses, including development accounts, comps, material and supplies will be reimbursed by the Client. All reimbursements will be reviewed and approved by Client in advance of expenditure.

### 2. DEFAULT IN PAYMENT

The Client shall assume responsibility for all collection of legal fees necessitated by default in payment.

### 3. ESTIMATES

The fees and expenses shown are accurate estimates to the existing knowledge of Plaid Zebra Films. Final fees and expenses shall be shown when invoice is rendered. The Client's approval shall be obtained for any costs before they are incurred. If the estimate exceeds Client's expectations and no mutual agreement can be reached, the Client then has the right to cancel the agreement without any cancellation fee.

### 4. CHANGES & DELAYS

The Client shall be responsible for making additional payments for changes requested by the Client that exceed the original assignment. Excess changes that go beyond the scope of the original assignment will be estimated before any additional fees are incurred. All reasonable efforts to deliver the application on schedule will be used. However, at its option, Plaid Zebra Films can extend the due date for any deliverable by giving written notice to the Client. Any delay caused by conditions beyond the reasonable control of the performing party shall not constitute a breach of this agreement, provided that the delayed party has taken reasonable measures to notify the other of the delay in writing.

### 5. WAIVER, MODIFICATION, OR CANCELLATION

Any waiver, alteration, or modification of any of the provisions of this Agreement or cancellation or replacement of this Agreement shall not be valid unless in writing and signed by both parties. In the event of cancellation of this assignment, ownership of all copyrights and the original video shall be retained by Plaid Zebra Films, and a cancellation fee for work completed, based on 50% of the contract price and expenses already incurred, shall be paid by the Client.

### 6. ASSIGNMENT

Any attempt to assign or transfer any rights, duties, or obligations herein shall render such attempted assignment or transfer null and void.

### 7. LIABILITY

In no event shall Plaid Zebra Films be liable for any damages arising from the use of the video developed under the terms of this Agreement.

### 8. GOVERNING LAW

This Agreement shall be construed in accordance with and governed by the laws of the State of California.

\_\_\_\_\_  
Clients's Acceptance 1 (authorized representative of the company)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Clients's Acceptance 2 (authorized representative of the company)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Plaid Zebra's Acceptance (authorized representative of the company)

\_\_\_\_\_  
Date

# STATEMENT OF WORK



PLAIDZEBRAFILMS.COM  
2110 K STREET  
SACRAMENTO, CA 95816  
TEL: 916.709.5582

## ASSUMPTIONS

Plaid Zebra Films shall provide video services to Client as specified in the scope of work. Accessibility to key personnel and reasonable response time frames will take place. All deliverable dates on the project are dependent upon timely feedback. All out-of-pocket and any additional production costs will be additional to the fees quoted above. All actors, voice-over talent, stunt man, and stock video footage will be billed in addition upon pre-approval by the client. Any development accounts, replication, hosting, photography, illustration, film output, non-local travel, shipping, installation, etc., will be additional and quoted before any costs are incurred. All logos and graphics will come from Client unless otherwise noted.

## PROJECT SCOPE CHANGES

Any desired change that will alter or amend the specifications or other elements of the development contract will be evaluated and responded to with a notice of any impact the proposed changes will have on the contract price and schedule. No obligation is required to perform any changes beyond those originally specified in scope of work. Each modification to this Agreement shall be deemed incorporated into and made part of this Agreement, including adjustment of fees and completion dates.

## SERVICES

All costs have been determined based on a discounted hourly rate. Any work provided outside the scope of this proposal will be billed at a standard hourly rate. Services outside the scope of work will be performed to the extent desired by the client within an initial hourly retainer. Additional hours required beyond the retainer, requested by the client to meet their needs will be billed at a rate of \$100. Retainer hours will be invoiced in two-week periods for the hours performed in the previous period.

Additional Post-Production Services billed at the rate of \$100 per hour for editing costs will be charged (with prior notice) for modifications to the video beyond the Specifications below. Client will have two business days to review and comment on changes. Requested changes to the video after the review period will be billed at \$100 per hour and added to the final invoice. Post delivery production and updates (other than bug fixes and errors which will be done at no charge) will also be charged at the rate of \$100 per hour, unless further agreements are in place.

## FEE TERMS

Development will be provided as flat fee based on the estimated hours required for production. A retainer deposit of 50% will be provided prior to commencement of work on this contract. The remaining 50% will be paid upon delivery of the video file(s) to the customer. This proposal is valid for ninety days. Late payments by the Client shall be subject to penalty fees of 10% per month from the due date until the amount is paid.



## **VIDEO CONTRACT**

### **Folsom Lake College**

Promotional Video

### **Early Childhood Education**

Prepared by Nick Kalbach

Teton Productions

March 23<sup>rd</sup>, 2017

### **CONTACT:**

#### **Folsom Lake College**

#### **Marsha Peralta**

10 College Parkway

Folsom, CA 95630

Phone: 916.608.6667

peraltm@flc.losrios.edu

#### **Teton Productions**

#### **Nick Kalbach**

Office: 530.554.9528

Cell: 916.471.8520

nick@tetonproductions.com

6080 Valley View Ct

Placerville, CA 95667



## **OVERVIEW & OBJECTIVES:**

*Create a compelling 2 ½ to 3 minute promotional video for Folsom Lake College's, Early Childhood Education department. The promotional video will provide a cinematic, engaging video that highlights the focus, effectiveness and appeal of Early Childhood Education. The video will utilize students and staff as the primary talent and be completed in a high energy, non-corporate, candid format. Our goal is to create a compelling promotional video that is relevant for years to come.*

## **PROJECT PHASES:**

### **Phase One: Planning- 4/01/2017 - 4/21/2017**

1. Confirm content and targeted key points for script
2. Create a rough outline of the video for approval
3. Identify student talent and key professionals, i.e. professors.
4. Identify location and timeline for shoot
5. Finalize production outline & schedule

### **Phase Two: Production- TBD between 5/05/2017 – 5/12/2017**

1. Pre-scout if necessary
2. Complete talent release forms. (unless covered in FLC release)
3. Interviews and onsite footage
4. Complete production days- 1 day max

### **Phase Three: Post-Production- 5/13/2017 – 6/10/2017**

1. Edit and submit for client approval.
2. Up to three revisions
3. Appropriate music licensing
4. Approved final version.
5. Master color and audio.

**Phase Four: Deliverables** 6/10/2017 (or earlier)

1. Create all appropriate exports.
2. All versions will be available for download and will include several formats from full quality uncompressed, to web and mobile versions.

**SCHEDULE:**

1. Pre Production: **4/01/2017 - 4/21/2017**
2. Production- TBD dates between: **5/05/2017 – 5/12/2017**
3. Editing and revisions: **5/13/2017 – 6/10/2017**
4. Deliverables: **6/10/2017** (or earlier)

**PRICING BREAKDOWN:**

**Pre-production planning.** Meetings and project outline- **\$ 250.00**

**Production:** One day, two camera operators - **\$ 1,500.**

Includes:

1. Crew: Producer, two operators and audio
2. HD 2,000 watt lighting package, reflectors, scrims
3. 2 camera package
4. Professional Canon L series lens package.
5. Gimbal and Cine Slider
6. Sennheiser Lavalier and ME66 Shot Gun Mic Package

**Post Production:**

Includes:

1. Five day creative edit at \$300.00 a day- **\$1,500.00**
2. Music licensing, graphics and titling- **\$ 250.00**

**TOTAL BUDGET: \$ 3,500**

**PAYMENT:**

50% of the agreed project payment of 3500.00 to be paid upon the signing of the contract and the remaining 50% to be paid within two weeks from the completion of the final video. See attached document "budget/invoice".

This CONTRACT only becomes effective and legally binding when agreed upon by both parties. The undersigned hereby agree to the terms, conditions and stipulations of this agreement on behalf of their organization or business.

Teton Productions: *K. Nick Kallach*

CLIENT: \_\_\_\_\_

DATE: March 23<sup>rd</sup>, 2017

## Shane, Vonnie

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**From:** Peralta, Marsha  
**Sent:** Tuesday, April 18, 2017 1:48 PM  
**To:** Shane, Vonnie  
**Cc:** Maryatt, Victoria; van Dam, Dale  
**Subject:** RE: ECE promotional video bids

Hi Vonnie,  
Thanks for working with me to make this happen.

Here is the criteria that I sent to Plaid Zebra:

ECE Promotional Video Request...

We'd like a 2-3 minute overview of our program. We do not have an active child development center on the campus but we do have a demonstration classroom. We have made inquiries and can bring a couple of children to the room on the day of shooting in order to get a sense of interactions and play.

Elements to feature:

- \* Demonstration classroom
- \* IF possible, some shots in one or two of our adult classrooms (art/science activities vs lecture)
- \* Former student of program who is currently one of our adjunct instructors interviewed
- \* VO (voice over) messaging about our program with classroom shots in the background. Our message must be about 'making a difference' and 'meaning' versus a path to high income lifestyle (realities of existing socioeconomic and policy priorities). [Note: This is based on guidance from Advisory Board members as well as business consultants connected to the college.]

I did not send a written description to Stevenson as they preferred to consult over the phone first.

My concern with Stevenson Media is that Diane told me she did not think they could fit another project into this time frame (by June 30). At that point she did not want to even submit a bid. However, with Vicky Maryatt's encouragement I wrote another request to her stating we'd like a bid *regardless* of the semester the work might take place in.

I have an email out to Plaid Zebra to confirm they would be able to do this in our time frame. We had a delay before spring break because Stevenson Media thought that the college was going to fold in departmental promotional videos to a larger contract and did not want to double bid. It took a while to clarify that this was not part of VPSS plans.

Hope this information is helpful.  
Marsha

*Marsha Peralta  
Professor, Early Childhood Education  
Folsom Lake College  
10 College Parkway  
Folsom, CA 95630  
916.608.6667 / Fax: 916.608.6991  
[peraltm@fsc.folsom.edu](mailto:peraltm@fsc.folsom.edu)*

Stay together.  
Learn the flowers.  
Go light.  
~~ Gary Snyder

---

**From:** Shane, Vonnie  
**Sent:** Tuesday, April 18, 2017 1:41 PM  
**To:** Peralta, Marsha  
**Cc:** Maryatt, Victoria; van Dam, Dale  
**Subject:** FW: ECE promotional video bids

Hi Marsha,

Thank you for the three comparative quotes from three LRCCD established vendors. You indicated that Plaid Zebra was the preferred vendor. Since this is not the lowest bid, you will need to provide a detailed explanation that outlines the reason for this preference. Also, kindly provide a list of the criteria that the Plaid Zebra and Stevenson Media referenced in order to provide their quotes.

Please let me know if you have any questions.

*Vonnie Shane*

Administrative Assistant/FLC Classified Senate President  
El Dorado Center/Folsom Lake College  
6699 Campus Drive, Placerville, CA 95667  
530.642.5682 / [shanev@flc.losrios.edu](mailto:shanev@flc.losrios.edu)

**From:** Peralta, Marsha  
**Sent:** Tuesday, April 18, 2017 9:59 AM  
**To:** Shane, Vonnie <ShaneY@flc.losrios.edu>  
**Subject:** ECE promotional video bids

Hi Vonnie,

I have attached all three bids (all vetted, recommended and in district system). Briefly these are the numbers (note one bid has limitations in their text that *are not aligned* with what we asked for):

**Nick Teton / Teton Productions: \$3500**

He did the MLT video and is in the district payment system through several other projects at sister colleges.

**Harrison Reich / Plaid Zebra: \$2800**

He created the Psychology department video and Sean Fannon spoke highly of his work. He too is already in the district payment system.

**Diane & Mike Stevenson / Stevenson Media: \$2450**

They were reluctant at first to submit a bid because they did not think it could work in their current schedule. However, I requested one with the understanding that this might not occur within the semester (because of deadlines) but we'd like to have a ballpark bid for future reference. In addition, even though I was specific about the number of faculty to be interviewed, their bid specifies only 1-2 faculty. I'm not sure if this is negotiable or not.

Given all of this, I would prefer to go with Plaid Zebra. Psychology and ECE are companion disciplines and think this would be the best fit for us.

Thanks, Vonnie. Let me know if you have questions.

Marsha

*Marsha Peralta*  
*Professor, Early Childhood Education*  
*Folsom Lake College*  
*10 College Parkway*  
*Folsom, CA 95630*  
*916.608.6667 / Fax: 916.608.6991*  
[peraltm@fkc.folsom.edu](mailto:peraltm@fkc.folsom.edu)

Stay together.  
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~~ Gary Snyder