Documentary Style Package

The **Documentary Style Package** retainer is ideally suited for organizations, brands, and individuals looking to tell deeper, more nuanced stories about their work, values, history, or subjects of interest. This package is perfect for producing content that requires in-depth research, interviews, and storytelling that goes beyond surface-level presentations, offering viewers an engaging narrative that captures the essence and impact of the subject matter. It's particularly effective for heritage brands, non-profits, cultural institutions, and businesses with rich histories or significant social impacts.

Target Audience: Heritage brands, non-profit organizations, cultural institutions, environmental groups, and any business or individual aiming to explore subjects or narratives deeply and share them with a wider audience.

Pricing: $10,000 - $20,000 per month

Deliverables:

- **Videos:** 2 documentary-style videos per month, each 5-15 minutes long, focusing on subjects that align with the client's mission, brand history, social impact, or other deep-dive topics.
- **Research and Development:** Initial consultation to define the documentary subject, scope, and objectives. Extensive research phase, including sourcing archival material, identifying interview subjects, and developing the narrative structure.
- **Scriptwriting and Storyboarding:** Crafting a compelling narrative and visual storyboard that guides the documentary's flow and ensures the story is engaging and informative.

- **Production:** Multi-day on-location shooting, including interviews with key subjects, b-roll of relevant locations or activities, and capturing any necessary historical or contextual footage. Utilizes professional-grade audio and lighting equipment to ensure high production value.
- **Post-Production:** Editing to weave together interviews, archival footage, and b-roll into a cohesive and compelling narrative. Includes color grading, audio mixing, addition of licensed or original music, motion graphics for text overlays or data visualization, and two rounds of revisions.
- **Voiceover Narration:** Professional voiceover recording to enhance the narrative, provide context, and guide the viewer through the documentary, if required by the project.
- **Distribution Strategy Consultation:** Advice on optimal platforms for distribution and engagement strategies to maximize the documentary's reach and impact, including film festivals, online platforms, and special screenings.
- **Performance and Impact Review:** Post-release analysis of viewer engagement, feedback, and the documentary's impact on the target audience or goals, with recommendations for future projects.

Optional Add-Ons (For Additional Fees):

- **Additional Documentaries:** For clients requiring more than 2 documentaries per month, or for projects extending beyond the typical 5-15 minute length, priced according to the scope and complexity of the additional work.
- **Extended Research and Development Phase:** For topics requiring extensive research, additional archival material sourcing, or pre-interviews, priced based on the additional hours or resources required.
- **High-End Post-Production Techniques:** Advanced color grading, sound design, and animation work to bring complex concepts to life, starting at $2,000 per project, depending on requirements.
- **Interactive or Web Companion Pieces:** Development of interactive online content to complement the documentary, such as interactive timelines, maps, or educational resources, quoted based on the project complexity.

- **Expedited Delivery:** For projects requiring a faster turnaround than the standard schedule, an additional 20% of the monthly retainer fee.