




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 7

 List View


[General Information](#)
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[Clarification Request](#)

Procurement Folder: 1457658

SO Doc Code: CRFQ

Procurement Type: Central Purchase Order

SO Dept: 1400

Vendor ID:  

SO Doc ID: AGR2500000004

Legal Name: LV PRODUCTIONS LLC


Published Date: 8/8/24

Alias/DBA: LV PRODUCTIONS LLC

Close Date: 8/15/24

Total Bid: \$399,300.00


Close Time: 13:30

Response Date:  

Status: Closed

Response Time:

Solicitation Description:

Responded By User ID:  

Total of Header Attachments: 7

First Name:

Total of All Attachments: 7

Last Name:

Email:

Phone:



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:** 1457658  
**Solicitation Description:** Video Production Services  
**Proc Type:** Central Purchase Order

Solicitation Closes	Solicitation Response	Version
2024-08-15 13:30	SR 1400 ESR08062400000000914	1

**VENDOR**  
VS0000046612  
LV PRODUCTIONS LLC

**Solicitation Number:** CRFQ 1400 AGR2500000004

**Total Bid:** 399300      **Response Date:** 2024-08-09      **Response Time:** 16:17:50

**Comments:** The Pricing page is not constructed correctly, instead it should include lines for:  
- Pre-production  
- Production  
- Post production  
As all these parts are needed to be estimated separately. This would give you more precise estimates. I did provide this breakdown in my proposal though.

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

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	Educational Video Production Services				199650.00

Comm Code	Manufacturer	Specification	Model #
82131603			

Commodity Line Comments: Covers just the pre-production

Extended Description:  
Educational Video Production Services

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Educational Videos for the GLCI	11.00000	EA	18150.000000	199650.00

Comm Code	Manufacturer	Specification	Model #
82131603			

Commodity Line Comments: Covers the production of all the requested 11 videos

Extended Description:  
(Grazing Land Conservation Initiative) - Fully filmed, produced, and edited



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  
Audio/Video

<b>Proc Folder:</b> 1457658			<b>Reason for Modification:</b>
<b>Doc Description:</b> Video Production Services			
<b>Proc Type:</b> Central Purchase Order			
<b>Date Issued</b>	<b>Solicitation Closes</b>	<b>Solicitation No</b>	<b>Version</b>
2024-07-30	2024-08-08 13:30	CRFQ 1400 AGR2500000004	1

BID RECEIVING LOCATION

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

VENDOR

**Vendor Customer Code:** VS0000046612  
**Vendor Name :** LV Prodcutions LLC  
**Address :** 807 N Hudson Ave, Apt 306,  
**Street :**  
**City :** Los Angeles  
**State :** CA **Country :** USA **Zip :** 90038  
**Principal Contact :** Vlad Lapich  
**Vendor Contact Phone:** +1 508 514 0766 **Extension:**

FOR INFORMATION CONTACT THE BUYER

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

Vendor  
Signature X

FEIN# 400-89-7381

DATE August 6, 2024

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

ADDITIONAL INFORMATION
The State of West Virginia Purchasing Division, is soliciting bids for the agency, the West Virginia Department of Agriculture for video production services, per the attached documentation.

INVOICE TO	SHIP TO
AGRICULTURE DEPARTMENT OF ADMINISTRATIVE SERVICES  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	Educational Video Production Services				

Comm Code	Manufacturer	Specification	Model #
82131603			

Extended Description:  
Educational Video Production Services

INVOICE TO	SHIP TO
AGRICULTURE DEPARTMENT OF ADMINISTRATIVE SERVICES  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
2	Educational Videos for the GLCI	11.00000	EA		

Comm Code	Manufacturer	Specification	Model #
82131603			

Extended Description:  
(Grazing Land Conservation Initiative) - Fully filmed, produced, and edited

SCHEDULE OF EVENTS		
<u>Line</u>	<u>Event</u>	<u>Event Date</u>
1	Technical questions due by 3:00 pm	2024-08-02

	Document Phase	Document Description	Page 3
AGR2500000004	Final	Video Production Services	

**ADDITIONAL TERMS AND CONDITIONS**

See attached document(s) for additional Terms and Conditions

**DESIGNATED CONTACT:** Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

(Printed Name and Title) Vlad Lapich

(Address) 807 N Hudson Ave, 306 Los Angeles CA 90038 United States

(Phone Number) / (Fax Number) +15085140766

(email address) vlad@lv-prod.com

**CERTIFICATION AND SIGNATURE:** By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

LV Productions LLC

(Company)

(Signature of Authorized Representative)

Vlad Lapich, Founder

(Printed Name and Title of Authorized Representative) (Date)

+15085140766

(Phone Number) (Fax Number)

vlad@lv-prod.com

(Email Address)

REQUEST FOR QUOTATION  
GLCI Educational Video Production Services  
CRFQ AGR2500000004

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10.1.4. Failure to remedy deficient performance upon request.

10.2. The following remedies shall be available to Agency upon default.

10.2.1. Immediate cancellation of the Contract.

10.2.2. Immediate cancellation of one or more release orders issued under this Contract.


10.2.3. Any other remedies available in law or equity.

**11. MISCELLANEOUS:**

**11.1. Contract Manager:** During its performance of this Contract, Vendor must designate and maintain a primary contract manager responsible for overseeing Vendor's responsibilities under this Contract. The Contract manager must be available during normal business hours to address any customer service or other issues related to this Contract. Vendor should list its Contract manager and his or her contact information below.

**Contract Manager:** Vlad Lapich  
**Telephone Number:** +15085140766  
**Fax Number:** N/a  
**Email Address:** vlad@lv-prod.com

Budget Line	Vendor/Explanation	Daily Rate	Quantity	Total (actual)	
Pre-production	Includes script writing, storyboarding and production planning	\$2,500	7 days	\$17,500	
Director fee	Vlad Lapich	\$2,500	8 days	\$20,000	
Camera Op	David Topete	\$2,500	8 days	\$20,000	
Drone Operator	MJ Vallejo	\$2,500	8 days	\$20,000	
Video Editing	Nick Kulyasov	\$100/hr	240 hours	\$24,000	
Animation	Yan Shatsila	\$200/hr	40 hours	\$8,000	
Travel Fees	Travel fees are estimated based on 8 separate trips for a 3-person crew from Los Angeles to West Virginia. The travel fees include accomodation, air fare, ground	\$9,000 per trip		\$72,000	
Contigency	10% of the total budget	N/a	N/a	\$18,150	
<b>Total</b>				<b>\$199,650</b>	

PRICING PAGE - Exhibit A - CRFQ AGR25*04				
Item No.	Description	Quantity	Unit Price	Extended Amount
4.1.1	Educational Video Production Services	1	\$199,650	
4.1.2	Fully Filmed, produced, and edited Educational Videos for the Grazing Lands Conservation Initiative	11		
			\$199,650	
			<b>Overall Total Cost</b>	
	Failure to use this form may result in disqualification			
	<b>Bidder / Vendor Information</b>			
<b>Name:</b>	Vlad Lapich			
<b>Address:</b>	807 N Hudson Ave, 306 Los Angeles CA 90038 United States			
<b>Phone:</b>	+1 508 514 0766			
<b>Email Address:</b>	vlad@lv-prod.com			
<b>Authorized Signature:</b>				

**ADDENDUM ACKNOWLEDGEMENT FORM**  
**SOLICITATION NO.: CRFQ AGR25\*03**

**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 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.

LV Productions LLC

Company



Authorized Signature

08/09/2024

Date

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

Revised 6/8/2012



# **Proposal for CRFQ-1400- AGR2500000004-1 (West Virginia Agricultural Video Production)**

## **1. Cover Letter**

Dear Mr. McDonnel,

We are pleased to submit our proposal for the GLCI Educational Video Production Services. LV Productions, based in San Francisco and Los Angeles, has been a leading provider of high-quality video production services since 2018. Our team, led by founder and producer Vlad Lapich, specializes in creating dynamic and engaging content for tech startups, eCommerce brands, and federal agencies. We pride ourselves on our ability to deliver compelling visual narratives that meet the unique needs of our clients.

We understand the scope of this project involves producing a series of Fully Edited/Professional educational videos, including pasture walk videos, Train-the-Trainer videos, and a Farmer Testimonial video. Our experience in producing similar content, combined with our access to high-quality equipment and a talented team, ensures that we can meet the project's requirements. We have the capability to handle both classroom and outdoor filming, and our team is prepared to travel to the specified locations, including Weston, WV, Morgantown, WV, and others.

LV Productions is fully compliant with all mandatory requirements outlined in the RFP. Our team possesses the necessary qualifications, including FAA certification for drone operations, and we carry comprehensive insurance coverage. We are

committed to delivering all required deliverables on time and to the highest standards of quality.

Thank you for considering LV Productions for this project. We are excited about the opportunity to collaborate with the West Virginia Conservation Agency and contribute to the success of the Grazing Lands Conservation Initiative. We look forward to the opportunity to further discuss our proposal and how we can exceed your expectations.

Sincerely,

Vlad Lapich

Founder at LV Productions

807 N Hudson Ave, 306, Los Angeles, CA, 90038

vlad@lv-prod.com

+1 508 514 0766

## 2. Executive Summary

LV Productions is a premier video production company based in San Francisco and Los Angeles, established in 2018. Founded by Vlad Lapich, we have built a reputation for delivering high-quality video content tailored to the needs of tech startups, eCommerce brands, and government agencies. Our experience spans various types of productions, including commercial videos, educational content, and customer testimonials. We have worked with notable clients such as Copy.ai, Webflow, Ridge Wallet, and the US Federal Government, showcasing our ability to handle diverse and complex projects.

Our proposed approach for the GLCI Educational Video Production Services project includes a comprehensive plan from pre-production to post-production. We will begin with a detailed creative concept and script development, followed by meticulous planning of filming schedules and locations. Our team will utilize state-of-the-art equipment, including drones for aerial footage, to capture high-quality visuals. Post-production will involve editing, sound design, and incorporating any agency-provided footage. We are committed to delivering fully edited and professional videos that meet the specified requirements and

deadlines, ensuring a final product that effectively communicates the educational content of the Grazing Lands Conservation Initiative.

## 3. Company Profile

### Company Overview:

LV Productions is a leading video production company with offices in San Francisco and Los Angeles. Since our inception in 2018, we have specialized in creating high-quality video content for a diverse range of clients, including tech startups, eCommerce brands, and government agencies. Our team is composed of talented directors, editors, videographers, and motion graphics artists, all working under the creative direction of founder Vlad Lapich. Our core competencies include videography, photography, aerial video, 2D & 3D animation, customer testimonial videos, video ads, product videos, educational content, and TV commercials.

### Certifications and Licenses:

LV Productions holds all necessary certifications and licenses to operate within the industry. Our team includes FAA-certified drone operators, ensuring compliance with federal regulations for aerial footage. We are also a certified US Federal Government contractor, which requires rigorous adherence to project requirements and timelines.

### Insurance Coverage:

To ensure comprehensive protection for our clients and team, LV Productions maintains the following insurance coverages:

- **Commercial General Liability Insurance:** Coverage of \$1,000,000 per occurrence, protecting against bodily injury, property damage, and personal injury claims.
- **Automobile Liability Insurance:** Coverage of \$1,000,000 per occurrence, ensuring protection for our vehicles used during production.
- **Workers' Compensation Insurance:** Compliance with all state laws, providing coverage for our employees in case of work-related injuries.

- **Professional/Malpractice/Errors and Omissions Insurance:** Coverage as required, safeguarding against claims arising from professional services.

These comprehensive insurance policies demonstrate our commitment to operating safely and professionally, providing our clients with peace of mind throughout the production process.

## 4. Project Understanding and Approach

### Understanding of Scope and Requirements:

LV Productions comprehends the project scope as outlined in the RFP, which involves the production of eleven Fully Edited/Professional educational videos for the Grazing Lands Conservation Initiative (GLCI). The project requires a combination of classroom and outdoor filming, including five pasture walk videos, five Train-the-Trainer videos, and one Farmer Testimonial video. The videos are expected to be 45-60 minutes in length, except for the Farmer Testimonial video, which should be 7-12 minutes. The scope also includes drone footage and overnight travel to specified locations, such as Weston, WV, Morgantown, WV, and others. We understand the importance of meeting the deadline of December 15, 2024, for delivering the final edited videos.

### Methodology and Approach:

Our approach to the project is structured in three key phases: pre-production, production, and post-production.

#### 1. Pre-Production:

- **Creative Concept & Scripting:** We will begin by developing a detailed creative concept for each video, followed by scripting and storyboarding to outline the visual and narrative flow.
- **Planning & Logistics:** This stage involves meticulous planning, including location scouting, scheduling, securing accommodations, and obtaining necessary permits. Our team will also ensure all equipment, including drones and cameras, are prepared and compliant with FAA regulations.

#### 2. Production:

- **Filming:** Our production team will capture high-quality footage, ensuring alignment with the storyboard and script. We will use state-of-the-art cameras, lighting, and sound equipment to capture both indoor and outdoor scenes. Our FAA-certified drone operators will provide aerial footage as required. We are equipped to handle multiple locations and can film up to 30 miles apart in one day if necessary.
- **Quality Assurance:** Throughout the filming process, our team will conduct real-time reviews of the footage to ensure it meets our quality standards and the project's requirements.

### 3. Post-Production:

- **Editing & Graphics:** In this phase, we will assemble the footage, incorporating graphics, animations, and any agency-provided materials. Our experienced editors will ensure the videos are polished and professional, with meticulous attention to detail in sound mixing, color grading, and visual effects.
- **Client Review & Revisions:** We will present draft versions of the videos to the client for review and feedback. Any necessary revisions will be promptly addressed to ensure the final product meets the client's expectations.

## Project Schedule:

- **Pre-Production:** August - September 2024
  - Creative Concept & Scripting: August 15 - August 31, 2024
  - Planning & Logistics: September 1 - September 15, 2024
- **Production:** September - October 2024
  - Filming: September 20 - October 15, 2024
- **Post-Production:** October - December 2024
  - Editing & Graphics: October 20 - November 30, 2024
  - Client Review & Revisions: December 1 - December 10, 2024
- **Final Delivery:** December 15, 2024

Our timeline is designed to ensure the timely completion of all deliverables, with built-in contingencies for unforeseen delays. We are fully committed to meeting the December 15, 2024, deadline and delivering high-quality educational videos that align with the objectives of the GLCI.

## **5. Experience and Past Projects**

### **Relevant Experience:**

LV Productions has extensive experience in producing high-quality educational and professional videos, serving a diverse clientele that includes tech startups, eCommerce brands, and government agencies. Our portfolio showcases a range of projects, from product explainer videos to comprehensive educational content. Notable past projects include creating educational videos for Webflow University, where we developed a series of instructional videos that enhanced users' understanding of Webflow's design tools. Additionally, we have produced professional testimonial videos and product demonstrations for companies like Copy.ai and Ridge Wallet, demonstrating our ability to communicate complex information in an engaging and accessible manner.

### **Sample videos:**

#### **1. Webflow University - Educational Video Content:**

We collaborated with Webflow to create a series of instructional videos for their online learning platform. These videos were designed to educate users on the intricacies of using Webflow's design tools, providing clear and concise tutorials that catered to both beginners and advanced users.

<https://www.youtube.com/watch?v=sfQ4DuOknK8&t=1s>

#### **2. Pasture Walk | Around the Farm Table - PBS Wisconsin**

In this example, a group of farmers visits Inga's farm to observe the progress of her pastures. The video also highlights Inga's cheese-making process with her father and her journey to deliver cheese to Fromagination in Madison. The

segment concludes with a visit to Baldwin and Silver Bison Ranch, where Inga prepares pasture picnic sandwiches for her guests.

<https://www.youtube.com/watch?v=TRbkOgHIAT8>

### **3. Grazing Management Minute: Southern Ohio Grazing Council Pasture Walk**

This video showcases farmers from Southern Ohio gathering to share ideas and strategies around grazing management practices. The Southern Ohio Grazing Council's pasture walk held in May 2024 provides an opportunity for producers to engage, learn, and exchange techniques on effective grazing management.

<https://www.youtube.com/watch?v=ipHnG1fmhu4>

### **4. Stories - Being a Farmer Today in America - Growing America**

This narrative explores the life of modern American farmers, emphasizing the rewarding aspects of farming as a way of life, despite the challenges. The video offers a heartfelt perspective on the experiences of farmers in today's agricultural landscape.

<https://www.youtube.com/watch?v=ljtl7mLjlk>

## **6. Team and Key Personnel**

Our team for this project includes:

- **Vlad Lapich** - Founder and Producer: With over a decade of experience, Vlad is known for his strategic vision and creative direction. He will oversee the project, ensuring that all aspects align with the client's objectives.
- **Nick Kulyasov** - Senior Video Editor: An expert in post-production, Nick will manage the editing process, crafting compelling narratives and ensuring the final product meets the highest standards.
- **Yan Shatsila** - Senior Animation Artist: Yan specializes in 2D and 3D animations, bringing a unique visual appeal to our projects. His work will enhance the educational videos with engaging graphics and animations.

- **David Topete** - DP & Camera Operator: David's expertise in cinematography ensures that all footage is visually striking and professionally executed. He will handle the technical aspects of filming, including lighting and camera work.
- **MJ Vallejo** - Camera Operator: MJ's keen eye for detail and technical proficiency will support the production team in capturing high-quality footage. He also possesses an FAA part 107 license, so he will be the drone operator for this project.

## 7. Technical Capabilities and Equipment

### Equipment and Technology:

LV Productions utilizes state-of-the-art equipment and technology to ensure the highest quality of video production. Our inventory includes:

- **Cameras:**
  - RED Komodo 6K and Sony FX3 cameras for high-resolution video capture.
- **Drones:**
  - DJI Mavic 3 for agile and precise drone operations.
  - DJI Avata for quick FPV Drone shots
- **Audio Equipment:**
  - Sennheiser G4 wireless lavalier microphones for clear and professional audio.
  - Zoom H6 handy recorder for high-quality sound recording.
- **Lighting:**
  - Aputure 300D and 600D LED lights for flexible lighting setups.
  - Kino Flo Diva-Lite for soft and flattering lighting in interviews and close-ups.
- **Editing Software:**
  - DaVinci Resolve for video editing and post-production.
  - Adobe After Effects for motion graphics and visual effects.

## Innovation and Unique Capabilities:

LV Productions brings a wealth of innovative techniques and unique capabilities tailored to the specific needs of educational and agricultural video content. Our expertise includes:

1. **Drone Videography:** We utilize advanced drone technology to capture stunning aerial footage of farms and pastures. This provides a comprehensive view of the landscapes and agricultural practices, enhancing the visual storytelling.
2. **On-Site Filming Expertise:** Our team is experienced in conducting on-site shoots in diverse environments, from rural farms to urban settings. We are adept at working in varying conditions, ensuring high-quality footage regardless of the location.
3. **High-Quality Audio and Visual Production:** We prioritize clear audio and vibrant visuals, essential for educational videos. Our use of high-definition cameras and professional sound equipment ensures that every detail is captured accurately, making the content both engaging and informative.
4. **Engaging Storytelling:** Our approach combines informative content with compelling narratives. We excel at creating videos that not only educate but also tell the stories of the individuals and communities involved, providing a deeper connection with the audience.
5. **Custom Graphics and Animations:** We incorporate custom graphics and animations to explain complex topics, such as grazing management techniques and agricultural practices. These visual aids enhance understanding and retention of the information presented.
6. **Interactive Video Features:** We offer interactive video options that allow viewers to engage with the content more deeply. This includes clickable elements, quizzes, and additional resources, providing a more immersive learning experience.
7. **Flexible and Adaptive Production:** Our team is skilled at adapting to the unique needs of each project. Whether it's capturing the daily routines of farmers or showcasing innovative agricultural practices, we tailor our production process to best suit the project's goals.

By leveraging these capabilities, LV Productions delivers high-quality, impactful videos that effectively communicate educational content and engage viewers. Our innovative approach ensures that each project is uniquely crafted to meet the specific needs of our clients and their audiences.

## 8. Cost Proposal

**Total Cost: \$199,650**

[PRICING PAGE.pdf](#)

### Cost justification and breakdown:

[Pricing Breakdown for CRFQ-1400-AGR2500000004-1 \(West Virginia Agricultural Video Production\) - Sheet1.pdf](#)

### Pre-production estimations:

Estimated 7 days of pre-production required at \$2,500 per day (Includes script writing, storyboarding and production planning).

**Total for pre-production: \$17,500**

### Production estimations:

The vendor must travel for up to 8 non-consecutive days of filming maximum. The specified filming locations are Weston, WV; Morgantown, WV; Moorefield, WV; Keedysville, MD; and Raphine, VA.

The production estimate also includes travel fees for 8 non-consecutive trips from Los Angeles, CA to WV and other requested locations. The travel estimate is based on 16 travel days for 3 crew members and includes accommodation, air fare, ground transportation and per-diem expenses, as well as the day rates for each travel day (16 travel days total at \$1,000 per crew member).

### Production estimations breakdown:

Item	Person/Description	Rate	Quantity	
Director fee	Vlad Lapich	\$2,500	8 days	\$20,000
Camera Op	David Topete	\$2,500	8 days	\$20,000
Drone Operator	MJ Vallejo	\$2,500	8 days	\$20,000
Travel Fees	To cover travel costs from Los Angeles to the filming locations for a 3-person crew	\$9,000 per trip	8 trips total	\$72,000
Contingency	10% of the total project budget	N/a	N/a	\$16,400

**Total for production: \$150,150**

### Post-production estimations:

#### 1. Pasture Walk Videos:

- **Total per Video:** Approximately 20 hours
- **Total for 5 Videos:** 20 hours x 5 = **100 hours**

#### 2. Train-the-Trainer Videos:

- **Total per Video:** Approximately 20 hours
- **Total for 5 Videos:** 20 hours x 5 = **100 hours**

#### 3. Farmer Testimonial Video:

- **Total for Video:** 40 hours

### Total Estimated Editing Hours:

- **Pasture Walk Videos:** 100 hours
- **Train-the-Trainer Videos:** 100 hours
- **Farmer Testimonial Video:** 40 hours

Total editing hours: 240 hours

Total animation hours: 40 hours

**Total post-production cost: \$32,000**

## 9. Compliance and Legal Requirements

### **Compliance with RFP Requirements:**

LV Productions is committed to adhering to all mandatory requirements outlined in the RFP. We confirm that our company holds all necessary licenses and certifications, including FAA certification for drone operations. As a certified US Federal Government contractor, we strictly follow all regulatory and legal obligations. Our team is fully equipped and qualified to meet the project's specifications, including the production of educational videos, classroom and outdoor filming, and overnight travel requirements. We have a comprehensive understanding of the RFP's terms and conditions and are prepared to deliver all required deliverables in compliance with the stated guidelines.

### **Insurance and Liability:**

LV Productions maintains comprehensive insurance coverage to ensure full protection for our clients and team. Our insurance policies is attached below.

[COI - LV Productions.pdf](#)

## 10. References

We are pleased to provide the following references from past clients who can attest to the quality and reliability of our work:

### **1. Jeffery Goddard, Founder at TVA Media Group**

Email: [jgoddard@tvamediaigroup.com](mailto:jgoddard@tvamediaigroup.com)

Phone: +1 (818) 257-1549

Description: TVA Media Group has frequently hired LV Productions for their video production needs. We have produced over five TV commercials for them

in the past two years, consistently delivering high-quality and impactful content.

**2. Dan Parsons, CMO at Thoughtful AI**

Email: [dan@thoughtful.ai](mailto:dan@thoughtful.ai)

Phone: +1 (513) 382-0631

Description: Thoughtful AI, a technology company in the healthcare industry, relies on LV Productions for all their video content, including product explainer videos, press release videos, customer testimonials, and promotional videos. Our work has significantly contributed to their marketing and communication efforts.

**3. Sarah Minnerly, Marketing Manager at SquareTrade**

Email: [sminnerly@squaretrade.com](mailto:sminnerly@squaretrade.com)

Phone: +1 (203) 505-5577

Description: A subsidiary of AllState, SquareTrade collaborates with us to produce crash test and insurance-related promo videos twice a year. Our partnership ensures that their promotional content is both informative and engaging.

**4. Yvette Castro, Marketing Manager at Freshpaint**

Email: [yvette@freshpaint.io](mailto:yvette@freshpaint.io)

Phone: +1 (714) 478-1211

Description: Freshpaint, a tech company in the healthcare and data privacy sector, has been our client for four years. We handle all their customer testimonial videos, consistently providing professional and polished productions.

**5. Domm Holland, CEO at Trady**

Email: [domm@trady.com](mailto:domm@trady.com)

Phone: +1 (415) 688-5737

Description: Domm Holland's previous company, Fast Checkout, benefitted from a series of TV commercials, customer testimonial videos, and animated product videos produced by LV Productions. Our comprehensive services

included pre-production, video recording, editing, and motion graphics, contributing to their successful marketing campaigns.

These references reflect our commitment to delivering exceptional video production services across various industries. We encourage you to contact them to learn more about our capabilities and the quality of our work.

## 11. Attachments

[CERTIFICATION AND SIGNATURE.pdf](#)

[Contract Manager.pdf](#)

[Final\\_CRFQ\\_1400\\_AGR2500000004\\_1\\_WV\\_CRFQ\\_FORM.PDF](#)

[Addendum Acknowledgement Form.PDF.pdf](#)

[PRICING PAGE.pdf](#)

[Pricing Breakdown for CRFQ-1400-AGR2500000004-1 \(West Virginia Agricultural Video Production\) - Sheet1.pdf](#)

[COI - LV Productions.pdf](#)