



2023 End of Year Recap Video **Statement of Work - Video Editing**

YBCA Contacts	Lauren Macmadu, Brooke Vlasich Roles & Responsibilities <ul style="list-style-type: none">● Review/approve: Lauren Macmadu● Project management (Includes script, photos, and video clips): Brooke Vlasich
Videographer	David Topete
Governing Terms and Conditions:	This Statement of Work shall be governed by the terms of that certain agreement between David Topete and YBCA (the "Agreement"). In the event of any conflict between the terms of this Statement of Work and the terms of the Agreement, the Agreement shall control.
Overview	YBCA requires contractor services for editing a 30-45 second sizzle reel highlighting our commitment to being a vibrant hub of creativity and community.
Objectives	<ul style="list-style-type: none">● Generate awareness about YBCA's values and programs as we prepare to celebrate the end of 2023● Highlight YBCA's exhibitions, performances, and programs that have inspired audiences to think about how we can empower artists and drive lasting social change
Content of the video	<ul style="list-style-type: none">● Pictures and video materials of 2023 programs● Animated text reflecting YBCA's mission and values
Video style	<ul style="list-style-type: none">● Examples<ul style="list-style-type: none">○ Year in Review: 2021 at YBCA○ Netflix 2022 Year in Review○ Google – Year in Search 2022● Video tone: Inspirational and energetic
Target audiences	<ul style="list-style-type: none">● Past and current visitors● Current and potential donors
Production Date & Time	<ul style="list-style-type: none">● 30 Minute Pre-Production Meeting (as needed)

Budget	\$1200 (includes two revisions)
YBCA to provide	<ul style="list-style-type: none"> ● Dropbox folder with photos and video clips ● Script/words to add to the video
Deliverables	<ul style="list-style-type: none"> ● Fully produced, edited and delivered videos for the videos as outlined in the content section above <ul style="list-style-type: none"> ○ Dims / Specs <ul style="list-style-type: none"> ■ Facebook, Twitter, and YouTube <ul style="list-style-type: none"> ● Aspect ratio: 16:9 ● Facebook max file size: 4MB ● Twitter max file size: 512MB ■ Instagram video <ul style="list-style-type: none"> ● Aspect ratio: 9:16, 4:5, or 1:1 ● Max file size: 650MB ○ Add embedded captions in all videos ● Rounds of edits: 2
Deliver Materials by:	Please deliver final edited videos by the following dates: <ul style="list-style-type: none"> ● Friday, December 8: First video draft ● Friday, December 15: Final video
Deliver Materials to:	Brooke Vlasich • Lauren Macmadu