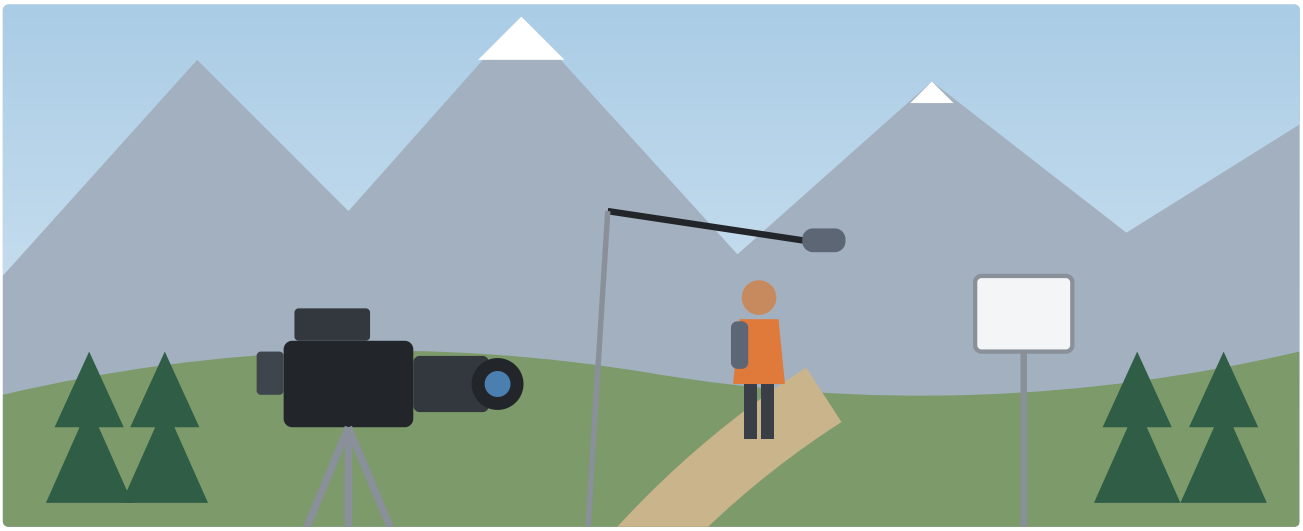
CASCADE FRAME STUDIOS



Video production proposal

A 90-second brand film and three social cutdowns for Ridgeline Outdoor's spring 2027 launch.

PROPOSAL # CFS-P-26-064
ISSUED Dec 10, 2026
VALID UNTIL Jan 10, 2027

CREATED BY

Cascade Frame Studios
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PREPARED FOR

Ridgeline Outdoor Co.
Hannah Brooks
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The project

From our call on December 3 about the spring launch of the Ridgeline Trail Shell jacket.

INVESTMENT	SHOOT	DELIVERY
$28,880.00	**2 days**	**Apr 23, 2027**
Concept to final files	Late March, near Bend	Before the May 1 launch

Creative direction

Objective

Launch the Trail Shell with a film that shows it working in real Cascade weather, not in a studio.

Audience

Weekend hikers aged 28 to 45 who buy one good jacket and keep it for years.

Story

A sunrise hike to a ridge as the weather turns: wind, rain, and the jacket keeping up.

Where it will run

Website

Product page hero

Social

Instagram, TikTok, YouTube

Retail

In-store screens

Why Cascade Frame

We shoot outdoors

Crew trained for wind, rain and steep trails, with weatherproof gear.

Cinema cameras

Shot in 6K so every frame can be cropped for social.

On time

Every 2026 launch film delivered on or before the date.

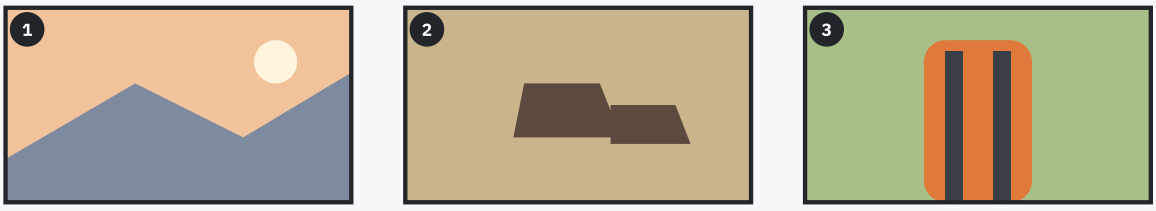
Small crew

Five people on set: light on the trail, fast to move.

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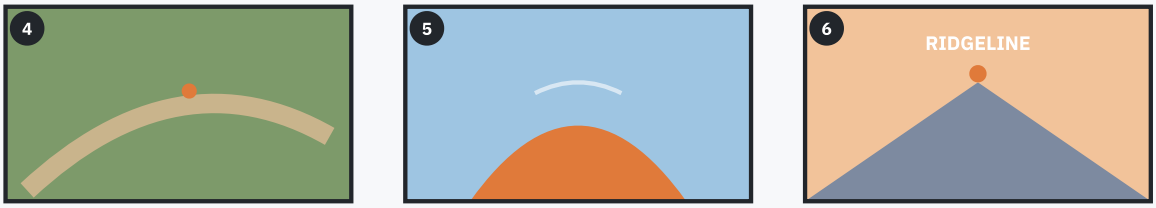
Storyboard



Wide: sunrise on the ridge

Close: boots on the trail

Medium: pack straps tightened



Drone: hiker on the switchback

Close: jacket in the wind

Wide: summit, logo

The storyboard is a starting point. You approve the final version and the shot list before the shoot.

Deliverables

VIDEO	LENGTH	FORMAT	FOR
Brand film	90 s	16:9, 4K	Website, YouTube, retail
Cutdown: Weather	15 s	9:16, 1080p	Instagram, TikTok
Cutdown: Ridge	15 s	9:16, 1080p	Instagram, TikTok
Cutdown: Product	15 s	9:16, 1080p	Paid social

Plus 20 graded still frames for your social channels and a captioned version of every video.

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Schedule

Shoot dates have a backup day in case of lightning or road closures.

Jan 11 — ○ **Kickoff**

Brief, references and product samples.

Feb 5 — ○ **Script and storyboard**

Approved by you.

Mar 1 — ○ **Locations and casting**

Permit filed, talent booked.

Mar 24–25 — ○ **Shoot**

Backup day March 26.

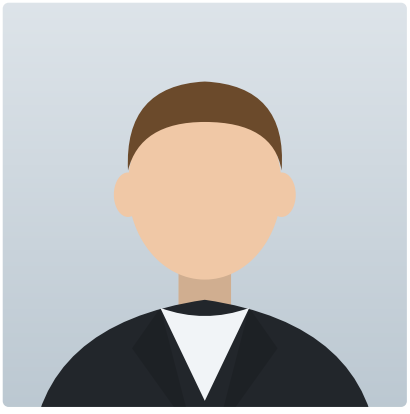
Apr 9 — ○ **First cut**

Your first round of changes.

Apr 23 — ○ **Final delivery**

All files, captions and stills.

Key crew



Leo Whitaker

Director

Directed launches for 14 outdoor brands.



Nina Ruiz

Director of photography

Shoots in snow, rain and on ropes.



Kai Moreno

Editor and colorist

Cuts for social first, then long form.

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Budget

A fixed budget for the deliverables above. Extra rounds of changes and additional cutdowns are priced on request.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Pre-production					
1	**Creative concept and script** Code: PR-SCR	1 job	$3,200.00	–	0%	$3,200.00
2	**Storyboard and shot list** Code: PR-STB	1 job	$1,400.00	–	0%	$1,400.00
3	**Location scouting and Forest Service permit** Code: PR-LOC	1 job	$900.00	–	0%	$900.00
4	**Casting, 2 talent** Code: PR-CST	1 job	$600.00	–	0%	$600.00
				Subtotal: Pre-production		**$6,100.00**
	Production, 2 days					
5	**Director** Code: PD-DIR	2 days	$1,500.00	–	0%	$3,000.00
6	**Director of photography with cinema camera package** Code: PD-DOP 	2 days	$2,200.00	–	0%	$4,400.00
7	**Crew: gaffer, sound recordist, production assistant** Code: PD-CRW	2 days	$1,800.00	–	0%	$3,600.00
8	**Drone operator, FAA Part 107 certified** Code: PD-DRN	1 day	$950.00	–	0%	$950.00
9	**Talent, 2 hikers** Code: PD-TAL	4 talent days	$500.00	–	0%	$2,000.00
10	**Crew travel and meals** Code: PD-TRV	1 lot	$680.00	–	0%	$680.00
				Subtotal: Production, 2 days		**$14,630.00**

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#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Post-production					
11	**Edit: 90-second brand film, 2 rounds of changes** Code: PO-EDT	1 film	$4,200.00	–	0%	$4,200.00
12	**Color grading** Code: PO-CLR	1 job	$1,200.00	–	0%	$1,200.00
13	**Sound mix and licensed music** Code: PO-SND	1 job	$1,100.00	–	0%	$1,100.00
14	**Social cutdowns, 15 s, vertical** Code: PO-CUT	3 videos	$450.00	–	0%	$1,350.00
15	**Captions, burned in and as files** Code: PO-CAP	4 videos	$75.00	–	0%	$300.00
				Subtotal: Post-production		**$8,150.00**

Subtotal	$28,880.00
Sales tax (none in Oregon)	$0.00
Total	**$28,880.00**

Payments

Half before the shoot, as crew, talent and permits are booked.

PAYMENT 1, 25%

$7,220.00

On signing

Pre-production starts

PAYMENT 2, 25%

$7,220.00

Before the shoot

Crew and talent confirmed

PAYMENT 3, 50%

$14,440.00

On delivery

Final files approved

Total **$28,880.00**

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Add-ons

Behind the scenes A crew member films the making-of.	for social and email	**$1,800** one 60 s video
Photo package A stills photographer on day 2.	for e-commerce and ads	**$2,400** 40 images
6 more cutdowns More versions for ad testing.	3 aspect ratios	**$2,100** 15–30 s

Terms

1. Usage rights

1.1 You may use the final videos and stills in any medium, worldwide, with no time limit. Talent releases cover the same use.

2. Music

2.1 Music is licensed for online, social and in-store use for 5 years. Broadcast TV use needs an upgraded license.

3. Changes

3.1 Two rounds of changes are included for each video. Further rounds are billed at $120 an hour.

4. Weather

4.1 If weather makes filming unsafe, we move to the backup day at no cost. A second weather day is billed at 50% of the day rate.

5. Raw footage

5.1 Raw footage is archived for 2 years and available on request for a $250 transfer fee.

6. Cancellation

6.1 If the shoot is cancelled less than 7 days before, crew and talent fees for the first day are payable.

Approve the proposal

Sign to approve the budget and schedule. We then book the crew for March 24 and 25.

Cascade Frame Studios

SIGNER · YOU

Leo Whitaker
Executive Producer

Signing link sent to
leo@cascadeframe.example

Signature

Date MM / DD / YYYY

Ridgeline Outdoor Co.

SIGNER · CLIENT

Hannah Brooks
Brand Director

Signing link sent to
hannah@ridgeline.example

Signature

Date MM / DD / YYYY

Signed electronically with ExtraflowDoc · Document ID CFS-P-26-064 · Audit trail in the attached certificate of completion

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