

PROJECT PROPOSAL

To: Kirstin Dorsch, Coca-Cola Studios – kdorsch@coca-cola.com

From: Dakota Fine Multimedia

Date: January 29, 2018

Re: Jason Derulo Coverage in LA

SCOPE OF WORK

Dakota Fine Multimedia (DFM) will provide Coca-Cola Studios with coverage of Jason Derulo's soft launch of his new song in association with the FIFA World Cup. Events will be covered over the course of Feb 14 & 15, 2018 at the Derulo estate and another venue TBD. Coverage will consist of BTS, event coverage, and studio style shots of the artist with product. With all shots, photography will strive to feature product front and center whenever possible, with an emphasis on great looking shots of people enjoying themselves and living the lifestyle engendered by the Coca-Cola brand.

DELIVERABLES

Deliverables (as well as delivery schedule), post-production, usage, and hours for day 2 subject to negotiation at client's convenience. Dakota Fine Multimedia is committed to meeting the needs of Coca-Cola Studios in whatever way best suits the client.

APPROACH

DFM's crew will consist of two photographers: photo duties will be spread evenly across photographers Dakota Fine and Nate Hoffman. Working together in concert will allow photographers to play to each others strengths and capture multiple angles at multiple focal lengths. Especially with visiting artists from around the globe, we will provide thorough coverage with a mix of excellent portraiture, high energy event coverage and gorgeous behind-the-scenes details. DFM will also bring a production assistant and a lighting grip to help transport gear, light sets, and to ensure optimal team function.

COST ESTIMATE

	Subtotal
Crew	\$ 7,000
Rental	\$ 1000
Post-Production	TBD
	Total = \$ 8,000

DETAILED COST ESTIMATE

PRODUCTION CREW	Quantity	Rate	Total
Photographer 1	2 days	1500	
Photographer 2	2 days	1500	
Photo Assistant	2 days	250	
Production Assist/Lighting Grip	2 days	250	7000
Rental	Quantity	Rate	Total
Profoto Lighting Kit	2 days	500	1000
POST-PRODUCTION	Quantity	Rate	Total
Usage/Rights		TBD	
Deliverables		TBD	
Retouching		TBD	TBD
ABSOLUTE TOTAL			Total
Total Production Cost			8,000

DAKOTA FINE – dakotafine.com

Dakota Fine is a photographer and documentarian with more than a decade of story-telling experience in both stills and video. Dakota's print work has been regularly featured nationally in The Washington Post, and the Human Rights Campaign's Equality Magazine, as well as Travel and Leisure, High Country News, The Real Deal, and Yamaha All Access. Since completing a masters degree in photojournalism from GW's Corcoran School, Dakota has worked for the Washington Post as a video-journalist, made short films for the Robertson Enterprise Development Fund, and served as Director of Photography for AEG's concert division, producing content for Goldenvoice. Awarded by FOTOWEEK, in 2017, Dakota's photography was exhibited at SXSW. Notable past clients also include National Geographic and the Travel Channel. Dakota's work has been exhibited at the Corcoran Gallery of Art (now a part of the National Gallery of Art) in Washington, D.C., and has received honors from both DC Exposed and DC FOTOWEEK.

NATE HOFFMAN – nhoffmanstudio.com

Nate Hoffman is a veteran Southern California lifestyle photographer whose recent client list includes Nike, New Balance, Target, A+E, Bacardi, Billboard Magazine, H&M, Quiksilver, Vogue Hommes, Vogue Paris, and Shape Magazine.

WORK SAMPLES – 2015 NBA ALL STAR WEEKEND, NYC







WORK SAMPLES – BTS Samples









WORK SAMPLES – PORTRAITS















WORK SAMPLES – CARMA LIFESTYLE











