



# CREATIVE PRODUCTION SERVICES AGREEMENT

For authors, narrators, illustrators, bookish vendors, brands, and other indie creators.

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Template note: This agreement is designed as a practical business form and should be reviewed by qualified local counsel before use, especially for jurisdiction-specific payment, cancellation, privacy, or intellectual property requirements.

## PARTIES & PROJECT

Creator / Client Legal Name

Brand / Pen / Business Name

Creator Email

Project Name

Studio Legal Entity / DBA (if applicable)

Agreement Date

## COMMERCIAL TERMS

Selected Service / Package

Project Total \$

50% Booking Deposit \$

Remaining 50% Balance \$

Revisions Included

Estimated Start / Production Window

Target Delivery Date / Window

### Agreement Overview

This Creative Production Services Agreement ("Agreement") is between Rook & Reel Studios ("Studio") and the person or business identified above ("Creator"). The Order Form, written quote, invoice, and any mutually approved scope notes are incorporated into this Agreement. If there is a conflict, the most recent written scope or invoice controls the specific deliverables and price, while this Agreement controls the general terms.

☐ I understand that the production slot is reserved only after the signed Agreement and 50% Booking Deposit are received.



# PRODUCTION TERMS

Scope, approvals, revisions, and production timing.

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## 1. Scope of Services

Studio will provide the services and deliverables identified in the Order Form, written quote, invoice, or approved scope. Deliverables may include still artwork, animated promos, book or product trailers, title / cover / character reveals, logo and brand assets, social cutdowns, audio treatments, or custom campaign media. Any material change to the requested deliverables, runtime, aspect ratio, number of concepts, or production complexity may require a revised quote.

## 2. Creative Direction & Approvals

Creator will provide a reasonably clear brief, reference materials, required text, brand information, and any mandatory creative restrictions before production. Studio retains reasonable artistic and technical discretion to interpret the brief and produce a cohesive final product. Creator is responsible for reviewing proofs, drafts, names, titles, pricing, dates, claims, spelling, and other factual content before final approval.

## 3. Revisions

The number of included revision rounds is stated in the commercial terms or quote. A revision round means one consolidated set of reasonable changes submitted at one time. New concepts, major reshoots / re-generation, major story changes, changes caused by inaccurate or late client materials, or requests outside the approved scope may be billed as additional work. Additional revision rounds are currently priced at the then-current Rook & Reel rate unless otherwise quoted.

## 4. Turnaround & Client Delays

Production dates are estimates unless Studio expressly guarantees a deadline in writing. Creator agrees to provide requested materials and feedback promptly. Delays in approvals, missing assets, changed instructions, third-party tool outages, platform changes, or circumstances outside Studio control may move the production schedule. Studio will communicate material schedule changes as reasonably practicable.

## 5. Delivery Formats

Final files will be delivered in the format(s) stated in the scope. Alternate aspect ratios, additional file versions, editable project files, raw source files, prompts, layered files, or working files are outside the scope unless specifically included in writing.



## PAYMENT & CANCELLATION

50% to book; 50% before final unwatermarked / full-resolution delivery.

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### 6. Booking Deposit

A Booking Deposit equal to fifty percent (50%) of the quoted Project Total is required to reserve the Creator's production slot. No production slot is considered booked until Studio has received both the signed Agreement and the Booking Deposit. The Booking Deposit is credited toward the Project Total.

### 7. Final Balance

The remaining fifty percent (50%) balance is due after Creator approves the final proof or substantially completed deliverable and before Studio releases final unwatermarked, full-resolution, or master files. Studio may provide watermarked or reduced-resolution previews until payment is complete.

### 8. Cancellation by Creator

If Creator cancels before substantive production begins, Studio may refund the Booking Deposit less any non-recoverable costs or work already completed. Once substantive production has begun, the Booking Deposit is non-refundable because Studio has reserved production capacity and performed creative work. If Creator abandons the project after substantial completion, amounts already paid remain non-refundable and Studio may invoice any separately approved out-of-scope work or expenses.

### 9. Cancellation by Studio

Studio may decline, suspend, or cancel a project for nonpayment, abusive conduct, unlawful or infringing content, material misrepresentation, or a project that becomes technically or ethically impracticable. If Studio cancels for reasons unrelated to Creator breach and before delivering substantial work, Studio will refund the unearned portion of payments received.

### 10. Rush Work & Expenses

Rush production is accepted only when Studio confirms availability in writing and may carry an additional rush fee. Creator is responsible for any third-party expense specifically approved in advance, including licensed media, specialty voice talent, paid stock, or other outside services.

### 11. No Performance Guarantee

Studio produces marketing and promotional media; it does not guarantee sales, downloads, reviews, followers, views, engagement, virality, platform ranking, advertising performance, retailer acceptance, or any other commercial result.



# AI USE DISCLOSURE & ACCEPTANCE

A core production disclosure for Rook & Reel Studios.

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## 12. AI-Assisted Production Disclosure

Rook & Reel Studios uses a combination of human creative direction and digital production technology to bring the Creator's vision to life. Depending on the project, Studio may use conventional editing and animation software, generative artificial intelligence systems, AI-assisted image / video / audio tools, enhancement and upscaling tools, synthetic-media tools, motion-generation systems, sound and music tools, compositing programs, and other production software. The specific tool mix may change as technology and project needs evolve.

By signing this Agreement and paying the Booking Deposit, Creator acknowledges, understands, and expressly accepts the use of AI-assisted and generative tools as part of Studio's production workflow. Creator authorizes Studio to use such tools in connection with the project, subject to this Agreement and the approved creative brief.

Creator understands that AI-generated or AI-assisted elements can involve technical limitations, variation between generations, imperfect continuity, or artifacts that require editorial judgment and post-production correction. Creator also understands that laws and platform rules concerning AI-generated material, copyrightability, disclosure, training data, and ownership continue to evolve. Studio does not promise that any AI-generated component, standing alone, will qualify for copyright protection or exclusive ownership.

Studio will use reasonable care with pre-release and client-provided materials. Unless Creator gives written permission, Studio will not intentionally upload a complete unpublished manuscript to a third-party generative AI system solely for production convenience. Studio may use approved excerpts, synopses, cover art, character / product references, voice samples, logos, brand assets, or other materials reasonably necessary to create the contracted work. Creator should not provide any material that Creator is not authorized to submit to production tools.

Creator is responsible for complying with any platform, retailer, contest, award, publisher, advertiser, or distributor rule that requires disclosure, labeling, or restrictions concerning AI-assisted content. Studio will reasonably answer questions about the production workflow so Creator can make required disclosures.

☐ I ACKNOWLEDGE AND ACCEPT ROOK & REEL STUDIOS' USE OF AI-ASSISTED AND GENERATIVE TOOLS IN PRODUCTION.

☐ I confirm that I am authorized to provide the materials I submit for use in this production workflow.



# RIGHTS & CLIENT MATERIALS

Ownership, licenses, and permissions.

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## 13. Creator-Provided Materials

Creator retains ownership of materials supplied to Studio. Creator represents and warrants that Creator owns, licenses, or has permission to use and provide all supplied text, cover art, illustrations, logos, photographs, product images, narration, music, fonts, trademarks, excerpts, and other materials. Creator is responsible for obtaining any permissions required from co-authors, publishers, artists, narrators, models, vendors, rights holders, or other third parties.

## 14. Final Deliverable License

After Studio receives full payment, Studio grants Creator a perpetual, worldwide commercial license to use, post, reproduce, display, distribute, advertise, and promote the final approved deliverables in connection with Creator's books, products, services, brand, events, or social media. Studio will not knowingly resell the exact final edited deliverable to another client. This license is subject to any third-party license terms that apply to properly licensed components.

## 15. Studio Materials & Production Methods

Studio retains ownership of its pre-existing branding, templates, workflows, prompts, production methods, editing structures, reusable assets, internal project files, source / working files, and know-how. Similar styles, techniques, editing approaches, compositions, or production methods may be used in other projects. Creator receives the final deliverables and rights expressly granted here, rather than ownership of Studio's underlying production system.

## 16. AI / Third-Party Rights Limitations

Studio grants only the rights it has authority to grant. Some AI-assisted, generative, stock, music, voice, font, or software-generated components may be governed by third-party terms or may have uncertain copyright status. Studio does not warrant exclusive copyright ownership in an AI-generated component or guarantee that no unrelated third party will independently generate a similar visual or concept.

## 17. Indemnity for Client Materials

Creator agrees to defend and indemnify Studio against third-party claims arising from materials supplied by Creator or Creator's instructions that infringe intellectual-property, publicity, privacy, contractual, or other rights, except to the extent a claim results from Studio's independent unauthorized modification or misuse.



# CONFIDENTIALITY, PORTFOLIO & PLATFORMS

How unreleased work and public-facing use are handled.

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## 18. Pre-Release Confidentiality

Studio will use reasonable care to keep unreleased project materials and campaign details confidential until the Creator's public release, reveal, or agreed embargo date. Creator should clearly identify embargo dates and particularly sensitive materials in writing. This duty does not apply to information already public, independently developed, received lawfully from another source, or required to be disclosed by law.

## 19. Portfolio & Credit

Unless Creator opts out in the Order Form or in writing, Studio may display final publicly released deliverables, excerpts, stills, thumbnails, and the Creator / project name in Studio's portfolio, website, social channels, showreel, and promotional materials after the applicable public release. Studio will respect a written embargo date. Creator may credit Studio as "Rook & Reel Studios" when practical, but credit is appreciated rather than mandatory unless a specific collaboration requires it.

## 20. Content Standards

Studio may refuse material that is unlawful, knowingly infringing, fraudulent, defamatory, exploitative, or otherwise outside Studio's reasonable production standards. Creator remains responsible for factual claims, endorsements, product descriptions, disclaimers, age ratings, content warnings, and legal compliance associated with the promoted work.

## 21. Platform / Retailer Rules

Creator is responsible for the rules of the platforms, retailers, advertising networks, award programs, contests, publishers, distributors, or social-media services where deliverables are used. Studio cannot guarantee that a platform will accept, recommend, monetize, or continue hosting a deliverable, and Studio is not responsible for later rule or algorithm changes.

## 22. Third-Party Tools & Availability

Studio may rely on third-party software, cloud services, animation programs, licensed libraries, and AI-assisted production tools. Studio is not liable for temporary outages, model changes, vendor shutdowns, service restrictions, or materially changed terms outside Studio's control, but will make reasonable efforts to use alternate production methods when feasible.

**Embargo / public release date (if applicable)**

**Portfolio preference**



# GENERAL LEGAL TERMS & SIGNATURES

Complete the governing-law fields and sign to book.

**23. Limitation of Liability**

To the maximum extent permitted by applicable law, Studio's aggregate liability arising from the project will not exceed the amount actually paid by Creator for the project giving rise to the claim. Neither party will be liable for indirect, incidental, special, consequential, exemplary, or lost-profit damages, except where such limitations are prohibited by law or where liability arises from fraud, willful misconduct, or other liability that cannot legally be limited.

**24. Force Majeure**

Neither party is responsible for a delay caused by events reasonably outside that party's control, including severe weather, natural disaster, widespread service outage, illness, government action, labor disruption, or major third-party technology failure. The affected party will communicate and resume performance as reasonably practicable.

**25. Disputes & Good-Faith Resolution**

Before filing a lawsuit, the parties agree to make a good-faith effort to resolve any dispute through written notice and direct discussion. This clause does not prevent either party from seeking emergency injunctive relief when necessary to protect confidential information or intellectual-property rights.

**26. Governing Law & Venue**

This Agreement will be governed by the law entered below, without regard to conflict-of-law principles. Any court proceeding will be brought in the county / venue entered below unless the parties later agree in writing to another forum.

**27. Independent Contractor**

Studio is an independent contractor. Nothing in this Agreement creates an employment relationship, partnership, joint venture, fiduciary relationship, agency, or exclusivity arrangement between the parties.

**28. Entire Agreement; Changes; Electronic Signatures**

This Agreement, together with the incorporated Order Form, quote, invoice, and approved written scope, is the parties' complete agreement for the project. Changes must be agreed in writing, including email or other documented electronic communication. Electronic and typed signatures may be treated as originals to the extent permitted by applicable law. If a provision is unenforceable, the remaining provisions continue in effect.

**Governing State / Jurisdiction**

**County / Venue**

**Acceptance & Signatures**

☐ I have read and accept this Agreement, including the 50% Booking Deposit terms and AI Use Disclosure.

**Creator Typed Signature**

**Date**

**Rook & Reel Studios Authorized Signature**

**Date**

Booking is confirmed only when Studio has received the signed Agreement and the required 50% Booking Deposit. Keep a completed copy for your records.