YOUR  
LOGO

**COMPANY NAME**

VIDEO PRODUCTION AGENCY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] as your video production partner. We specialize in creating visually engaging, story-driven video content that connects with audiences and elevates brand messaging.  
  
This proposal outlines how we will support [Client Name] with professional video production services from concept to delivery.

# Problem or Opportunity

[Client Name] is seeking to use video to increase engagement, build brand awareness, or promote a specific product or service. High-quality video can drive conversions and build trust, but it requires professional production to stand out.

# Proposed Solution

We propose a complete video production package that includes pre-production planning, filming, post-production editing, and final delivery optimized for your distribution channels.  
  
Key Benefits:  
- High-quality video tailored to your goals  
- Streamlined production process  
- Content suited for multiple platforms (web, social, events)

# Scope of Work

Our video production services include:  
  
- Creative concept development and scripting  
- Storyboarding and production planning  
- On-location or studio filming  
- Video editing, color grading, and sound mixing  
- Motion graphics, animation, and captions (if required)  
- Final delivery in multiple formats

# Timeline

Estimated timeline for production phases and final delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Concept | Develop creative direction and script | [Start Date] |
| Pre-Production | Scheduling, storyboarding, planning | [Date] |
| Production | Filming on-location or in-studio | [Date] |
| Post-Production | Editing, graphics, music | [Completion Date] |

# Pricing

Estimated pricing for video production services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Pre-Production | Concept, scripting, planning | [Amount] |
| Production | Filming with crew and equipment | [Amount] |
| Post-Production | Editing, graphics, audio | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a creative video production agency with a passion for storytelling and visual excellence.  
  
- Experience: [X] years producing content for brands across industries  
- Strengths: Branded videos, commercials, explainer videos, testimonials  
- Mission: To create impactful video content that informs, entertains, and converts

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Brand video and product demo series  
- Outcome: 2.5x engagement on social media and increased lead conversion  
  
Testimonial:  
“[Your Company Name] brought our story to life with exceptional visuals and clarity.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit, 50% upon delivery.  
Revisions: Two rounds of revisions included in pricing.  
Usage Rights: Client receives full commercial rights to final deliverables.

# Acceptance

To proceed with the video production project, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_