

DMO Video Marketing Packages

The following packages have been created to maximize video yield on a shorter shoot schedule and tight budget. Click on each line item to watch an example of each (requires internet connection).

	Package A	Package B	Package C
DMO Branded Titles			
1 x 3:00 Branded Destination Overview	X	X	X
1 x 1:00 Branded Destination Overview for Facebook	X	X	X
1 x 2:00 Text Driven VR Video	X	X	X
1 x 3:00 Tourism Official Interview	X	X	X
Usable Clips Delivered via Dropbox	X	X	X
1 x 3:00 Branded Destination Overview for Families (or other TBD)		X	X
1 x 3:00 Branded Produced B Roll for Media (or other TBD)			X
12 x stills for Instagram and Online			X
Erik The Travel Guy Branded Titles			
(You have full rights to use the following titles)			
1 x 3:00 Top Five in the Destination	X	X	X
1 x 1:00 The Weather in the Destination	X	X	X
1 x 1:00 Transportation To/In the Destination	X	X	X
1 x 5:00 Itinerary vLog Video	X	X	X
Totals			
Number of Shoot Days	1.5	2.5	3.5
Crew Size	2	2	3
Total Number of Finished Branded Minutes	9 Minutes	12 Minutes	15 Minutes
Estimated Time to Complete	4 Weeks	5 Weeks	6 Weeks
Pricing			
One time Upfront Payment	8k	10k	12k
50/50 Payment (Upfront and upon completion)	8.5k	10.5k	14k
50/Monthly (balance financed with automatic CC, over 6 months)	9k	12k	16k

Inclusions

Our production division, Watson Visuals manages the entire turnkey video production process, saving you time. All video projects include pre-production planning, script development and writing, shooting gear (crew requirements) and post-production. Post-production includes color correction, sound sweetening, musical scoring and exports in two formats (online use and one other). All titles become the property of the destination.

Editorial Control

Your DMO retains full editorial control over branded video titles through the entire production process.

Footage

We will supply a selection of usable “non-Erik branded” footage via Dropbox within eight weeks after final deliverables are delivered. All footage captured is co-owned by the destination, Erik The Travel Guy and Watson Visuals.

Erik The Travel Guy Deliverables

“Erik The Travel Guy” is the editorial arm of the organization. All titles produced for this brand are available to relevant destinations at no additional charge.

Project Terms

All projects begin with an agreed set of media deliverables. A statement of work is generated based on those discussions before pre-production commences. Both parties agree and authorize the statement of work and pre-production begins immediately. Pricing options are available to resorts who qualify. "Upfront" is defined as on or before the first shoot day. "Upon completion" is defined as: when the first rough cuts are delivered for review. If the payment plan option is selected, then monthly credit card payments will be made after an initial upfront payment.

Travel Expenses

Pricing does not include travel expenses for the crew. This includes round trip coach class airfare from Chicago, Washington DC or New York. Meal per Diem of \$30.00 per day (or equivalent) per crew member. Overnight accommodations in a 3 star (or better) property and a mid-size car rental. We are happy to estimate these charges in advance and build them into the bottom line price if preferred.

Money Back Guarantee

Through years of experience, our confidence in our abilities to help achieve your goals is matched by our ability to offer a 100% money back guarantee. If you are unsatisfied, for any reason, we will attempt to rectify any complication. If a solution is not available or successful, then we will return our fees with no questions asked or additional obligations.

No Obligation Discussion

The best way to learn about how we can help is to call us. We are happy to speak with anyone looking to achieve (and exceed) their goals through video and online engagement. A short, initial conversation will result in a proposal from us with no obligation to buy.

Additional Services and Media Deliverables

Consulting

We bring (through organic growth since 2006) a wealth of marketing, production and branding experience to the travel and tourism industry. These services are available at a rate of \$250 per hour.

Online Marketing Campaigns

Need more qualified eyeballs? We will create, deploy and report paid search video marketing campaign(s) relevant to the video titles produced. Pricing for this option vary based on budget and scope of campaign.

Email Marketing Campaigns

We will create, deploy and report on a video marketing campaign relevant to the video titles produced. Pricing for this option vary based on budget and scope of campaign.

Still Photography

Additional still photography can be added to any video production package at a rate range of \$50.00 to \$250.00 per photo with all rights for usage granted to the destination in perpetuity. Final rate per photograph is determined by total number of photos ordered, production, shoot time and post requirements.

First Step...

If you don't know us, then spend ten minutes watching a few videos about us.

[The Power of Video](#)

[Meet Us / Why Us?](#)

[We Are Different](#)

Contact: Erik Hastings – <http://www.erikthetravelguy.com/contact>

*Erik The Travel Guy, Watson Visuals and Olive Bone Studios are divisions/companies we own (or owned) since 2006.