



HEIR



MEDIA

FULL SERVICE FILM PRODUCTION

2023

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PRODUCTION

www.heirmedia.net



ABOUT US

Heir Media is a boutique multimedia production house that functions as both a film production company, publishing house, consulting agency, and game developer. This approach allows us to tackle most projects with innovation and creativity; while also completing the projects in excellence. We pride ourselves on our 'story-first' approach (which we've found helps brands come across as more friendly and accessible).

Here, we offer a variety of services: from commercials and TV spots, to novels and brand design; we are a one-stop-shop for both the business venture in its infancy and the entrepreneur who's looking to take their brand to the next level.

www.heirmedia.net



SERVICES

From commercial spots, to on-boarding and company culture videos; we can help your business reach their desired audience through creative videos to be used for both marketing and in-house needs.

Or, if your particular idea may need a different approach– and sometimes a longer format (whether serial or feature length)– we can help you. From script to screen, let us help you bring life to your ideas.



FULL SERVICE PRODUCTION

We pride ourselves on our personalized, creative (and oftentimes, innovative), story-first approach to each of our clients' projects. We realize that every video, every logo design, every word that is written on your website directly effects your brand; and we also recognize that every brand (regardless of how big or small it is) has a story to tell... and we want to help you tell it!

The filmmaking arm of Heir Media focuses on how film and video can help brands make more of an impact in their spheres of influence. From idea to script to screen, we work with our clients to better position them in front of their target customers.





COMMERCIAL

One of the ways that we help brands get in front of their customers, is through commercials. We speak with each client to get an idea of what their goals, brand story, and overall concept is for their commercial.

From development all the way through to post-production, we keep our clients in the loop. Here, at Heir Media, we believe in walking alongside our clients in order to transform their ideas into reality. From a small, single camera production, to a large scale, multi-location affair, we can help make your vision a reality.



ANIMATION SERVICES

To create your own, choose a topic that interests you. It can be anything from fashion and beauty to travel and the news. Once you have your overall theme, you can start brainstorming the content. Just starting?

Design a memorable masthead with an equally memorable name. This goes on the cover and sets up the branding for your entire magazine. What style are you going for? Is it playful? Classic? Bold?



CASE STUDY #1

SAVING SAVANNA

According to the NY Times and a federal analysis, suicide rates in the US alone have surged. The rise was particularly steep for women. Savanna Winslow would be one of those women...if her suicide attempt hadn't failed. The depressed 28-year-old had planned for it, researched it even; she ended her lease, quit her job, and cut all ties with the minimal contacts she had. Instead, Savanna wakes up in a hospital bed, where a nurse tells her that she will survive her injuries and make a full recovery. Seeing that Savanna is conflicted by the unexpected news, Doctor Reagan Samuels offers Savanna a second chance. She is left with two options: learn to live or continue trying to die.

In 2014 alone, there were 42,773 suicides. This number increased to 44,000 in 2015, according to the National Institute of Mental Health- it is the the number two cause of death for ages 15- 34. Suicide and depression are very real issues that real people deal with, but there is





still a stigma attached to discussing them- especially in the communities of people of color.

This is why "Saving Savanna" is necessary. The film came about as a way to illustrate a struggle that doesn't get much exposure- surviving when you really wanted to die. It is also a way to illustrate how we should treat one another. It is my desire that "Saving Savanna" offers a small ray of hope (however small) to someone dealing with their own insecurities, mental illness, and sadness.

With this in mind, we set out to produce our first in-house feature film, "Saving Savanna", about this very topic. We wanted to address the heavy topic of suicide without making our audience depressed as well. Luckily, we had an amazing cast that approached the film with reverence and levity.

Currently, the film can be rented and/or purchased for viewing at www.vimeo.com/ondemand/saving_savanna.

CASE STUDY #2

HABITAT FOR HUMANITY: CHOPTANK

We were hired by a recipient of a Habitat for Humanity house via their Choptank Division located on the Eastern shore in Maryland to film the dedication of (and subsequent exchange of keys) her home. Thrilled that she wanted us to be a part of her journey, we spoke with the client about what she wanted covered during the occasion. We wanted to make sure that she would be satisfied with her video, as it would become a memorial of sorts for her. However, that was not the only use for the video. We also gave a copy to Habitat for Humanity– this video functioned as a memory for our client, but would also be marketing material for Habitat for Humanity.

Once we understood exactly what she wanted, we set out with a small crew to film the day.





Along with footage of the home, we also conducted a few interviews with friends, family, and the home owner. For this project we needed good audio (we had a dedicated person for this role) and enough footage of the event. We captured every detail needed from the event– from B-roll of the unfurnished home, to interviews with close friends and relatives.

This video has helped us work with other non-profits that were in need of interview style videos in order to find funding, showcase company culture, and even for donor newsletters.



CASE STUDY #3

HIGHLIGHT REEL

First things first: what is a highlight reel? Typically, a highlight reel is a video that compiles the best clips from all your other content. In other words, it is a video meant to showcase an individual's (or organization's) best moments. Highlight reels don't have to be only for sports. You can utilize them for anything that you

need to drum up excitement for.

Our highlight reels are great for anyone: from student athletes corporate events; from dance recitals to fitness training reels. If you need a better way to market yourself to coaches, future (and past) event attendees, or even potential customers, then a highlight reel will help. Our highlight reel packages can help our clients boost both their visibility and their eventual ROI.



THE HIGHLIGHT REEL

LEVEL 1

STARTS AT \$403

Footage provided by client– up to 30 plays

Includes professional spot shadowing

Includes bio card with photo and key statistics, awards, contact information

Includes downloadable link to be distributed at your discretion

Polished reel (2-3 minutes)

Client picks plays + delivered within 8 business days

THE HIGHLIGHT REEL

LEVEL 2

STARTS AT \$908

Base Package Plus:

Heir Media films up to two games for the client (all in 4k)

A finished 3-4 minute reel

Basic athlete profile

Delivered within 8 business days

These packages are specifically for customers in need of a **highlight reel, and are not for clients that are looking for commercial, short film, or feature work. We base our prices off of the number of cameras (4k) needed, the crew, the number of days (games) that are needed to be filmed, the total estimated runtime, and the amount of motion graphics needed for the final product.

THE HIGHLIGHT REEL

LEVEL 3

STARTS AT \$1211

The Level 2 Package, Plus:

Heir Media films up to four games for the client (all in 4k)

A finished reel up to a 6 minute runtime

An athlete profile

Dual camera angles

Upgraded Motion Graphics and Spotshadowing

EXTRAS

Workout/training video	\$733
Additional Minutes to Reel Runtime	\$83/MINUTE
Additional games filmed	\$278
Additional plays added (client provided)	\$18/EACH
Full game coverage (no editing)	\$405/GAME
Elite Skills Video	STARTS AT \$1565
<ul style="list-style-type: none">• 2- 4k Cameras• Up to 6 hours on location• Up to 2 locations• Up to 7 stations/skills• 5-10 Question Interview• Call-out cards• Digital Athlete Cards• Edited 5-7 minute final video	
Rush Edit and Upload	\$197

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THE STARTER

STARTS AT \$9089

Pre-Production

Filming (1 Day)

Location (1 Location)

3 Crew Members

Editing

Light Motion Graphics

Music License Available

3 Final Formats + delivered within 8 business days

If you're in need of a small-scale commercial spot or even a brand identity/story video, we've got you covered.



COMMERCIALS & SHORTS

STARTS AT \$17169

Pre-Production

Filming (2 days, more available at surcharge)

Editing (incl. all audio and visual, color correction)

Min. 5 Crew

Motion Graphics Available

2 Locations (More is available for a surcharge)

Music License Available

Up to 5 final Formats + delivered within 14 business days

2 Client Revisions

This package is for any brand, company, or individual that is looking to create a short film (usually with a runtime of 10 minutes or less), a mid-scale commercial, or a more involved brand video.

*Short films, TV series, or web series that require a longer runtime should utilize our custom package.

**Commercials that require a larger scale should utilize the custom package.





EXPERT PACKAGE

STARTS AT **\$28279**

Pre-Production

Motion Graphics

ADR

Stunts

Custom Music

Unlimited Locations

And More!

We recommend this for all of our clients who need specific, and personalized projects that will reach the broadest audiences (i.e. TV, theatrical, trade shows, etc). We recommend this package for ALL animated projects as they require more time, skill, and equipment.



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STUDIO