

TEXAS FILMWORKS

STATEMENT OF WORK

Client: McFerrin Center for Entrepreneurship
Contact: Blake Petty, Director
bpetty@mays.tamu.edu
Shanna Spencer, Program Manager
sspencer@mays.tamu.edu
Project: 2019 Production Contract

This Statement of Work incorporates the terms and conditions of Texas A&M University AggieBuy Contract #C8029473 ("Contract"). In the event of any conflict in the terms of the Contract and the terms of this Statement of Work, the terms of the Contract shall in all aspects govern and control.

Description of Work:

Maroon & White, LP (TXFW) will create McFerrin Center for Entrepreneurship (CLIENT) a series of videos starting April, 2019 through March, 2020.

At start of contract TXFW will schedule ½ day with McFerrin Center Staff and others a time to sit down and work through ideas for 2019 production calendar year. In addition TXFW will meet with CLIENT at a standing meeting each month same time, day and location. Details TBD.

CARRY OVER FROM 2018 CONTRACT (PAID)

By working with CLIENT, TXFW will finish out the current 2018 contract year by filming, and finishing out a couple of pieces. Details here:

- FILMING FOR FUTURE WORK AND ARCHIVES:
 - Raymond Ideas Challenge (Feb. 10, 2019)
 - McFerrin Madness (Dates TBD)
 - Aggie PITCH (April 2, 2019)
- Finish production on Botryonix film. We still need assistance from CLIENT to schedule time to film b-roll with Botryonix team.

MCFERRIN CENTER PRODUCTION PIECES (April, 2019 - March, 2020)

STARTUP AGGIELAND HYPE VIDEO

\$7,500.00/TOTAL

TXFW will produce (1) 1-2 minute hype/sizzle video featuring a scripted narrative promoting to the student body, and donors who want to see the student centric vision of Startup Aggieland. The purpose of the film will be to drum up interest in the events and programs run by McFerrin Center @ Startup Aggieland. This will be a great way to get students hooked when they show up to an informational meeting, or find out more via your website/social media. Plus it will show donors the energy and 'vibe' at Startup Aggieland.

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TXFW will work with CLIENT to produce a polished script, source a professional VO artist, and source footage to be used. TXFW will also work to film selected scenes as needed to fill in and tie together different pieces of the story.

TXFW will allocate up to 30 hours of editing time on each to edit the finished pieces together.

(2) MCFERRIN CENTER STORIES	(\$7,500.00/each) \$15,000.00/TOTAL
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TXFW will produce for CLIENT (2) highly cinematic films over the course of the agreement. These pieces of content will range from 5-7 minutes in length, and will focus on the people, and companies who benefit because of The McFerrin Center. Realize that these are not promotional films, rather these are a chance to tell engaging stories, and document the history of your organization. These are the continuing legacy of the McFerrin Center clients, programs and teams. This is the way you continue to tell the stories of triumph, necessary failure, and get your story out there for the world.

From each completed piece TXFW will deliver (2) social media pieces of content derived from the footage captured in McFerrin Moments production. At the beginning of the year we will work to template out in after effects a series of transitions and 'slides' that will be used to create these for each finished piece.

(1) MCFERRIN CENTER: WHO WE ARE	\$7,500.00/TOTAL
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TXFW will produce for CLIENT a polished 3-4 minute piece as a development effort for CLIENT. This piece will be directed, and used specifically for fundraising purposes, and will work well in a one on one setting, as well as at events like Aggie 100.

This film will take advantage of interviews with staff, footage/photos from previous events, as well as future events to source necessary visuals. TXFW will allocate 20 hours of editing time to edit the finished piece together.

MCFERRIN CENTER EVENT FILMING	\$1,000.00/each \$10,000.00/TOTAL
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TXFW will attend (10) CLIENT events over the course of the production plan. CLIENT agrees to work with TXFW team to determine that content calendar no later than 30 days from the date that the SOW is signed.

From each event the TXFW team will create a :30-:60 second piece for use on social media by the CLIENT team that will be delivered no later than 5 business days following the event.

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CONTENT RELEASE SCHEDULE CONSULTING/ BRAND AWARENESS CAMPAIGN	20% OF CONTRACT
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TXFW will create (5) :15-:30 second ads for use on social media (instagram, facebook, twitter, etc.) as well as for use as pre-roll on youtube. The budget outlined as 20% of the contract total will be used for purchasing sponsored ads on various social media platforms (including TexAgs.com).

TXFW will work with CLIENT to develop a content release schedule to make the most use of content pieces delivered over 2019. TXFW will work with the CLIENT and their current marketing team to get the most impact from each piece produced. This will include:

- Strategy meeting before, and after production on each piece to be delivered
- Identifying audience for each piece to be produced
- Understanding release date, and deliverables, and the way(s) to use that on distribution channels
- Simple and summary report for each piece detailing the impact of each video used on social, and in live presentations
- Quarterly reports detailing where ads were run, and ROI on relevant pieces of content.

EXPECTATIONS FOR TXFW, AND MCFERRIN CENTER FOR THE DURATION OF THE CONTRACT
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TXFW will provide:

- Initial creative rundown meeting with TXFW team to determine content calendar for the year
- Full HD video production and all equipment that is required (cinematic camera, mics, tripods, lighting, backgrounds, etc.)
- Creative consulting for each story/video to be produced
- Assistance in scheduling shoots, and securing locations
- 1 round of revisions per finished piece (additional revisions will be billed at \$100/hour)
- Licensed music good for the life of the finished video
- Digital files delivered electronically in format of client's choice
- All raw files delivered on client provided hard drive
- Finished project files to remain property of TXFW, and will not be released to CLIENT

McFerrin Center for Entrepreneurship will:

- Work with TXFW to create a detailed production plan that clearly lays out the targeted finished product, broad stylistic direction for each component, and schedule out shoots to be efficient.
- Organize interviews and assist during interview shoots to ensure correct message is captured. This can be initial contact with subject so that TXFW is capable of scheduling and finishing shoot.
- Provide payment for travel beyond 40 miles round trip from College Station, TX billed at current IRS mileage rate + hotel, food for days away if necessary.
- Vector graphics, and designs for lower thirds, intro slides, etc.
- Footage collected during production for the life of this contract, including interviews, footage gathered on behalf of CLIENT, and other footage collected specifically for a piece for CLIENT will belong to CLIENT.


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Both Parties reserve the right to terminate this agreement for reasonable cause, or if it is determined the objectives of the project cannot be accomplished. Party wishing to terminate this agreement must notify the other Party in writing at least 60 days in advance, and arrange for mutual settlement of expenses incurred.

PAYMENT FOR SERVICES

McFerrin Center for Entrepreneurship ("Client") is to pay 1/12 of total production agreement each month (\$3,400.00) as a retainer through life of statement of work. The Client shall make payment upon receipt of invoice within 30 days of the date of the invoice. In the event that the account becomes past due, Company may assess a late fee in the amount of \$25.00 per month for each month the invoice is overdue.

PRODUCTION TOTAL	\$40,000.00
15% REPEAT CLIENT DISCOUNT	(\$6,000.00)
CONTENT RELEASE STRATEGY/MARKETING	\$6,800.00
TOTAL INVESTMENT	\$40,800.00/TOTAL

Maroon & White L.P. A Texas Limited Liability Company 308 George Bush Drive College Station, TX 77840	CLIENT: Texas A&M University McFerrin Center for Entrepreneurship
Date: 4-23-19	Date: 23 APR 2019
Printed Name: Josh Oelze / COO	Printed Name: Robert C. Bounds Director, Procurement Services
Signature: 	Signature: 