

## :CLIENT COMPANY NAME: 'ABOUT ME' AND 'TRAILER' VIDEO CONTENT CREATION AGREEMENT

Between: **Kirk Hensler** (Artist) & **Client name** (Client)

Below is an outline of the creative process and the content deliverables as previously discussed between the Artist and the Client:

### CREATIVE PROCESS

1. 'About Me' Video. Wednesday, 7/15, the Artist will film interview questions from a pre-approved script. Audio will be recorded as well to be synced in post-production. The 'About Me' video will focus on 2 components;
  - a. Telling Client's story - through voiceover, interview, photographs, and videos
  - b. Answering interview questions – as a way to address problems with current fad diets and media influences and to offer solutions through :CLIENT COMPANY NAME: method
2. 'Trailer' Video. Thursday and Friday, 7/16 and 7/17, the Artist will film short clips of the Client performing the following activities;
  - a. Exercising outside – running, bodyweight movements, stretching
  - b. Exercising at home – bodyweight movements, dumbbells
  - c. Shopping at the farmer's market – purchasing food and carrying grocery bag
  - d. Showing confidence – clip of the eyes showing ':CLIENT COMPANY NAME: state of mind'
3. 'Trailer' Audio. Thursday and Friday, 7/16 and 7/17, the Artist will record audio samples of the '10 :CLIENT COMPANY NAME: affirmations' as well as a brief description of the ':CLIENT COMPANY NAME: state of mind' to be overlaid on the 'Trailer' video. Royalty free music soundtrack included as well.

### CONTENT DELIVERABLES

1. 'About Me' Video. 3 - 5 minute video telling the Client's story with photo and video samples from past competitions, interview with the Client about current issues in health and fitness as well as the :CLIENT COMPANY NAME: approach, and voiceovers where effective.
2. 'Trailer' Video. 1.5 - 2 minute video trailer showing the :CLIENT COMPANY NAME: lifestyle, revealing the affirmations, and explaining what is a ':CLIENT COMPANY NAME: state of mind.'

\*No intro/outro will be provided with these videos.

### AGREEMENTS

1. Payment (TOTAL). A deposit of (50% OF TOTAL) is to be paid to begin the work on 7/15. An additional (REMAINING BALANCE) is to be paid upon completion of work or by 8.15.15, whichever comes first.
2. Multiple Issue License. The videos are to be used for multiple publications by the Client including, website, social media, and newsletters. The Artist will also be sharing the videos as a part of his portfolio.
3. Client Approval. The Client will have first look at all videos before anything is submitted for publication.

4. Copyright. All videos will be "property" of the Client and the Artist and may be used freely by both parties. If alterations are made, including editing and Photoshopping, the Client must state within publication that the original video was taken by Artist but the edits were done by (someone else).

5. Sharing. Credit must be given to the Artist on each video shared.

**Facebook** – Link to Artist page (facebook.com/kaleandcigarettes)

**Instagram** – Link to Artist profile (@kirkhensler)

**Email** – Link to Facebook page as well as website (kaleandcigarettes.com)

**Website** – Link to Facebook page as well as website (kaleandcigarettes.com)

6. Revisions. The Client will have 7 days to submit any revision requests to the Artist. The Client may request 1 major revision (storyline, voiceovers, music) and 3 minor revisions (font, filter, titles) within 7 days. Revision beyond the above mentioned will be handled as a separate contract on an hourly basis.

7. Additional work. If additional hours or locations are needed to satisfy the above agreement then the Client and the Artist will decide if a contract amendment is needed to completely the work.

8. Delivery date. 1<sup>st</sup> drafts will be delivered to Client by EOD 8.7.15

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Client Signature

Date

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Artist Signature

Date