



**K. J. SORENSON MEDIA**

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# PROPOSAL

**Online Video Project for Vail Resorts**

Prepared for:  
**Vail Resorts**

Proposal issued:  
**09/25/2018**

Proposal valid to:  
**12/31/2018**



## OVERVIEW

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# VIDEO CONCEPT

Our thoughts for this 3-minute video are to create a masterpiece of landscape videography highlighting Vail's most beautiful and scenic locations set to a custom audio track.

We have created a budget to shoot with quality camera equipment including drone footage. The end result will be a fully edited HD video suitable for online distribution at a highly competitive price. We want to showcase why Vail, Colorado is truly like no place on earth.

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# STORYBOARD

We have set aside the time and resources for a **1.5 day** (12 hour) shoot in **Vail, Colorado**. Shots will include mountain scenery from the ski hills themselves, and the hustle and bustle of daily Vail life. We plan to incorporate footage of as many “typical” Vail activities as possible to ensure reaching the widest audience with this video.

## Opening Scene

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A fade up from black that moves into a slow push on a mountain landscape as the music fades in.

## Minute 1

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Longer cuts between different activities and landscapes. Example: A flowing river to a mountain biker to a family with small children hiking to a deer wandering through the woods.

## Minute 2

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Cuts get shorter as music gradually speeds up and move into shots of town, people socializing in bars and restaurants, still mixing in some landscapes.

## Minute 3

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Cuts get even shorter as music speeds up more and stock footage of skiers/other out of season activities get mixed in. More shots of adventure sports and high adrenaline toward the end. Vail logo zooms in at end.

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# WHAT TO | EXPECT

## THE BEST VIDEO FOR YOUR BUDGET

We have over a decade of combined experience within our media team and we are committed to giving you the best quality for your budget. We have shot projects all over the world and are enthusiastic about the opportunity to create a stunning video for Vail Resorts.

### WE MAKE THINGS SIMPLE



With K. J. Sorenson Media, you always know what you are getting. No hidden costs, no surprises.

### NEVER COMPROMISE ON QUALITY



We always use the best quality of equipment that your budget will allow.

### DEADLINE IS ESSENTIAL



Working within a deadline is key for success in the video production world. Meeting your deadline is always our priority.

## OUR MAIN AREA OF EXPERTISE

What we do best

We are driven by creating media that deliver results for your business.

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### PHOTOGRAPHY

Our award-winning in-house photographer is one of the best in the country. From landscapes to portraits to abstract and fine art photography we have all of our bases covered.

### VIDEOGRAPHY

Our videographers are immensely talented and have expertise in different areas including drone videography, so when they come together on a shoot, you know that our team is one of the best.

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### EDITING

The importance of post-production hasn't slipped under our radar. We work hard and efficiently to deliver you a product that meets your standards on time, every time.

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### AUDIO

Don't want to deal with the hassle and expenses of copyright issues? Our audio professional can create you a custom track that syncs perfectly with your video right in our studio.