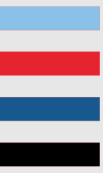




FOCUS | PRODUCTIONS

VIDEO PRODUCTION FOR YOUR SCHOOL

www.focusstudioproductions.com



ABOUT FOCUS PRODUCTION

Focus Productions is a video production company based in Wagga Wagga in the Riverina. We specialise in producing videos for schools and educational institutions in the local area. We exist to enable you to showcase your school with pride!



VIDEOS YOUR SCHOOL CAN MAKE

Videos possess an inherent and formidable potential to captivate and involve your school community on a profound level, making them an exceedingly influential tool for fostering connections and interaction.

1. SCHOOL PROMOTIONAL VIDEO

Present the myriad offerings of your school through a captivating Promotional Video that leaves a lasting impression and ignites inspiration. Highlight the state-of-the-art facilities, diverse sporting options, and outstanding academic achievements that define your institution.

2. WELCOME VIDEO

The principal welcomes your website visitors with a warm Welcome Video, detailing the school's mission and what parents and students can expect from attending your school.

3. VALUES VIDEO

Illustrate your school's core values through a video. This could involve alumni sharing their stories, students discussing their experiences, and school leadership explaining why they hold significance.

4. STRATEGIC PLAN VIDEO

What direction is your school taking? What should parents, students, staff, and the community anticipate in the upcoming years? A Strategic Plan Video outlines the School's objectives and aspirations for the future.



5. ATHLETICS CARNIVAL HIGHLIGHTS VIDEO

Capture the spirit of the athletics carnival, highlighting its vibrant competitiveness and colorful spectacle. Craft an exhilarating video montage set to upbeat music, creating an energetic memento of the day. Parents and students alike will delight in reliving the event.

6. AWARDS VIDEO

Highlight and celebrate the successes of individual students or student groups that can be relived and enjoyed by parents and the community after the event.

7. FIRST DAY VIDEO

A Year 7 student can take on the role of welcoming new students to the school. This aims to facilitate their transition into the new environment by providing insights into what they can anticipate and fostering a welcoming atmosphere.

8. SWIMMING CARNIVAL HIGHLIGHTS VIDEO

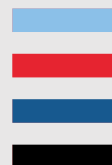
Parents are thrilled to witness their children's activities throughout the day, and the captivating spectacle of a swimming carnival makes for an outstanding video.

9. GRADUATION VIDEO

A graduation video for Year 12 or Year 6 students makes a compelling memento that captures the culmination of the students' academic journey and achievements throughout their time at the school.

10. YEARLY HIGHLIGHTS VIDEO

Assemble a highlights package comprising all the events from the memorable year, creating a cherished memento for the students and families who were involved in that period.





11. INFORMATIONAL VIDEO

These videos are invaluable for parents to grasp a specific facet of school life, such as Kindergarten Orientation or Year 7 Transition to High School, as they effectively convey crucial information, they provide an opportunity for the school to showcase its commitment to transparency and communication and can alleviate any apprehensions parents may have about their child's adjustment to a new academic environment.

12. MAJOR EVENT HIGHLIGHTS VIDEO

Did a special visitor or prominent person pay a visit to your school? Is your school commemorating a milestone or an important occasion? Create a highlights video to capture this moment.

13. SOCIAL MEDIA CAMPAIGN

Involve your audience through captivating videos centered around targeted social media campaigns. Capture the day-to-day happenings in your school. Foster online participation to amplify the message.

14. EXTRACURRICULAR PROFILE VIDEO

You can create distinct videos for summer and winter sports, as well as extracurricular activities unrelated to sports. Display a variety of activities that contribute to an enjoyable school experience.





VIDEO PRODUCTION PROCESS



Brief Content

Please provide information about the video you need produced, including its objectives and primary messages.



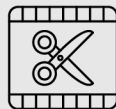
Plan your Project

We outline the project's demands, provide a quotation, and formulate a plan. Deposit is paid on approval.



Begin Production

We record interviews, gather footage, create scripts, and handle any other elements necessary for your video production.



Editing

We edit your video taking care of motion graphics, colour correction, effects, etc.



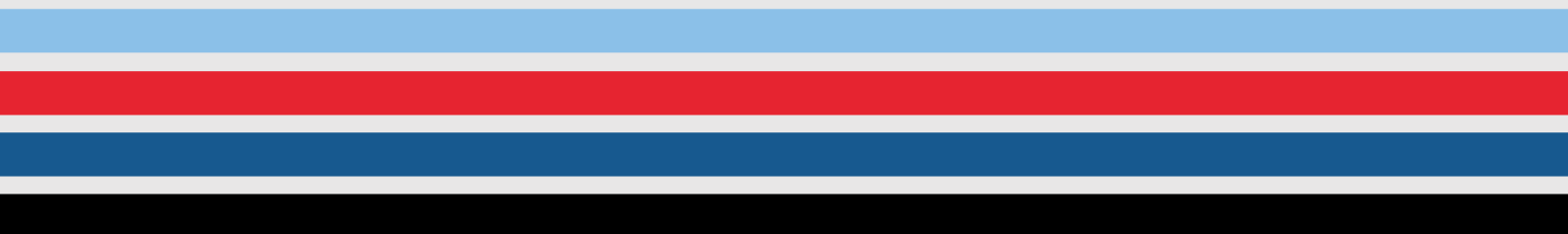
Review your Video

A watermarked version of your video will be shared with you. We then work with you to make edits and refine any feedback you may have.



Delivery

The final video will be delivered to you in person.



YEARLY SUBSCRIPTION PACKAGES

STANDARD PACKAGE

\$2850 p/video

- 1-2 hours coverage per video
- 1-3 minute videos
- 3 videos per year
- 2 bonus social media clips per video



DELUXE PACKAGE

\$2550 p/video

- 1-2 hours coverage per video
- 1-3 minute videos
- 5 videos per year
- 2 bonus social media clips per video

PREMIUM PACKAGE

\$2250 p/video

- 1-2 hours coverage per video
- 1-3 minute videos
- 7 videos per year
- 2 bonus social media clips per video



ONE-OFF VIDEO PACKAGES

SMALL ONE-OFF VIDEO

\$3150

- 2 hours coverage
- 1-3 minute video
- 3 bonus social media clips



LARGE ONE-OFF VIDEO

\$4250

- 4 hours coverage
- 3-5 minute video
- 5 bonus social media clips

INCLUSIONS FOR ALL PACKAGES

- Professional audio capture
- Licensed music & graphics in all videos
- Motion Graphics
- Flexible filming days
- Professional editing & colour correction
- Drone footage available
- Prompt turnaround

EXTRA FEES

- Travel fee incurred if over 50km
- Extra filming hours
- Extra filming days
- Extra camera crew

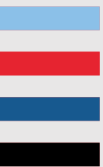
Subscribing for 12 months to a series of videos offers distinct advantages over purchasing individual videos. Firstly, subscribing provides cost efficiency, yielding a significantly lower per-video price compared to one-off purchases. Additionally, a subscription grants access to a consistent stream of content, ensuring a continuous learning or entertainment experience. Subscription video content ensures constant community engagement, enhancing the overall value. Lastly, committing to a 12-month subscription promotes sustained community commitment to the subject matter, and fosters deeper understanding over time.

All videos within your package must be created within a 12-month period and cannot be rolled onto the next year unless agreed upon by both parties.

PAYMENT SCHEDULE

For all 12-month subscriptions.

NAME	AMOUNT	TIMING
Initial Deposit	25% of Total	Beginning of the project
1st Installment	25% of Total	After 4 months
2nd Installment	25% of Total	After 8 months
Final Installment	25% of Total	After 12 months



SHARING YOUR VIDEO

A carefully organised distribution plan is essential for every video production strategy. How will you guarantee that your videos reach and engage the widest audience possible? Here are a few ideas:

- 01** Embed it on your school website
- 02** Host it on YouTube
- 03** Host it on Vimeo
- 04** Post it on Facebook
- 05** Distribute it on USB
- 06** Write about it in your newsletter
- 07** Include it in your staff meetings
- 08** Share a link with parents/carers
- 09** Show it at an organised event
- 10** Use it in your staff training
- 11** Use it in a presentation



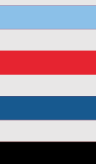


EXAMPLES OF OUR WORK



Scan the code to see some examples of our work, or type this URL into your web browser.

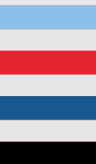
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OUR GEAR AVAILABLE FOR YOUR PROJECTS

- Cameras: 4k & FULL HD
- Wide range of lenses
- Tripods & stabilisers
- Professional grade microphones (shotgun & lapel)
- Sound recorders
- Drone
- Teleprompter
- Studio lighting & diffusers
- Green screens
- Backdrops



Film Producer: Troy Carnie

Phone: 0402 148 732

Email: troy@focusstudioproductions.com

Website: focusstudioproductions.com

Servicing the Riverina

YOUR VISION IS OUR FOCUS

