



Live Event Streaming Package – Monthly Retainer

The **Live Event Streaming Package** retainer is designed for organizations, event planners, and businesses looking to broadcast their events live to a wider audience online. This package is perfect for conferences, product launches, webinars, concerts, or any significant event that benefits from real-time engagement with viewers. By offering a professional live streaming service, clients can maximize their event's reach, interact with their audience in real-time, and provide an inclusive experience for those unable to attend in person.

Target Audience: Corporations, educational institutions, event organizers, and entertainment venues looking for reliable, high-quality live streaming solutions for their events.

Pricing: \$5,000 - \$10,000 per month

Deliverables:

- **Event Coverage:** Up to 2 live-streamed events per month, with a maximum duration of 4 hours per event.
- **Pre-Event Testing:** Comprehensive testing of the live stream setup at the event venue, including internet bandwidth checks, audio and video equipment setup, and platform integration tests to ensure a smooth broadcast.
- **Multi-Camera Setup:** Utilization of a multi-camera setup (up to 3 cameras) for dynamic viewing angles and professional-quality coverage.
- **Professional Audio:** High-quality audio capture using a mix of lapel mics, handheld mics, and ambient sound mics to ensure clear sound for all event

aspects.

- **Graphics and Overlays:** Custom graphics package including lower thirds, event branding, and real-time overlays (e.g., speaker names, titles) to enhance the viewing experience.
- **Live Switching:** On-site live video mixing and switching to seamlessly transition between camera angles, presentations, and pre-recorded content.
- **Streaming Platform Integration:** Configuration and management of the live stream on the client's chosen platform(s), such as YouTube Live, Facebook Live, Twitch, or a dedicated webinar platform.
- **Dedicated Streaming Technician:** On-site support from a dedicated technician to manage the live stream, addressing any technical issues in real-time.
- **Post-Event Recording:** Provision of a high-quality recording of the live-streamed event for future use, such as on-demand viewing, highlights reel production, or archival purposes.
- **Analytics and Reporting:** Post-event analytics report detailing viewer engagement, peak viewership, and other relevant metrics to gauge the event's success and identify areas for improvement.

Optional Add-Ons (For Additional Fees):

- **Additional Events:** Live streaming services for more than 2 events per month, priced depending on the scale and requirements of each additional event.
- **Extended Coverage:** For events exceeding the 4-hour maximum, additional hours can be added at a rate of \$500 - \$1,000 per hour.
- **Enhanced Interactive Features:** Incorporation of interactive elements like Q&A sessions, live polls, or chat moderation, starting at \$500 per event.
- **Additional Cameras/Operators:** Adding more cameras for a broader coverage or specific shooting needs, priced at \$1,000 - \$2,000 per additional camera, including operator.

- **Expedited Post-Event Delivery:** Faster turnaround for the post-event recording and highlights reel, priced at 20% of the retainer fee for expedited processing.