

# **First & Goal Productions**

*"A Game Plan for Media"*

First and Goal Productions (FGP) is a progressive multimedia design and communications company established to provide clients with the most innovative and creative products to meet their advertising, presentation, and communication needs. We utilize the latest technologies available to produce services of the highest caliber at a reasonable cost. We welcome the opportunity to meet with you and develop unique and strategic solutions to your multimedia needs.

If you have any questions please do not hesitate to call or email us at:

First and Goal Productions  
P.O. Box 941176  
Houston, TX 77094  
713-571-9121  
FGP@teamfirstandgoal.org

Please be aware that the final pricing and plan of action will be based on further communication with you to insure quality and satisfaction of finished product. First and Goal Productions would like to thank you for this opportunity to be the number one choice for all your media needs, and we look forward to working with you in this venture.

Thank You,

Derek J. Smith  
Director of Media  
First and Goal Productions

## **The Playbook (Services):**

First and Goal Productions is a progressive multimedia design and communications company established to provide clients with the most innovative and creative products to meet their advertising, presentation, and communication needs. We utilize the latest technologies available to produce services of the highest caliber at a reasonable cost. The services we provide include but are not limited to the following:

**CREATIVE SERVICES** – Let us work with you to develop your business project. We can give it the continuity and focus you are looking for.

**COMMERCIAL DESIGN**- Let us bring your advertising visions to life or develop commercial campaigns for you to air on radio, television and/or web.

**CORPORATE COMMUNICATIONS** – Need a great way to insure mass disclosure of information? Try a DVD. No more time-consuming and inefficient group meetings!

**STAGING LIVE EVENTS** – We can access the audio/video needs of your event based on the venue, and manage the oversight of the event, equipment, sound, and IMAG.

**VIDEO PRODUCTION** – Our staff of highly trained videographers not only video on high quality digital equipment, but also shoot insightful B-roll footage for inclusion on your project. This allows greater flexibility during post-production.

**CREATIVE EDITING** – Our Editing Suites combined with our seasoned visual artists can give your product the interest it needs to captivate your end user.

**GRAPHIC ANIMATION AND SPECIAL EFFECTS** – Our design crew uses the latest in software to create cutting-edge movement and transitions in your product.

**SOUND DESIGN** – Don't worry about music clearance with an artist. Our talented group of musicians can custom-make your audio background. They have a wide range of capabilities, including Hip-Hop to Jazz tracks, jingles, and original soundtracks and scoring.

**PRESS / INVESTOR KITS** – Allow us to present the story of your company or project in a concise & consistent manner to encourage branding by your clients and investors

**DUPLICATION AND STORAGE** - We can mass produce your CD, Video CD, or DVD and assure you of consistent quality and appearance of the product.

## **The Game Plan (Production Planning Service):**

In order for FGP to best serve you we have developed The Game Plan, a 3-step production planning service that is available for our entire playbook. The production planning services are as follows:

### **PRE-GAME:**

Planning is everything when it comes to working with media. The Pre-Game is the pre-production planning stage that takes place with all projects that involve FGP. The Pre-Game is used to help develop ideas and create an efficient and effective task list before going into the production stage. The Pre-Game will address questions concerning expenditures, production times, and locations.

### **GAME TIME:**

Lights, camera, action... Game Time is the production stage of the game plan. Probably the most well known out of all three stages; here we will actually put the Pre-Game into action. We will utilize industry standard equipment to take your ideas and turn them into a reality.

### **POST-GAME:**

Just as important as the Pre-Game and Game Time stages, the Post-Game is where we sit down to evaluate and re-evaluate our product. This stage will include video editing, sound mastering, DVD mastering, and surveying to make sure that we achieved our goals that were set in the Pre-Game stage. FGP's goal is to make sure our entire clientele walk away satisfied and it is at this stage where we ensure that possibility.

## **The Locker Room (Equipment/Facilities):**

In order to guarantee satisfaction FGP has equipped itself with latest in pre- production, production, and post-production technology.

**Video Production:** Sony HDR-FX1 (HD Capability)  
Sony HDR-HC1 (HD Capability)

**Field Audio:** Sennheiser EW 100 ENG G2 Lavalier Wireless System  
Audio-Technica AT815 Line + Gradient Condenser  
Microphone  
Shure SM58 Dynamic Vocal Microphone

**Field Lighting:** Britek 1K Watt Light Kit

**Editing Suites:** Final Cut Studio 2 Video Production Suite

- Final Cut Pro 6 (HD Capability)
- Soundtrack Pro 2
- Color
- Compressor 3
- DVD Studio Pro 4

Adobe CS3 Production Studio Suite

- Adobe Premier Pro CS3
- Adobe Soundbooth CS3
- Adobe Encore DVD CS3

### **Graphics Animation & Special Effects:**

Final Cut Studio 2 Video Production Suite

- Motion 3

Adobe CS3 Production Studio Suite

- Adobe After Effects CS3 Professional
- Adobe Photoshop CS3 Extended
- Adobe Illustrator CS3
- Adobe Flash CS3 Professional

**Live Events:** Public Announcement Systems  
Video Projection and Image Magnification  
Staging and Set Production

# PRODUCTS and SERVICES PRICING SHEET

(Effective 07-01-07)

First and Goal Productions is pleased to offer the following products and services to our clients:

## SERVICES

**VIDEOGRAPHY -** \$125 /hr.  
\$400 /half day (4 hours)  
\$750 /day (8 hours)

**POST-PRODUCTION EDITING -** \$75 /hr.

**PHOTOGRAPHY-** \$125 /hr.(24 shots)  
\$400 /half day (4 hours)  
\$750 /day (8 hours)

**DVD MASTERING -** \$125 /hr.

**ADMINISTRATION, LEGAL,  
& MASTER FEE -** \$125 per contract

## OTHER SERVICES:

**GRAPHICS-** Logo Design, Graphic Design, Covers and Labels,  
Print Media Design, Mail-outs, Posters

**VIDEO-** Scripting, Storyboarding, Production Design

**AUDIO-** Voice-overs, Music Scoring & Audio Mastering, Sound Design

## PRODUCTS

**DVD DUPLICATION:** Each \$10.00 /copy (DVD, label, sleeve), Bulk (call)

**CD DUPLICATION:** Each \$10.00/copy, Bulk (call)

**CD & DVD PACKAGING:** (call)