



**Sports & Special Event
Video Productions**

Service Description

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CHEER COMPETITION VIDEO SERVICES

Service Options

A particular event may include some or all of the following service options. The extent of the services offered depends on the requirements of the sponsoring organization in combination with anticipated video sales revenue.

- ◆ Single camera
- ◆ Multi-camera with simultaneous wide and close-up shots via unique video “bubble” technique
- ◆ Connection to venue video distribution system including overhead video display or large-screen projection system with live video feed, promo videos, team graphics and more
- ◆ Connection to house or DJ sound system as well as shotgun mic for excellent audio
- ◆ Close collaboration with event DJ/MC
- ◆ Instant Replay for Judges; Judge critique commentary on team DVD
- ◆ Highlights shown on venue video displays during awards
- ◆ Free prizes (DVD players, T-shirts, etc.)
- ◆ Scholarship Awards
- ◆ Onsite video sales table during event to display our work, take orders or provide on-site DVDs

Financial Options

There are a variety of ways we can market the videos and an event may include multiple offerings. SEVideo is flexible on the financial options for a particular event with consideration to our goal of 30% profit.

- ◆ Total Speculation (fully edited videos priced at \$25-\$30 each delivered within 4-6 weeks)
- ◆ Each team receives a DVD of their division (event sponsor to add \$20/team registration)
- ◆ Each participant receives a DVD of their division (event sponsor to add \$8/participant)
- ◆ Team Packages (For teams of 10 or more: 75% must participate; videos are then half-price)
- ◆ *Disc-On-The-Spot* (unedited DVD priced at \$25-\$30 each; available day of competition)
- ◆ Negotiable rebate to sponsoring organization based on video sales & profits
- ◆ New client incentive includes custom highlight video for sponsoring organization on DVD and encoded for the web (Windows Media or Quicktime)
- ◆ Sales Tax and Shipping included (if applicable).

The SEVideo Difference

- ◆ Founder & GM of SEVideo has been shooting cheer events and sports since 1984
- ◆ Quality-minded team with a passion for creativity; Our team loves what they do and it shows
- ◆ Our team includes film & video school graduates as well as professionals with many decades of combined video production experience.
- ◆ We are committed to bringing a higher level of service to virtually all video production and delivery aspects of your event.
- ◆ We will work with you and your staff to understand the concerns and desires of your participants and design video services and products that will delight them.
- ◆ Although a multi-year agreement is desirable, we would certainly consider a 1-year contingency contract for new accounts to enable us to prove ourselves.

- ◆ Although we dedicate considerable resources to most events, we strive to keep our cost per video affordable (usually \$30 or less per DVD).
- ◆ SEVideo has shot events in throughout the Northeast U.S. (NY/NJ//RI/PA/Mass) as well as Maryland, Michigan, Ohio, and Wisconsin.

High Production Standards

- ◆ We use 3-chip digital camcorders for ALL of our events
- ◆ Quality & Creativity are the foundation of what we do
- ◆ We have broadcast experience having produced a number of sports events and topical programs for broadcast
- ◆ We make every attempt to thwart Murphy (of Murphy's Law) with backup equipment and contingency plans & procedures

Excellent Customer Service

- ◆ Custom-designed full-color order forms reflect the event theme & sponsoring organization's logo
- ◆ We have a top notch administrative staff whose primary job is customer delight
- ◆ Toll free telephone number and frequently monitored email accounts
- ◆ Our goal is to respond to customer calls within hours
- ◆ We accept multiple forms of payment (most major credit cards, cash, checks, money orders)
- ◆ We work with customers until they are satisfied (DVD compatibility issues, for example)
- ◆ Our web site offers on-line ordering & order status

Quality & Creativity that are Second to None

- ◆ Custom authored DVDs have a chapter link for each team
- ◆ Fully digital acquisition, editing, and duplication
- ◆ Custom-designed full-color DVD labels reflect event theme and sponsoring organization's logo. DVDs are delivered in colorful slim-line DVD jewel cases

Take the SEVideo Challenge

- ◆ We are happy to provide sample DVDs and a long list of references.
- ◆ Compare us against anyone for overall service, flexibility, experience, picture quality, features, creativity and value.

SEVideo is a motivated team who can bring a fresh new approach to your event. We work closely with the sponsoring organization and other vendors to enhance the overall event. We hope we are given the chance to prove this to you.