YOUR  
LOGO

**COMPANY NAME**

VIDEO EDITING

PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your video editing needs. We offer professional editing services that transform raw footage into polished, engaging videos tailored to your goals and brand.  
  
This proposal outlines how we can help [Client Name] produce high-quality video content that captures attention and tells your story effectively.

# Problem or Opportunity

[Client Name] is producing video content but requires professional editing to ensure consistency, quality, and a clear message. Without proper editing, videos may appear unpolished or fail to engage viewers.

# Proposed Solution

We propose a complete video editing service, including cutting, color correction, sound design, motion graphics, and formatting for various platforms.  
  
Key Benefits:  
- Professional, cohesive video content  
- Improved audience engagement  
- Versatile formats for web, social media, and more

# Scope of Work

Our video editing service includes:  
  
- Review and organization of raw footage  
- Cutting, sequencing, and visual storytelling  
- Color correction and audio leveling  
- Addition of titles, transitions, and motion graphics  
- Music, voice over, and sound effects  
- Final export in requested formats

# Timeline

Estimated timeline for video editing delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Footage Submission | Client provides all video files | [Start Date] |
| Rough Cut Delivery | Initial edited version sent for review | [Date] |
| Feedback & Revisions | Client provides comments and edits | [Date] |
| Final Delivery | Finalized video delivered | [Completion Date] |

# Pricing

Breakdown of video editing project costs:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Basic Editing | Cutting, sequencing, and basic audio | [Amount] |
| Advanced Editing | Color, sound, effects, motion graphics | [Amount] |
| Short-form Version | Adapted for social media (optional) | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a creative video editing studio serving clients across industries. We turn raw footage into compelling visual content that drives results.  
  
- Experience: [X] years in post-production and digital media  
- Tools: Adobe Premiere Pro, After Effects, Dancing Resolve  
- Mission: To deliver high-quality video content with fast turnaround and creative excellence

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Edited a series of promotional videos for product launch  
- Outcome: Improved viewer retention and increased engagement across platforms  
  
Testimonial:  
“[Your Company Name] brought our vision to life. The final videos were exactly what we needed.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit to begin work; 50% due upon delivery.  
Revision Policy: Includes up to 2 rounds of revisions.  
Delivery Format: MP4, MOV, or format of your choice.

# Acceptance

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