



## AAVISIONZ | Videography Packages (Project-Based)

Live draft — short-form, brand promo, and event recap built for engagement & connection. Cinematic energy, clean logo placement, visual brand enhancement.

### Positioning

- Focus: scroll-stopping video with Midwest Latino brands & multicultural businesses — authentic faces, good lighting, planned approach.
- Deliverables: high quality cinematic content, higher intention; consistent brand visuals.
- Usage: Branding visuals.

### Packages (Project-Based)

#### 1) Micro Reel Pack

- Scope: 1–2 hr shoot · 1 location · 1–2 looks
- Deliverables: 1 hero reel (30–59s) + 2 highlight reels (20–40s) · captioned vertical (9:16) · thumbnail
- Turnaround: 3–5 business days
- Includes: light script prompts + shot list, on-camera framing & audio, basic color/sound, suggested captions
- Usage: Branding visuals
- Good for: promos, service explainers, offers, IG/TikTok hooks.

#### 2) Brand Promo

- Scope: 4–6 hr shoot · up to 2 locations · 3–5 looks
- Deliverables: 60–90s master video (16:9) + 3–5 shorts (9:16/1:1) · captions baked in · thumbnail set
- Turnaround: 7–10 business days
- Includes: discovery call + creative one-pager, interview or voice over prompt, location sound, branded lower-thirds, color grade + sound mix
- Usage: Branding visuals
- Good for: about-brand films, service demos, launch trailers.

### What's Included (All Packages)

- Planning: quick intake + shot list; Brand Promo adds outline & interview prompts
- Delivery: private Dropbox with review links; export for 9:16, 1:1, 16:9 as needed
- Graphics: simple branded lower-thirds + title/end-card
- Revisions: 1 round on Micro Reel; 2 rounds on Brand Promo/Event
- Backups: 30-day media archive (long-term vault available)



## 3) Event Recap Pro

- Scope: event coverage (2–5 hr window) · roaming b-roll + key moments
- Deliverables: 60–90s recap (16:9 or 9:16) + 3 social clips (15–30s) · still shots (6–8) (Same-day teaser is optional).
- Turnaround: 5–7 business days
- Includes: schedule coordination, run-and-gun lighting, shotgun mic + live audio, color grade + sound mix
- Usage: Branding visuals
- Good for: openings, panels, festivals, sports/faith/community events.

## Popular Add-Ons

- Drone aerials (FAA-compliant): +\$150–\$300
- Voiceover record/edit: +\$150–\$300 (Ideal 60–90s script)
- Subtitles (open captions): +\$40 per reel/short
- Extra highlight reel (15–30s): +\$100
- Extra revision round: +\$50
- Studio rental (local): exclusive studio time + equipment
- Same Day Teaser: +\$100

## What's Working Now

- Vertical-first + native aspect ratios per platform (9:16 > 1:1 > 16:9)
- On-screen captions for silent autoplay; branded thumbnails
- Quick hooks (0–3s) + creative story beats for highlight reels
- Same-day teasers at events when feasible (with add-on)

## Clear Terms (Simple + Fair)

- Rescheduling/weather: 48-hr notice; safety/quality call by AAVISIONZ
- Travel: first 20 miles included; then \$0.75/mi or flat city fee
- Payment: 50% to book; balance on delivery
- Cancellation: 25% inside 48 hrs; credit if rebooked within 30 days
- Credits: @aavisionz when posted (where possible)

## Process

- 1) Discovery call + creative one-pager
- 2) Shot list + logistics (locations, looks, permissions)
- 3) Shoot day (clean audio, stable movement, real faces)
- 4) Edit: assemble, captions/graphics, grade, mix
- 5) Revisions & delivery (masters + shorts)