

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				



PRODUCTION BUDGET

Estimate · v1

Your Studio Name

Project: Run Club Launch Film
Client: Stride Athletics
Shoot date(s): 3 Oct 2026
Prepared by: Your Name

Date: 15 Sep 2026
Valid until: 15 Oct 2026
Currency: USD

Category	Amount (USD)
1 Pre-production	450.00
2 Crew	1,270.00
3 Equipment	630.00
4 Locations & permits	250.00
5 Talent	400.00
6 Travel & catering	232.00
7 Post-production	1,710.00
8 Music & licensing	180.00
9 Insurance	60.00
10 Delivery & admin	30.00

Subtotal	5,212.00
Contingency (10%)	521.20
Production fee	859.98
Total before tax	6,593.18
VAT (5%)	329.66

TOTAL (USD)	6,922.84
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Final costs are confirmed in the quote. Travel outside the base area is charged separately.

APPROVED BY CLIENT

Name & signature

Date

Your Studio Name · hello@yourstudio.com

SETUP — PROJECT & PRICING

Fill these in for each project. Clear a cell to hide that line on the Top Sheet. Never delete rows.

Field	Your entry	Notes
Business name	Your Studio Name	Shown on the Top Sheet.
Show name under logo	Yes	No = logo only.
Business email	hello@yourstudio.com	Top Sheet footer.
Project	Run Club Launch Film	
Client	Stride Athletics	
Shoot date(s)	3 Oct 2026	Free text, e.g. '3–4 Oct 2026'.
Prepared by	Your Name	
Estimate date	15 Sep 2026	
Version	v1	Update when you revise the budget (v2, v3...).
Currency	USD	Code or symbol, e.g. USD, EUR, GBP, AED, £.
Contingency %	10%	Buffer for the unexpected. 10% is common. Set 0% to hide it.
Production fee %	15%	Your fee on top of costs (after contingency). Set 0% for none.
Show fee as a separate line?	Yes	Yes = the client sees the fee line. No = the fee is built into each category on the Top Sheet.
Tax label	VAT	e.g. VAT / GST / Sales Tax.
Tax rate	5%	Set 0% if you don't charge tax.
Estimate valid for (days)	30	
Top Sheet note	Final costs are confirmed in the quote. Travel outside the base area is charged separately.	One line under the totals. Clear it to hide.