**STATEMENT OF WORK: CLIENT NAME**

PREPARED BY JAY ACUNZO | JAY@UNTHINKABLEMEDIA.COM

**CLIENT INFORMATION**

**COMPANY:**

**COMPANY ADDRESS:**

**PROJECT:**

**DATE:**

This proposal is valid for 30 days from the date above. Intended only for Client Name team.

**PROJECT OVERVIEW**

Jay Acunzo will develop, host, and advise on marketing for an original series about Topic. Client is purchasing a total of 7 episodes (1 as a pilot).

This project is intended to have a premium look and feel, with human storytelling meant to understand universal lessons, similar to a travel show.

This project will be divided into two phases.

* **Development** involves research and documenting the creative strategy for the show. In this phase, we develop the IP which Client will own in the market, informing the show but also any future related initiatives. We end with a sizzle reel to create hype and a pilot episode to serve as a model for the rest of the series.
* **Production** involves the ongoing prep, production, and post-production of each episode, as well preparing the Client to launch and promote the project publicly.

The series IP and all deliverables are solely owned by Client.

**PROJECT DELIVERABLES**

**DEVELOPMENT**

* 1 hour-long project kick-off call + up to 3 hours of check-in/feedback calls between Jay and Client, prior to finalizing the following assets
* 1 show bible, documenting the series strategy
* 1 pilot episode, no longer than 15 minutes

**PRODUCTION**

* 1 series trailer, no longer than 4 minutes
* 6 episodes, no longer than 15 minutes each (in addition to the pilot)
  + 2 rounds of improvements per episode, pending Client feedback
  + 5 short clips per episode for social media promotion
* All necessary admin + project management involved in delivering a premium product

**MARKETING**

* 1 hour-long workshop from Jay for Client team to advise on show launch/growth
* Jay’s personal promotion of the show: 1 mention in newsletter per episode + 1 dedicated social post per episode on Jay’s Twitter + LinkedIn + Instagram

**The following are NOT INCLUDED and are at the discretion of Client:**

* Travel costs (if requested or approved by Client)
* Premium assets to support the edit, such as licensing stock footage, music, or sounds
* Design and branding for the show
  + Client is encouraged to identify a graphic designer as soon as possible

**PRICING**

**ALL-IN:** $260k

* **Development:** $50k (one-time phase)
* **Production:** $35k (per episode) \* 6 episodes = $210k

**OUT-OF-SCOPE FEE:** For any additional work requested, Client will be invoiced on an hourly basis at a rate of $300 per hour. Client will be made aware of any such overages and will be asked to provide written approval before the work is executed and the fees added to the invoice.

**PAYMENT TERMS:**

* Development Phase:
  + 50% to be paid before phase begins, to schedule the project
  + 50% to be paid upon completion of pilot and sizzle reel
* Production Phase:
  + 50% of total to be paid before phase begins
  + 50% of total to be paid upon delivery of final episode ordered

**PAYMENT METHOD:** ACH/online bank transfer.

ACCOUNT TITLE:   
ACCOUNT TYPE:   
ROUTING NUMBER:

CHECKING ACCOUNT NUMBER

BANK NAME:   
BANK ADDRESS:

BANK PHONE:

*[ Signature page to follow ]*

**CLIENT SIGNATURE:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **DATE:** \_\_\_\_\_\_\_\_\_\_\_\_\_

**PRINTED NAME:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**UNTHINKABLE MEDIA SIGNATURE:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **DATE:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PRINTED NAME:** Jay Acunzo