



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at ***wvOASIS.gov***. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at ***WVPurchasing.gov*** with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header @ 3

[List View](#)

[General Information](#) [Contact](#) [Default Values](#) [Discount](#) [Document Information](#) [Clarification Request](#)

Procurement Folder: 1666136

Procurement Type: Central Purchase Order

Vendor ID: VS0000006969

Legal Name: Hackstone Film Group

Alias/DBA:

Total Bid: \$72,880.00

Response Date: 05/09/2025

Response Time: 15:15

Responded By User ID: Jamyebloom

First Name: Jamye

Last Name: McIntyre

Email: jamye@hackstone.com

Phone: 443-980-0506

SO Doc Code: CRFQ

SO Dept: 1400

SO Doc ID: AGR2500000019

Published Date: 5/5/25

Close Date: 5/12/25

Close Time: 13:30

Status: Closed

Solicitation Description: Video Production Services

Total of Header Attachments: 3

Total of All Attachments: 3



Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

State of West Virginia
Solicitation Response

Proc Folder: 1666136
Solicitation Description: Video Production Services
Proc Type: Central Purchase Order

Solicitation Closes	Solicitation Response	Version
2025-05-12 13:30	SR 1400 ESR05092500000006915	1

VENDOR

VS0000006969
Hackstone Film Group

Solicitation Number: CRFQ 1400 AGR2500000019
Total Bid: 72880
Response Date: 2025-05-09
Response Time: 15:15:43
Comments:

FOR INFORMATION CONTACT THE BUYER
Larry D McDonnell
304-558-2063
larry.d.mcdonnell@wv.gov

Vendor
Signature X

FEIN#

DATE

All offers subject to all terms and conditions contained in this solicitation

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Contract Services Deliverable #1				65380.00

Comm Code	Manufacturer	Specification	Model #
82131603			

Commodity Line Comments:

Extended Description:

4.1.1 Contract Services Deliverable #1
For further details see attached documentation.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Contract Services Deliverable #2				7500.00

Comm Code	Manufacturer	Specification	Model #
82131603			

Commodity Line Comments:

Extended Description:

4.1.2 Contract Services Deliverable #2
For further details see attached documentation.



Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

State of West Virginia
Centralized Request for Quote
Agricultural

Proc Folder: 1666136			Reason for Modification: To post Addendum 02
Doc Description: Video Production Services			
Proc Type: Central Purchase Order			
Date Issued	Solicitation Closes	Solicitation No	Version
2025-05-05	2025-05-12 13:30	CRFQ 1400 AGR2500000019	3

BID RECEIVING LOCATION

BID CLERK
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION
2019 WASHINGTON ST E
CHARLESTON WV 25305
US

VENDOR

Vendor Customer Code:
Vendor Name : Hackstone dba Hackstone Film Group
Address : 333 West Ostend Street, Ste 125
Street :
City : Baltimore
State : MD **Country :** US **Zip :** 21230
Principal Contact : Jamye McIntyre
Vendor Contact Phone: 443-980-0506 **Extension:**

FOR INFORMATION CONTACT THE BUYER

Larry D McDonnell
304-558-2063
larry.d.mcdonnell@wv.gov

Vendor Signature X *Jamye McIntyre* **FEIN#** 45-3226896 **DATE** 05/09/2025

All offers subject to all terms and conditions contained in this solicitation

ADDITIONAL INFORMATION
<p>Addendum 02: To attach answers to vendor questions.</p> <p>To revise the following sections in the specifications (see attached): Section 4.1.2.1 Section 5.2</p> <p>Corrections / modifications to commodity lines 1 and 2.</p> <p>Bid opening date has been extended from 05/07/2025 to 05/12/2025.</p> <p>The bid opening time still remains at 1:30PM EST/EDT</p> <p>No other changes</p>

INVOICE TO		SHIP TO	
WEST VIRGINIA CONSERVATION AGENCY 1900 KANAWHA BLVD E CHARLESTON WV US		WEST VIRGINIA CONSERVATION AGENCY WEST VIRGINIA CONSERVATION AGENCY 255 GUS R DOUGLASS LN CHARLESTON WV US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	Contract Services Deliverable #1				

Comm Code	Manufacturer	Specification	Model #
82131603			

Extended Description:
 4.1.1 Contract Services Deliverable #1

For further details see attached documentation.

INVOICE TO			SHIP TO		
WEST VIRGINIA CONSERVATION AGENCY 1900 KANAWHA BLVD E			WEST VIRGINIA CONSERVATION AGENCY WEST VIRGINIA CONSERVATION AGENCY 255 GUS R DOUGLASS LN		
CHARLESTON		WV	CHARLESTON		WV
US			US		

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	Contract Services Deliverable #2				

Comm Code	Manufacturer	Specification	Model #
82131603			

Extended Description:
 4.1.2 Contract Services Deliverable #2

 For further details see attached documentation.

SCHEDULE OF EVENTS		
<u>Line</u>	<u>Event</u>	<u>Event Date</u>
1	Vendor Questions Due by 2:00PM EST/EDT	2025-04-23

SOLICITATION NUMBER: CRFQ AGR25*19

Addendum Number: 2

The purpose of this addendum is to modify the solicitation identified as (“Solicitation”) to reflect the change(s) identified and described below.

Applicable Addendum Category:

- ☒ Modify bid opening date and time
- ☐ Modify specifications of product or service being sought
- ☒ Attachment of vendor questions and responses
- ☐ Attachment of pre-bid sign-in sheet
- ☒ Correction of error
- ☐ Other

Description of Modification to Solicitation:

To attach answers to vendor questions.

To revise the following sections in the specifications (see attached):

Section 4.1.2.1

Section 5.2

Corrections / modifications to commodity lines 1 and 2.

Bid opening date has been extended from 05/07/2025 to 05/12/2025.

The bid opening time still remains at 1:30PM EST/EDT

No other changes

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

1. Are you working within any set budget?

Answer: It is not in the best interest of the State to release budget information for this project.

2. Will these videos be in English only?

Answer: Yes

3. Are out-of-state vendors permitted to respond?

Answer: Out-of-State vendors are permitted to respond to this solicitation.

4. Will videos require any other formats aside from 16:9?

Answer: No

5. Do you have any previous examples/samples you can share?

Answer: This is a new project. We are more interested in the samples that vendors can provide to meet the needs of the GLCI grant. Yet for examples of past WVCA work, please search for and visit the West Virginia Conservation Agency YouTube Channel and look at our produced (non-streamed meetings) videos. As one example, look at the “Furrow Family Farm” video.

6. Will captioning be needed?

Answer: Captioning in terms of any ADA-related concerns could be handled post-delivery. That would not be a requirement of the vendor. Yet reasonable titles and graphic text within the videos to identify practices or features within the video (which are standard and not ADA-related) will be needed, and much of that will be at the determination of the video vendor.

7. Are the 8 filming days (4.1.1.7) for full-crew shoots of Pasture Walk/Train-the-Trainer/Farmer Testimonial across 5 locations (4.1.1.11), expecting 2–3 videos/day (4.1.1.8) in 5 days, with 3 extra days for scheduling (4.1.2.3) or weather?

Answer: The three (3) extra days will be allotted for travel on either side of filming days. We are not allotting for any “weather days,” and will be planning our presentation days ahead of time.

8. Do pre-planned scripts and locations (Page 24) include shot lists and schedules to enable this efficiency?

Answer: The presenters have been tasked to develop the material that will be filmed. The video vendor will need to be prepared to film those presentations. Schedules will be prepared. Shots can be discussed on site with WVCA consultants before filming begins. The presenters will be prepared to allow for vendors' camera setup before and during filming.

9. Does the Farmer Testimonial (4.1.1.6) involve multiple farmers?

Answer: One farmer per farmer testimonial video in two cases. For the third, it's possible we will film a couple together talking about their farm. We are planning for three of these videos in total.

10. Is full drone production (capturing and editing footage) required for Commodity Line 2 (4.1.2.1–2), or is editing WVCA-provided drone footage (4.1.1.14) sufficient for Line 2?

Answer: Editing WVCA-provided drone footage is sufficient for Line 2.

11. Is the flat fee (Page 28, 7. PAYMENT) paid as a lump sum after all videos are accepted (4.1.1.12), or are milestone payments possible (e.g., per video, given 4.1.1.18)?

Answer: Invoice will be paid as a one-time lump sum once all services and/or goods are received.

12. In reference to the solicitation CRFQ AGR25-19 for Educational Video Production Services, we would like clarification on the scheduling requirements outlined in section 4.1.1.18, which states that the Vendor must be capable of scheduling and filming one educational video within 10 business days of solicitation award, and section 4.1.2.3, which requires the Vendor to work with WVCA to align with presenters' schedules during May, June, July, and August 2025.

If the Vendor has a pre-existing, confirmed shoot scheduled with another client on a date that the West Virginia Conservation Agency (WVCA) subsequently requests for filming, is the Vendor obligated to prioritize the WVCA's filming request over the pre-booked shoot?

Answer: WV Conservation Agency will work with vendor to accommodate any vendor's pre-scheduled obligations, however WV Conservation Agency requires that vendor must be willing to finalize filming (not including editing) to finalize all filming between May 1, 2025, through August 31, 2025, as it relates to Presenter's schedule(s).

13. Alternatively, are there provisions for negotiating alternative filming dates to accommodate such scheduling conflicts?

Answer: Yes. See answer to Question 12.

14. Do you have a firm budget in which the offeror should not exceed?

Answer: See answer to Question #1.

15. There is mention of drone footage and accepting previously filmed footage or filming new footage. Do you have a preference? We are certainly able to accept previously filmed footage, and we also have an in-house, certified drone operator who can film new footage.

I ask because of course there would be a big difference in price between a drone operator filming on site for 8 days versus us taking footage from your team. If you could clarify that would be great or if you'd like us to include it as an optional line item we could do that as well.

Answer: Vendor **should** anticipate drone operator be on site for 5 days maximum. Reference RFQ 4.1.2.1.

16. I also didn't see a proposal format required for this- is there a certain format or we can create our own?

Answer: You may attach a proposal in your own format to your bid submission, but you must also enter required values into wvOASIS Commodity Lines #1 and #2.

17. Are the 5 Fully Edited and Finalized pasture walk videos each 45-60 minutes, or is 45-60 minutes the total running time for all 5 pasture walk videos added together?

Answer: Each video will be 45-60 minutes. Editing will be somewhat minimal, however, 80% minimum of what is filmed is expected to be included in each video. Presenters will be responsible for developing the content that the videographers will film.

18. Are the 5 Fully Edited and Finalized Train-the-Trainer videos each 45-60 minutes, or is 45-60 minutes the total running time for all 5 train-the-trainer videos added together?

Answer: Each video will be 45-60 minutes. Editing will be somewhat minimal, however, 80% minimum of what is filmed is expected to be included in each video. Presenters will be responsible for developing the content that the videographers will film.

19. Is it your preference for the vendor to incorporate pre-existing drone fly-over footage or for the vendor to film original drone fly-over footage as part of this contract?

Answer: No preference. It is more at the discretion of the vendor if they prefer to use their own drone flyover footage or are willing to accept the WVCA flyover footage.

20. How many of the 8 planned shoot days will required drone footage to be filmed?

Answer: Five maximum, if the vendor prefers to film their own drone footage.

21. How many overnight stays do you anticipate needing for this contract?

Answer: That would depend solely on the travel needs of the vendor, and where they are travelling from. See filming locations listed in section 4.1.1.11.

22. Can you please detail what prices should be entered on wvOASIS as commodity line 1 and commodity line 2?

Answer: All costs for Contract Deliverable #1 shall be entered into Commodity Line #1 (Reference 4.1.1.1 – 4.1.1.19)

All costs for Contract Deliverable #2 shall be entered into Commodity Line #2 (Reference 4.1.2.1 -4.1.2.4)

23. What is the budget for this project?

Answer: See Answer to Question 1.

24. Is there an incumbent vendor for this project?

Answer: No.

25. If there is an incumbent for video production services, who is that vendor and what are the details of the most recent contract? i.e. contract number and dollar amount?

Answer: See Answer to Question #24.

26. Is there a written proposal component for this submission?

Answer: See answer to Question #16.

27. How should we submit the "Vendor must provide, upon request, one example of work to WV Conservation Agency for evaluation prior to award."

Answer: Upon request by WV Conservation Agency, vendor should submit an example of work for evaluation via web-link, flash drive, or other format approved by agency.

28. If completing this bid on wvOasis what if anything should be uploaded to the platform as an attachment as part of our submission?

Answer: See Answer to Question #16.

Revisions / Clarification:

Revised Section 4.1.2.1: Vendor should own or have access to a drone and appropriate drone camera(s) for providing flyover footage. Vendor *should* anticipate a drone operator be onsite for a maximum of 5 days.

Revised Section 5.2 Pricing Page: Vendor should complete the Pricing Page by adding amount in commodity line 1 (one) and commodity line 2 (two) in WV Oasis. Vendor should complete the Pricing Page in full as failure to complete the Pricing Page in its entirety may result in Vendor's bid being disqualified.

Vendor should type or electronically enter the information into the Pricing Pages through wvOASIS.

Clarification: There is no electronic pricing page available. The contract amount for Contract Services Deliverable #1 and #2 should be entered on commodity lines 1 and 2.

Corrections / Modifications

Commodity Line 1 description is revised to state:

Contract Services Deliverable #1

Commodity Line 2 description is revised to state:

Contract Services Deliverable #2

Commodity Line 2 extended description is revised to state:

4.1.2 Contract Services Deliverable #2

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFQ AGR25*19

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

<input checked="" type="checkbox"/> Addendum No. 1	<input type="checkbox"/> Addendum No. 6
<input checked="" type="checkbox"/> Addendum No. 2	<input type="checkbox"/> Addendum No. 7
<input type="checkbox"/> Addendum No. 3	<input type="checkbox"/> Addendum No. 8
<input type="checkbox"/> Addendum No. 4	<input type="checkbox"/> Addendum No. 9
<input type="checkbox"/> Addendum No. 5	<input type="checkbox"/> Addendum No. 10

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Hack Stone Film Group dba Hackstone

Company



Authorized Signature

05/09/2025

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.



hackstone.

Educational Video Production Proposal

April 30th, 2025

CRFQ AGR25*19

Presented By: Hackstone

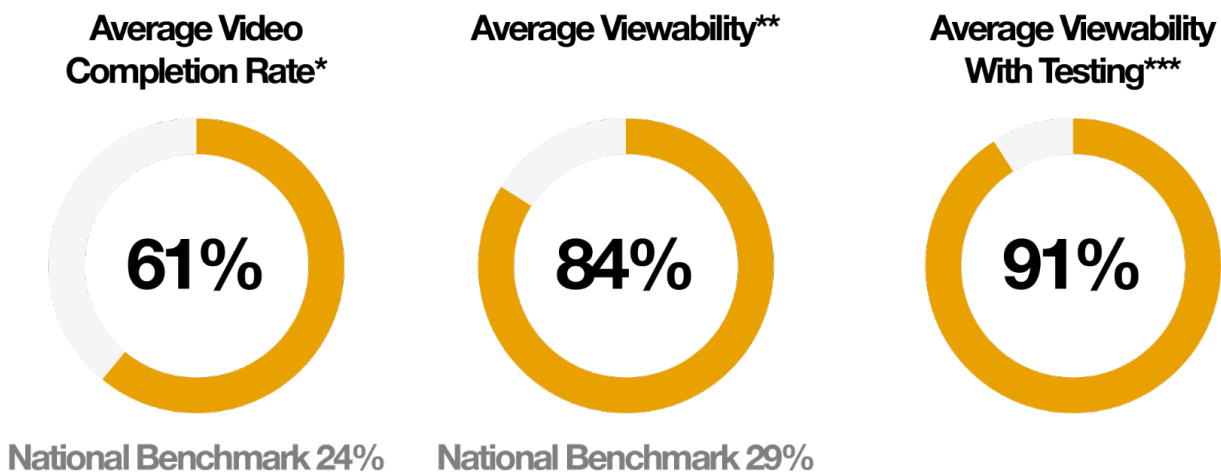
Jamye McIntyre, Director of Development

jamye@hackstone.com, 443.980.0506

1. Company Overview

Founded in 2005 and headquartered in Baltimore, MD., Hackstone is an award-winning, full-service video production, animation and post-production agency. We have experience working with clients including nonprofits and associations, large healthcare systems and organizations, colleges and universities, Fortune 500 companies, and tech/SaaS companies within the public and private sector. Our projects include broadcast commercials, non-broadcast videos, documentaries, social marketing pieces and high-end animations.

Our goal is to create pieces with long-lasting impact that drive measurable and tangible action. Our viewability stats, below, speak to these results:



*Average from 2019 in which viewers made it to the brand logo. Includes only platforms where video is skippable.

**Average from 2019 in which viewers made it beyond 50%. Includes only platforms where video is skippable.

***Hackstone Beta tests that include adjusting certain elements of content.

Anyone can tell a story, but not everyone can tell a captivating story. We at Hackstone know there is a formula of art and science that goes into a well-told story. Our goal is to understand your mission and relay it to your target audience in a way that captures their attention and drives them to take action.

Hackstone consists of 10 full-time employees, with the ability to scale up production crews of 50 or more, around the country and the world, through our vetted and trusted network of contractors. From an array of in-house equipment (Arri Amira, Sony FS7's, numerous other cameras), to the latest software (Adobe Premiere, DaVinci Resolve), we can bring any vision to

life. Our office includes client-centric editing facilities and amenities and we welcome virtual or in-person editing sessions with our clients.

We understand the importance of communicating educational content in a way that resonates with the intended audience. We use film techniques, camera angles and cuts to bring visual interest to subject matter. We also understand that structuring a message to different audiences (conversation staff, farmers, and youth) takes skill, thoughtfulness, and careful messaging.

2. The Project

We understand WCVA's mission to provide for and promote the protection and conservation of West Virginia's soil, land, water and related resources for the health, safety and general welfare of the state's citizens. We will reinforce that mission through our creative direction and editing techniques. As a regular video and communications partner with many government entities, we at Hackstone are excited about the potential of this project and the overall goals of these videos- call us agriculture "nerds" but we love it!

We will collaborate with WVCA to create (5) 45-60 min fully edited and finalized Train-the-Trainer videos, (5) 45-60 min Pasture Walk videos, and (1) Farmer Testimonial video that's 7-13 minutes in length. We will use 2 cameras with standard production value at all times for different aesthetic angles and create something that is dynamic and visually appealing to the audience. Even with standard production value, this piece will still have a polished, high-end look and feel to further enhance your mission.

We will film at the designated locations and will be able to efficiently plan out production days to capture more than one location per day where possible. We will also film in the most time effective way possible, managing indoor and outdoor locations- we will keep weather conditions in mind and be able to pivot as needed. Each video will have a consistent look and feel to make sure theme and flow remains the same throughout each video.

In a snapshot, the video project will include:

- Dedicated Project Manager
- Creative and technical direction
- Crew that includes a Producer, Cam Op A, Cam Op B, and Lighting/Audio Tech
- Capture of Interviews and necessary b-roll
- 11 deliverables
- Any necessary music, logos, and text
- Color correction and audio mastering

3. Approach

We take on the heavy lifting so you don't have to. We keep our process simple, streamlined and efficient to make sure the project runs as smoothly as possible!

Project Management: Our production process includes several key players including an assigned Project Manager (PM) who will act as the client and creative team liaison. If anyone can do it and do it with precision, it's Vanessa Hoffberger. Vanessa will guide the project from the kick-off meeting until the final product is delivered. Vanessa will lead all communications that will keep client stakeholders informed of ongoing progress based upon production and editing schedules. Vanessa will create those schedules based on your calendar and deadlines ensuring tasks, milestones, and expectations are met. Vanessa will also create a communication plan that has built-in meetings and feedback from the client stakeholders and Hackstone team.

Creative Direction: When informing and educating an audience on complex subject matter, we know there also needs to be visual interest. Crafting a video depends on every detail of the project. While we know your team has carefully scripted and planned out the content of these videos, our creative team will work closely with the WVCA team to ensure everything we film is in line with the goal of this project. We will provide feedback and assist with making sure the content is captured in the perfect manner to deliver the best story when editing the final product.

Production: Our producer team organizes all phases of the production including travel, crew scheduling, talent communication (we realize you are supplying talent), equipment, and gear. Our producers work closely with the Production Manager, client stakeholders, and other production crew to ensure that everything is captured according to the agreed upon creative plan for the shoot days. Our producers believe being prepared and being able to pivot quickly is key to a successful shoot day.

Post-Production: Using captured footage from the 2 cameras and added drone footage, we will create educational videos that will be visually pleasing and dynamic. We will make sure that this also remains entertaining. All key aspects of production and post production are handled in-house. Our office is located in Baltimore and includes client-centric editing facilities and amenities. We also welcome clients to come into our offices to sit down and edit with our team in our theater style editing bay. We use Vimeo as a digital interactive editing platform which makes the editing process extremely client friendly.

Process: We pride ourselves in making our production process as seamless as possible for our clients. If awarded the project, we begin with a kickoff meeting to set expectations, have a further understanding of the project, and to discuss next steps. We also invoice for a 50% deposit and send a production agreement to be signed by both parties. Our team then builds a timeline incorporating all shoot days and editing. We put together a production manual for each shoot day that is a timed out shot list to the minute and contains all pertinent information for the day. After filming, we have two rounds of editing and revisions for your team. The first is

a major round so we can make sure the tone, look, and flow is in line with the goals of the campaign. The second, is smaller revisions to fine tune. Upon project delivery, we invoice for the 2nd half/remaining balance.

4. Experience/Portfolio

Hackstone has nearly two decades of experience producing high-quality video content for clients in the Government (state, local and federal). We've worked with research institutions, public health coalitions, national advocacy organizations and Government entities to create pieces that inform, persuade, and inspire. Our strength lies in distilling complex messages—whether scientific or behavioral—into clear resonant content designed for real people.

Client: Sagamore Whiskey/Racing

Project: Video to promote the Sagamore brands and to show how training a racing horse and crafting the perfect Whiskey have many similarities, overlap and dedication.

Services: Interview, scripting and story development, documentary-style filming and editing.

<https://vimeo.com/277539012/17d16abad4?share=copy>



Client: Foust Farms

Project: Sizzle reel to highlight a regular series we film with celebrities Tanner Foust (Top Gear). This is a teaser reel to promote the series which regularly airs on YouTube.

Services: Interviews, scripting and story development, interview filming and editing, B-roll, animation elements

<https://vimeo.com/883367668/4ecde4f744?share=copy>

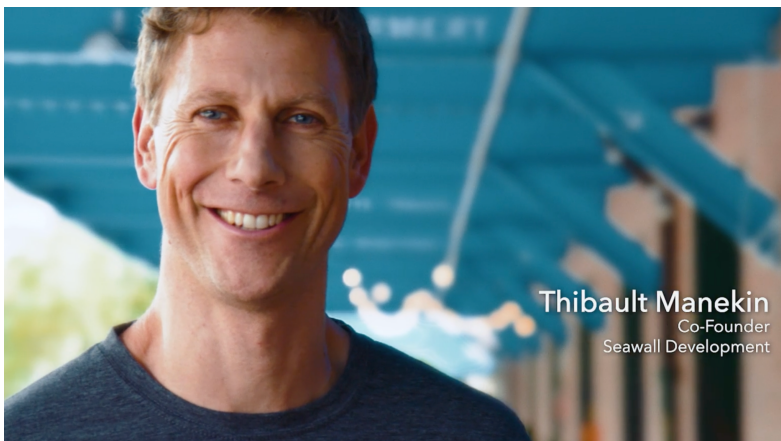


Client: Union Craft Brewing

Project: Video to promote small businesses coalition in Baltimore

Services: Interviews, story development, documentary style filming, editing

<https://vimeo.com/374514051/0de754a02f>



5. References



Prince William County
Joey Pierce- Marketing Manager
703-792-8420
jpierce1@pwcgov.org

We have worked with Joey since 2024 and filmed several large scale tourism campaigns for the Office of Tourism. We've done multi location shoots in one day and shot over the course of several different climates and seasons, indoors and out



THE INSTITUTE FOR POLICY SOLUTIONS

Johns Hopkins School of Nursing, Institute For Policy Solutions
Stephen Stafford- Director of Translational Health Impact
sstaff13@jh.edu

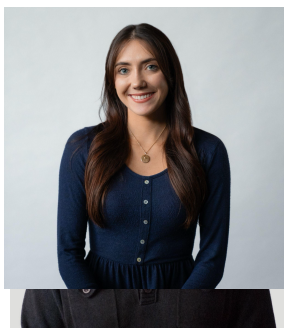
We formed a partnership with IPS in October of 2024 and created a video telling the story of the Latino HIV crisis across the United States which also offered solutions and a call to action to help.



FHI 360
Elizabeth (Liz) Greene- Senior Clinical Research Manager
egreene@fhi360.org

We have worked with FHI360 for many years on various projects and different divisions. Our relationship with Liz has spanned the last year while we have worked with her and her team on the HPTN 096 study.

6. Staff Bios



Dan Hack – Creative Director and CEO

Dan, the founder of Hackstone, leads our team of creatives who produce television content, commercials and web videos. He is the creative visionary behind emotionally connecting the viewer to a video to create the maximum impression. He comes from a creative/editorial/marketing background and specializes in narrative and docu-style work with the viewer in mind from concept to completion. His mantra is that you must give the viewer an engaging, entertaining, or informative experience to make the video successful. Dan has been filming and editing for a broad array of clients for over 20 years. He leads the company's overall creative direction and guides scripting, directing, filming and editing for Hackstone projects.



Vanessa Hoffberger – VP of Production

Vanessa will be the primary point of contact and the hub of the wheel, keeping everything on track, on time and within budget. She leads creative briefs, sets agendas & project milestones, maintains budgets, and acts as the voice and champion for our clients by ensuring that their projects are delivered on time, above expectation and well within budget. Vanessa has over 15 years of experience as a project manager and previously worked at agencies like McCann and TBC, where she managed projects for some of the top brands in the world.



Max Harris – Director and Senior Editor

Max is an award-winning director and editor with 12+ years of experience. Having worked most of his career in the LA film market, he decided to move east to Baltimore in 2021. As an incredible storyteller, he has creative chops and an unwavering vision that has helped him create successful ads, campaigns, and content for large and mid-sized clients such as ABC, Discovery, Amazon, Apple, Hunt A Killer, and Johns Hopkins University.



Scott Loraditch – Director of Photography and Editor

Scott is an award-winning cinematographer, editor and colorist with 12+ years of experience. He has a true gift for cinematography and coloring and is able to bring unmatched cohesion to every project. He leads our production crew with a deep understanding of film aesthetics and meticulous attention to detail, as he approaches every project with a goal of producing a work of art.

Megan Kuhn – Producer

Megan is a Producer at Hackstone with 5+ years of experience in the film industry. She has worked on a diverse range of projects from brand campaigns and creative trailers to corporate-style marketing videos. Known for her strong organizational skills and attention to detail, Megan seamlessly manages both pre-production planning and on-set operations, ensuring every aspect of production runs smoothly.



Kate Kennedy – Motion Designer

Kate is a Motion Designer at Hackstone with 5 years of experience and is a graduate of the Ringling College of Art and Design. Kate specializes in converting complex topics into animations and motion graphics. Kate can produce most types of animated content, including 3D, Pixar, 2D, explainer, CEL, hand-drawn and compositing.

PROJECT DESCRIPTION	\$72,880.00
Production of five Pasture Walk educational videos, five Train-the-Trainer educational videos, and one Farmer Testimonial video - all on topics provided by Client. Hackstone will film pre-planned presentations for each of the topics / videos. Client will provide locations, presenters, and any additional questions the presenters should answer on camera. Shoot will take place in different locations identified by the Client in WV across five shoot days.	

Final deliverables:
x5 45 to 60-min Pasture Walk videos
x5 45 to 60-min Train-the-Trainer videos
x1 7 to 12-min Farmer Testimonial Video

Costs may be reallocated within the budget based on final approved concepts provided by Client

ESTIMATE DATE	04.21.25
PROJECT TITLE	Educational Videos

ITEM DESCRIPTION	PRICE	QUANTITY	TOTAL
Pre Production			
Project Manager: Manage project from kick-off to delivery - client liaison (hourly)	\$150	12	\$1,800
Producer: Shoot prep, coordination, scheduling, logistics (2HRs per shoot day)	\$120	10	\$1,200
Creative Director: Client to provide interview questions; presentations will be pre-scripted by Client			n/a
Production - Doc Style (B-Roll + Interviews)			
Five Production Days - On Location across WV	\$9,000	5	\$45,000
Two Cameras // Audio // Lighting			
Crew: Producer // Cam Op A // Cam Op B // Lighting & Audio Tech			
OPTIONAL: Drone and Operator (if needed, cost is per shoot day needed)	\$1,500	5	\$7,500
Production Expenses			
Locations - to be provided by Client, mix of classroom and outdoor environments			
Presenters + Farmers - to be provided by Client			
Post Production			
Creation of x10 up to 60-min videos (five Pasture Walk and five Train-the-Trainer) educational videos (8Hrs per video)	\$185	80	\$14,800
- Editorial and compositing, mounting, logging, conforming			
- Finishing: color correction, audio mastering, broadcast prep, rendering/output			
Creation of x1 up to 12-min Farmer Testimonial video	\$185	8	\$1,480
- Editorial and compositing, mounting, logging, conforming			
- Finishing: color correction, audio mastering, broadcast prep, rendering/output			
Post Production Expenses			
Music: Royalty free music; non-broadcast license (for 11 videos)	\$100	11	\$1,100
Notes:			
Estimated to include 2 changes (one major, one minor) at each stage. Additional changes may require additional editing time. We will notify you in advance if there is a chance of overages. Artwork will be licensed as royalty free in perpetuity.			

Thank you for your partnership!

Vanessa Hoffberger

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