



**GARDEN CITY NEW YORK MEDIA**

bringing the community to you

# Digital Marketing

# Production Itinerary



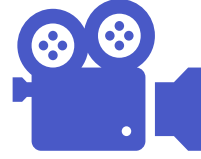
## Producer/ Project Manger

Develops Storyboard/ Run of the Show  
Oversees the Production Team



## Production Assistant

Manages the Show Schedule Assists Production Team Members



## Director of Photography & Editor

Directs the Camera Crew Oversees the Editing Process



## Drone Operator

Operates the Drone camera to capture high quality aerial shots



## E-Commerce/ Website

Create your own modern, professional website with no technical knowledge required.



## Social Media Marketing Specialist

Reach your target audience



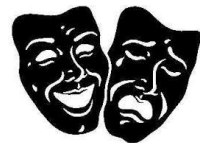
## Writers

Script what you or Actors say on camera



## Hosts

Shares Information about your brand



## Actor/ Actress

Represents you or your brand on camera



## Make-Up Artist

Makes you look your best



## Props & Staging

Ensures the set is camera ready



## Digital Marketing Strategist

Develops a strategic plan for your digital media.

# Content Package(s)

## Add-ons

Makeup Artist -\$220  
 Photographer -\$250 per hour  
 Videographer -\$200 per hour  
 Video editor rates upon request

Hotel & Traveling expenses are billed separate

DIAMOND	PLATINUM	GOLD	SILVER
1 Mo. Facebook Social Media Promo Complimentary 2-hr In-Studio Launch Mixer Blog Post 60 Sec. Reel Video shoot, including BTS <i>Premium Lifestyle</i> Photoshoot (6hrs) Custom Branding Guide Digital Strategic Plan Project Deck Creative Session	Blog Post 30 Sec. Photo Reel <i>Premium Lifestyle</i> Photoshoot (4hrs) Custom Branding Guide Digital Strategic Plan Project Deck Creative Session	Deluxe Photoshoot (3hrs) Digital Strategic Plan Project Deck Creative Session	Project Deck Creative Session
\$5000	\$2500	\$1500	\$250
Payment Schedule: 1 <sup>st</sup> Payment - \$2000 Signing Agreement 2 <sup>nd</sup> Payment - \$1500 Photo/ Video shoot 3 <sup>rd</sup> Payment - \$1500 Media Delivery	Payment Schedule: 1 <sup>st</sup> Payment - \$1000 Signing Agreement 2 <sup>nd</sup> Payment - \$500 Photoshoot 3 <sup>rd</sup> Payment - \$500 Media Delivery	Payment Schedule: 1 <sup>st</sup> Payment - \$500 Signing Agreement 2 <sup>nd</sup> Payment - \$500 Photoshoot 3 <sup>rd</sup> Payment - \$500 Media Delivery	Payment Schedule: 1 <sup>st</sup> Payment - \$250 Signing Agreement

# Digital Marketing Packages

PAID ADVERTISING & MARKETING BUDGET	ORGANIC ADVERTISING & MARKETING BUDGET	SOCIAL MEDIA MARKETING (Facebook, Instagram, LinkedIn, YouTube, TikTok, etc.)
<p>TV Commercial (30 sec.) \$6,500</p> <p>Commercial TV Spot (Altice Network)</p>	<p>TV Commercial (30 sec.) \$6,500</p> <p>GC360 Podcast Sponsorship</p> <p>My Modeling Pro The Show Sponsorship</p> <p>That's Sam Law Show Sponsorship</p> <p>The Merchants Corner Sponsorship</p> <p>Virtual Village Show Sponsorship</p> <p>Word on the Street Feature Sponsorship</p>	<p>PICK 2 -\$768 per mo.</p> <p>PICK 3 -\$1197.60 per mo.</p> <p>PICK 4 -\$1701.60 per mo.</p> <p>PICK 5 -\$3072.00 per mo.</p>
<p><b>\$21,000</b></p>	<p><b>\$6,500</b></p>	<p><b>Pick a #</b></p>
<p><u>Payment Schedule:</u> 1<sup>st</sup> Payment - \$6,500 2<sup>nd</sup> Month - \$5,000 3<sup>rd</sup> Month - \$5,000 4<sup>th</sup> Month - \$5,000</p>	<p><u>Payment Schedule:</u> 1<sup>st</sup> Payment - \$6,500, plus sponsorship package fees</p>	<p><u>Payment Schedule:</u> 1<sup>st</sup> Payment – Pick #</p> <p>Not including \$500 Social Media Platform set-up fee or graphic designs</p>

# What to Expect?



## Start

Creative Session  
Select a Package  
Sign Agreement  
Pay Content/Media  
Production Deposit



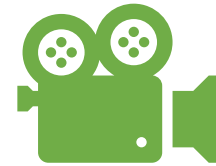
## Review & Approve

Storyboard  
Production Itinerary  
Production Schedule



## Production Day

Showtime!  
Pay Photoshoot/ Filming  
Deposit



## Post-Production

Approve Photo/Video Edit  
Pay Edit Deposit  
Photo/Video Delivery



## Digital Media/ Social Media

Increase Exposure  
Increase Excitement  
Increase Engagement  
Promote your deals



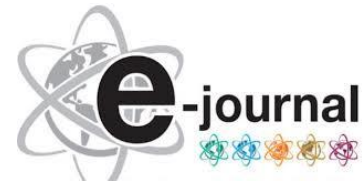
## Broadcast Virtually

Preview Run of Show  
Registration Link  
Host the Show



## Upload the Program

Watch Program Online &  
Selected Social Media Platforms



## e-Journal Advertisement

Interactive, page-turning digital  
journal. Sponsors Advertisement



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