

June 1, 2021



ROBERTA GONZALES PRODUCTIONS



Roberta Gonzales Productions

Hello Travis:

This is our Roberta Gonzales Productions proposal for a 30-minute audio and video podcast called, "Room To Roam," sponsored by Visit Mendocino. This podcast will be available to twenty different streaming platforms, as well as the Visit Mendocino website, the Roberta Gonzales Productions website and promoted on KTVU television and KTVU+. We are looking forward to breaking new ground with you in this podcast format.

VISION/CONCEPT

*One, thirty-minute audio/video podcast featuring costal and inland (and everything in between) Mendocino County, showcasing all that it has to offer. From downtown Mendocino to Ukiah, Roberta Gonzales Productions aims to highlight Mendocino County's distinctive Pacific coastline, forests, vineyards, and much more.

Podcast host Roberta Gonzales and her audio/visual team will interview on location, as well as capture b-roll of different points of interest and landmarks in the area. This podcast will be edited and delivered **weekly**, with the goal of inspiring viewers/listeners to Visit Mendocino.

Visit Mendocino provides lodging & food for two people (2 meals per person/day). Roberta Gonzales Productions provides transportation and all related costs. We would like to shoot 2 episodes over the course of two-two and a half days, which would require hopefully 1 trip to Mendocino County per month, but barring weather or obstacles may require 2 trips in a one month period.

SERVICES

- *On-location videography
 - Equipment: 2 Cinema camera(s), professional audio equipment, lighting
- *Writing, directing, producing, talent (Roberta Gonzales)
- *Set design
- *Series marketing/promotion (Roberta Gonzales)
- *Editing with graphics, music, effects
 - Includes 2 rough cuts + 1 final delivery
- *Each episode will be independently billed at a cost of \$3,000.00.

*Down Payment/Retainer (\$1,500.00) due one week prior to scheduled travel date
- Remainder of payment (\$1,500.00) due within one week of initial air date
- Payment installments may be negotiated.
- If payments not received by specified times, an additional \$200.00 will be added to total cost per week

We welcome discussing this further if you have any questions or concerns. We thank you for this exciting opportunity!

SINCERELY,

ROBERTA GONZALES
CEO/PRESIDENT
ROBERTA GONZALES PRODUCTIONS
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