

ABOUT YOU

Your name

Company / brand

Your role

Email

Phone

Website

Social handles

How did you hear about us?

- | | | |
|---|---|---|
| ☐ Instagram | ☐ TikTok | ☐ YouTube |
| ☐ Google search | ☐ Referral / word of mouth | ☐ Saw our work at an event |
| ☐ Returning client | ☐ Other: _____ | |

THE PROJECT

Project name (if any)

What is this project for? *Tick all that apply*

- | | | |
|---|---|---|
| ☐ Brand film / company video | ☐ Product launch | ☐ Social media content |
| ☐ Event coverage | ☐ Website content | ☐ Advertising campaign |
| ☐ Sports / fitness | ☐ Music / live performance | ☐ Documentary / story |
| ☐ Internal / corporate | ☐ Portraits / headshots | ☐ Other: _____ |

Describe the project in a few sentences. *What's happening and why now?*

What's the one thing people should remember after seeing it?

What's the main goal?

- | | | |
|---|---|--|
| ☐ Build awareness | ☐ Sell a product / service | ☐ Get sign-ups / bookings |
| ☐ Launch something new | ☐ Recap an event | ☐ Build trust / credibility |
| ☐ Recruit / hiring | ☐ Other: _____ | |

How will you know it worked? *e.g. more enquiries, ticket sales, views, a successful launch*

What you told us

- Stride is launching its first running shoe in March
- You want content that feels real, not staged: your actual run club, at sunrise
- It has to work for Instagram, TikTok, your website and paid ads
- Everything needs to be ready two weeks before launch

"We want people to feel the energy of the club and want to be part of it."

[Your Studio Name]

PHOTO

Replace with your image (see notes)

How it should feel

HERO IMAGE
Replace with an image (see notes)

Energetic

Momentum in every frame, never still for long

Honest

Real people, real sweat, nothing posed

Warm

Sunrise glow, the feeling of a good start

"It should feel like the best part of your week."

Scene 1: Before the start

SHOT 1 Scene 1 · 0:00–0:04



Establishing · Static

Empty promenade before sunrise. City lights still on.

AUDIO Ambient: waves, distant traffic

CUT TO ,

SHOT 2 Scene 1 · 0:04–0:08



CU · Static, low angle

Laces pulled tight. Stride logo on the shoe catches the first light.

AUDIO SFX: laces, breath

CUT TO ,

SHOT 3 Scene 1 · 0:08–0:14



EWS · Drone rising

Twelve runners gather at the start as the sky turns orange.

AUDIO Music starts: soft pulse

CUT TO ,

YOUR BUSINESS NAME / LOGO

SHOT LIST

Project Café brand film

Client Example Co.

Shoot date 14 Mar 2026

Location(s) Example Café, City

Director / shooter Your Name

Camera(s) A cam + phone for BTS

Call time 07:30

Wrap time 13:00

[illegible]



CALL SHEET

Day **1** of **1**

Confidential: for cast and crew only

PROJECT	CLIENT	PRODUCTION / STUDIO
Run Club Launch Film	Stride Athletics	Your Studio Name

DATE	DAY	GENERAL CALL	SUNRISE	SUNSET	EST. WRAP
03 Oct 2026	Saturday	05:30	06:12	18:02	11:00

WEATHER FORECAST	GOLDEN HOUR (AM / PM)	BACKUP PLAN IF WEATHER TURNS
Clear, 29°C, light wind	06:12–06:50 / 17:25–18:02	Move run shots to 4 Oct, same times

KEY CONTACTS			
Role	Name / details	Phone	Email
Director / producer	Your Name	+00 000 000 0000	hello@yourstudio.com
Client contact	Dana Whitfield	+00 000 000 0000	dana@stride-example.com
On-site contact	Store manager	+00 000 000 0000	
Emergency number	Local emergency services	999	
Nearest hospital	City General Hospital, 12 Example Rd (8 min drive)		

LOCATIONS				
#	Location	Address	Map link	Parking / access
1	Marina promenade	Start point by the lighthouse, Marina Walk	[map link]	Public car park P2, free before 8am
2	Stride flagship store	45 Example Street, Ground floor	[map link]	Loading bay at rear, ask security

SCHEDULE				
Time	Activity	Location	Who	Notes
05:30	Crew call, unload and set up	Promenade	All crew	
05:50	Talent call, warm-up talk	Promenade	Coach + club	Lav mic on coach
06:12	Sunrise run (main sequence)	Promenade	All	Drone up at 06:10
07:00	Close-ups, product shots, reels	Promenade	Camera A + B	
07:45	Wrap promenade, move to store		All	8 min drive
08:15	Interviews + product hero shots	Store	Runner 4, Camera A	Quiet corner
10:30	Pack down, check footage backed up	Store	All	
11:00	Wrap			

PRODUCTION BUDGET

Run Club Launch Film · Stride Athletics · v1

INTERNAL — DO NOT SEND

ESTIMATED COSTS	CONTINGENCY	PRODUCTION FEE	CLIENT PRICE (EXCL. TAX)
5,212.00	521.20	859.98	6,593.18
SPENT SO FAR	PROJECTED COSTS	PROJECTED PROFIT	MARGIN
785.00	5,237.00	1,356.18	21%

All amounts in USD · Estimate = Qty × No. of units × Rate · Variance: red = over estimate, green = under

#	Category	Line item	Supplier / who	Qty	Unit	No. of units	Rate	Estimate	Actual	Variance	Paid?	Notes
1	Pre-production	Creative planning & shot list	You	1	day	1	300.00	300.00	300.00	0.00	Yes	
2	Pre-production	Location scout	You	1	half day	1	150.00	150.00	150.00	0.00	Yes	Promenade + store
3	Crew	Director / camera operator	You	1	day	1	600.00	600.00				
4	Crew	Second camera operator	Freelancer	1	day	1	350.00	350.00				Confirmed
5	Crew	Production assistant / runner	Freelancer	1	day	1	120.00	120.00				
6	Crew	Sound recordist (interviews)	Freelancer	1	half day	1	200.00	200.00				
7	Equipment	Second camera package rental	Rental house	1	day	1	150.00	150.00				
8	Equipment	Drone with licensed pilot	Drone operator	1	day	1	400.00	400.00				Permit included
9	Equipment	Lighting kit for store interviews	Rental house	1	day	1	80.00	80.00				
10	Locations & permits	Filming permit — public promenade	Local authority	1	each	1	250.00	250.00	275.00	+25.00	Yes	Fee went up
11	Talent	Run club members — thank-you fee	Club	12	each	1	25.00	300.00				Signed releases needed
12	Talent	Interview subject fee	Runner 4	1	each	1	100.00	100.00				
13	Wardrobe & props	Water bottles & branded props	Client supplied	1	flat	1	-	-				
14	Travel & catering	Breakfast for club & crew	Café	16	each	1	12.00	192.00				
15	Travel & catering	Transport & parking		1	day	1	40.00	40.00				
16	Post-production	Editing — launch film	You	1	day	3	300.00	900.00				
17	Post-production	Editing — 6 vertical reels	You	6	each	1	60.00	360.00				
18	Post-production	Colour grading	You	1	day	1	300.00	300.00				

[YOUR LOGO]

MODEL & TALENT RELEASE

Permission to photograph, film and use a person's likeness

[YOUR BUSINESS NAME]

This release is made between the Producer and the Talent named below. For good and valuable consideration (set out in Section 6), the receipt and sufficiency of which the Talent acknowledges, the Talent gives the permissions set out in this document.

1. THE PRODUCER

Business name: _____

Contact name: _____

Address: _____

Email / phone: _____

2. THE TALENT

Full name: _____

Address: _____

Email: _____

Phone: _____

Agency (if represented): _____

Is the Talent under 18 (or under the age of majority where they live)? ☐ Yes — a parent or guardian must sign Section 13 ☐ No

3. THE PROJECT

Project name: _____

Commissioned by (client, if any): _____

Shoot date(s): _____

Location(s): _____

4. PERMISSION GRANTED

The Talent gives the Producer, the client named in Section 3 (if any), and anyone they license or assign these rights to ("the Permitted Parties") permission to photograph, film and record the Talent's image, likeness, voice and performance ("the Material"), and to use, reproduce, publish and distribute the Material, together with the Talent's name, for the purposes ticked below:

- ☐ Advertising (online and offline, including paid ads)
- ☐ Social media
- ☐ Website
- ☐ TV, cinema and broadcast
- ☐ Print, billboards and packaging
- ☐ Editorial and press
- ☐ The Producer's portfolio and self-promotion
- ☐ Internal use only
- ☐ All of the above

Territory: [Worldwide] _____

Duration: ☐ In perpetuity ☐ For [2 years] from the shoot date

[Your Business Name] · Model & Talent Release
Initials: _____

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[YOUR LOGO]

LOCATION RELEASE

Permission to film and photograph on private property

[YOUR BUSINESS NAME]

This agreement is made between the Producer and the Owner (or the Owner's authorised representative) named below. It gives the Producer permission to film and photograph at the Property described in Section 3, on the terms below.

1. THE PRODUCER

Business name: _____

Contact name: _____

Email / phone: _____

2. THE OWNER / AUTHORISED REPRESENTATIVE

Name: _____

Position / title: _____

Company (if any): _____

Email / phone: _____

3. THE PROPERTY

Property name: _____

Address: _____

Areas the Producer may use

- ☐ Exterior
- ☐ Interior: [rooms / areas]
- ☐ Parking / loading area for crew vehicles
- ☐ Other: [describe]

Areas that are off-limits: _____

4. DATES & ACCESS

Shoot date(s): _____

Access from (time): _____

Access until (time): _____

Set-up / pack-down days (if any): _____

Back-up date (e.g. weather): _____

Maximum crew / cast on site: [10] _____

On-site contact on the day (name & phone): _____

If a short reshoot or pick-up is needed within [60 days], the Owner will consider allowing access on the same terms, at a date agreed by both parties.

5. FEE

- ☐ The Producer will pay a location fee of [CURRENCY amount], payable [on the day / within 14 days of the shoot].
- ☐ No fee is payable.

[Your Business Name] · Location Release
Initials: _____

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[YOUR LOGO]

SECOND SHOOTER AGREEMENT

Independent contractor agreement for a single job

[YOUR BUSINESS NAME]

This agreement is made between the Lead (the business hiring) and the Second Shooter named below, for the job described in Section 3.

1. THE LEAD

Business name: _____

Contact name: _____

Email / phone: _____

2. THE SECOND SHOOTER

Full name / business name: _____

Email / phone: _____

Tax / business registration no. (if any): _____

3. THE JOB

Client / event: _____

Date(s): _____

Location: _____

Call time: _____

Expected finish: _____

Role

☐ Second photographer

☐ Second videographer

☐ Assistant / BTS

☐ Other: [describe] _____

Dress code: [all black, closed shoes] _____

Equipment

☐ The Second Shooter brings their own camera equipment: [list minimum kit] _____

☐ The Lead supplies: [list] _____

The Second Shooter will do the job personally and will not send a substitute without the Lead's written approval.

4. FEE & PAYMENT

Fee: [CURRENCY amount] per [day / job] _____

Overtime beyond the expected finish: [CURRENCY amount] per hour, only if agreed with the Lead on the day _____

Expenses covered by the Lead (with receipts)

☐ Travel

☐ Parking

☐ Meals on the day

☐ None

[Your Business Name] · Second Shooter Agreement
Initials: _____

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1. REPLYING TO A NEW ENQUIRY

WHEN Within 24 hours of an enquiry (the faster, the better your odds).

ATTACH Creative Brief questionnaire. Rate card (optional).

SUBJECT Your [photo/video] project: next steps

Hi [first name],

Thanks for getting in touch about [project / event]. It sounds like a great fit, and I'd love to help.

To send you an accurate quote, could you fill in the short questionnaire attached? It takes about 10 minutes and covers what you need, where it'll be used and your timeline. If you'd rather talk it through, I'm free for a 15-minute call on [day] or [day].

A couple of quick questions in the meantime:

- Is [date] fixed, or is there some flexibility?
- Do you have a budget range in mind? It helps me recommend the right package.

Once I have your answers, I'll come back with ideas and a quote within [two business days].

[Your name]

[Your Studio Name] · [phone] · [website]

SHORT VERSION (WhatsApp / DM)

Hi [first name], thanks for reaching out about [project]! Could you fill in this quick questionnaire [link] so I can send an accurate quote? Or happy to jump on a 15-min call on [day]. Is [date] fixed?

Tip Answer the question they asked first, then move them to the questionnaire. Don't send prices in the first reply unless they ask. A number with no context invites comparison on price alone.