

## **Captured Moments Event and Performance Videography and DVD Authoring Services**

*Our philosophy is to provide professional studio and on-site digital photography and videography with DVD authoring at an affordable price so everyone can relive and share your captured moments for generations.*

### **We take great pride in providing:**

- Superior quality video in High Resolution, WideScreen Format (16:9) which best fits the format (aspect ratio) of theatrical performances (recitals) and sport (cheerleading, skating) competitions and shows and enhances viewing on contemporary, and increasingly popular, large High Resolution WideScreen TVs and monitors
- We take particular effort and pride in producing the sharpest and most detailed video on DVD available
- DVDs are authored to have content specific full motion menu screens with motion thumbnails giving convenient access to each performance and include Hollywood style rolling credits (if applicable)
- DVDs are authored in both single (4.3 GB) and dual layer (8.5 GB) DVD capacities and produced using the best technology available today to maximize DVD player compatibility
- DVDs are burned on the very best blank DVD media available (Taiyo Yuden and Verbatim) to provide the highest DVD Player compatibility and longest archival life for years of dependable viewing enjoyment.
- DVDs (single layer) have inkjet printed face labels
- DVDs are delivered in the best 'professional' full size DVD cases for secure mailing and great looks and performance. Cases include colour laser printed labels.
- Award ceremonies, presentations, etc., at the end of the event, can be included on the DVD

### **DVD Pricing and Distribution Information:**

We diligently endeavour to keep our business very efficient and thus minimize our operating costs. This enables us to provide videography and authored DVDs of the highest quality, at one of the lowest prices in the industry. With the increased sales that this promotes, we can typically provide our service to the event organizer at no cost, and in some cases, provide the event organizer with some compensation. To sustain our superior recorded video quality when transferred to DVD, we typically put no more than 90 minutes of video on a single layer DVD, and up to 180 minutes on a dual layer DVD.

Our customer prices, listed below, include all tax and shipping costs. DVDs are mailed directly to each customer, usually within 1-2 weeks after the event.

#### **Customer Prices for single layer DVDs are as follows:**

\$20 for a single DVD (for events with up to 90 minutes video)

\$35 for 2 different DVDs (for events with 90 to 180 minutes video)

\$15 for each DVD for events requiring 3 or more different DVDs (180 or more minutes of video)

#### **Customer Prices for dual layer DVDs are as follows:**

\$35 for one DVD (for events with up to 180 minutes video)

\$60 for 2 different DVDs (for events with 180 - 360 minutes video)

\$25 for each DVD for events requiring 3 or more different DVDs (360 or more minutes of video)

The above prices are for locations within 100 kilometres of Chatham, Ontario. A modest increase in price may be required for greater distances. This travel fee is waived for large event, high volume organizers.

The original unedited miniDV tapes can be purchased from us at a cost of \$10 per tape, once we have finished authoring the DVD.

Special pricing arrangements can be made for group (e.g. team) orders sent to a single address or if the event organizer covers distribution of the DVDs.

DVDs will be available for purchase at any time in the future as we always keep the digital master image.

Arrangements for DVD sales will be mutually agreed upon.

### **Charitable Events**

We are happy to contribute to the success of your charitable event and have made substantial contributions in the past (Cheer for the Cure, United Way, MS Society, etc.) Please contact us to discuss arrangements for pricing and donations. For events where the organizer is wishing to purchase DVDs directly from Captured Moments for resale as a fundraiser, reduced DVD prices are available and details can be tailored to each event.

**Event Organizer Compensation and Conditions for On-site Video Work**

In most cases, with a minimum of 50 DVD Orders by event participants, there is no cost to the event organizers for us to video record and author DVDs. If you expect this may not be the case, we will work with you to come to an agreement regarding the outstanding amount owing to Captured Moments.

After the agreed upon minimum number of DVD Orders have been reached, Captured Moments compensates the event organizer in a number of ways, depending on the number of DVD orders, as outlined below:  
(Note: this is a ramp-up incentive process intended to provide larger compensation rates at higher DVD Orders)

**For 50-99 DVD Orders** → we provide, one free Event DVD for every 10 orders over 50. As a substitute option, we can provide one approx. 3 minute web optimized streaming video clip\* for posting on the organizer’s website. \*[organizer must give credit to Captured Moments and post our web address on their website].

**For the next additional 100-199 DVD Orders** → we provide a commission of \$0.50 per order (excluding the first 99 orders) to the event organizer. As a substitute option, we can provide one approx. 3 minute web optimized streaming video clip\* for posting on the organizer’s website for every 30 orders over 99.

**For the next additional 200-399 DVD Orders** → we provide a commission of \$1.00 per order (excluding the first 199 orders) to the event organizer. As a substitute option, we can provide one approx. 3 minute web optimized streaming video clip\* for posting on the organizer’s website for every 15 orders over 199.

**For the next additional 400-799 DVD Orders** → we provide a commission of \$1.50 per order (excluding the first 399 orders) to the event organizer. As a substitute option, we can provide one approx. 3 minute web optimized streaming video clip\* for posting on the organizer’s website for every 10 orders over 399.

**For the next additional 800 or more DVD Orders** → we provide a commission of \$2.00 per order (excluding the first 799 orders) to the event organizer. As a substitute option, we can provide one approx. 3 minute web optimized streaming video clip\* for posting on the organizer’s website for every 7 orders over 799.

Select one of these Compensations	50 - 99 DVD Orders	100 - 199 DVD Orders (excluding initial 99)	200 - 399 DVD Orders	400 - 799 DVD Orders	800 or more DVD Orders
1) Event DVD	1 for every 10 orders				
2) Monetary		\$0.50 for every DVD Order above 99	\$1.00 for every DVD Order above 199	\$1.50 for every DVD Order above 399	\$2.00 for every DVD Order above 799
3) 3 Min. Web Opt. Video Clip	1 for every 50 DVD Orders above 49	1 for every 30 DVD Orders above 99	1 for every 15 DVD Orders above 199	1 for every 10 DVD Orders above 399	1 for every 7 DVD Orders above 799

**Example Event Organizer Compensation Calculations:**

Captured Moments has 880 DVD Orders from one event or accumulation over events for one organizer in a year.

Monetary Compensation: 0-99 DVD Orders = \$0 (5 Free DVDs); 100-199 DVD Orders = 100 x \$0.50 = \$50; 200-399 DVD Orders = 200 x \$1.00 = \$200; 400-799 DVD Orders = 400 x \$1.50 = \$600; 800+ DVD Orders = 80 x \$2.00 = \$160; Total Monetary Compensation = \$50+ \$200 +\$600 +\$160 = \$1,010

**Booth Location and Advertising**

We require an advertisement of our service which should include our contact information in the event program and if appropriate, announcements during the event to promote participant awareness of our service. Captured Moments can provide an advertisement mock-up.

If required, Captured Moments can set up a booth in a high visibility area for taking DVD orders at the event and/or during rehearsals; in which case we will need free entry for up to 5 staff.

**Videography Location and Technical Requirements:**

We require information on the following:

- length of the event, not including intermission or other wait times that would not be included on the DVD (events over 1.5 hours in length may require a set of 2 DVDs or a dual layer DVD to preserve video quality)
- accurate description of lighting as this is important to video quality
- access to an uninterrupted electrical outlet to power our onsite cameras and digital recording equipment
- a video recording location with a central and unobstructed view of the event and that has an area large enough to set up a large tripod, small table and computer (app. 6x10 feet minimum)
- time and date of technical rehearsals as we may arrange to attend for technical video set-up
- Captured Moments requests 2 hardcopies, or preferably an electronic copy, of your event program schedule and Title page to assist in performance titling on the DVD and for designing the DVD case and face cover.

We have the experience and technical capability to meet a large range of demanding situations, produce the sharpest video on DVD, and are very amenable to accommodating your special videography needs.

Sample DVDs are available for viewing. Examples of our web optimized streaming video clips can be viewed on our website.

For more Information, please contact us at:

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