

Statement of Work No. 190301_SOW

Service Provider: ALICIA AFSHAR

Date: March 1st, 2019

Effective From: March 1st, 2019

This SOW incorporating all attached exhibits, schedules, and other attachments, is governed by the Master Services Agreement between Alicia Afshar (“Service Provider”) and Standing Together to End Sexual Assault or STESA (“CLIENT”) dated March 1st, 2019 (the “Agreement”) and outlines the requirements for the following Services that Service Provider will provide to the Client. The effective date of this SOW is March 1st, 2019 (“SOW Effective Date”)

1. DESCRIPTION OF SERVICES | PROJECT SCOPE

I. CREATIVE STRATEGY

Objective(s): We Stand With Sexual Survivors Campaign Videos

Create 3 compelling and captivating 30-59sec videos for STESA’s Sexual Assault Awareness Month campaign that strive to debunk the myths around receiving support after a sexual assault from prosecutors, law enforcement and survivor significant others. The goal for the series is to create empathy around the issue and increase the percentage of people that choose to partake in the forensic medical exam after assault.

1) Video 1: Prosecution

-Create a 59 second video that creates trust between survivors and Prosecutors. This video will include recent Santa Barbara sexual assault trails from papers like the Daily Nexus and Santa Barbara Independent, as well as interviews with Prosecutors, District Attorney Joyce Dudley, and a Victim Witness Advocate, and courthouse/courtroom b-roll.

- a) Target Audiences: Sexual Assault Survivors
- b) Tone and Manner: Serious, Kind
- c) Brand Purpose: Communicate to the public that DA will prosecute all types of SA cases

2) Video 2: Law Enforcement

-Create a 59 second video that creates trust between survivors and Law Enforcement. This video will include B-Roll from the main Isla Vista streets to bring the viewer into the neighborhood. There will be shots of a law enforcement officer walking with a survivor on the pier talking about their assault experience, interviews with a detective, sheriff and deputy, as well as video portraits of all the characters in the streets/community spaces of Isla Vista.

- a) Target Audiences: Sexual Assault Survivors
- b) Tone and Manner: Kind, Friendly
- c) Brand Purpose: Build a trusting relationship with the community

3) Video 3: Significant Others

-Create a 59 second video that creates honesty and compassion between significant others and survivors. This video will include community spaces in Isla Vista, portraying safe places where survivors and significant others have conversations about sexual assault, as well as an interaction between a survivor and a significant other in a bedroom dorm room. There will also be video portraits towards the end of the video of all the characters in the streets/community spaces of Isla Vista.

- a) Shoot Strategy: Real people, real situations
- b) Target Audiences: Significant Others of Sexual Assault Survivors
- c) Tone and Manner: Kind, Persuasive
- d) Brand Purpose: Encourage significant others to be supportive in the ways mentioned in the video

2. WORK PRODUCT

Production Services: Pre-Pro, Production, Post-Production

- 1-2 person crew for 2.5 days of production
- Video Capture of:
 - Prosecutors, Law Enforcement and Voice Actors/Actors (Significant Others)

3. DELIVERY SCHEDULE; DELIVERY METHOD

- Final Edit Deliverables to be delivered electronically or shipment of hard drives.
- **Post-Production Schedule**
 - TBD

4. CLIENT RESPONSIBILITIES

- Will assist in Pre-Production by communicating project goals/vision and assist with storyboarding/scripting ideas
- Will assist in Production on site by having a representative working with the video team
- Will assist in Post-Production video approvals

5. TOTAL COST: \$3,000

6. PROJECT SPECIFIC PAYMENT TERMS: 100% of invoice must be paid within 30 days of invoicing.

(Production Half is to be paid by March 4th, 2019 and Post-Production Half is due within 30 days of final project delivery)

7. SOW TERM: From the SOW Effective Date until the earlier of completion of the Services and provision of all deliverables by Service Provider. The SOW Term may be renewed or extended in accordance with the Agreement.

8. SERVICE PROVIDER WARRANTY: Service Provider warrants that it shall perform the Services set forth herein in a timely and professional manner using competent personnel having expertise suitable to their assignments. Service Provider warrants that such Services shall conform to or exceed, in all material respects, the specifications, as well as the standards generally observed in the industry for similar services. Services and Work Product supplied shall be free of defects in workmanship, design and material, and shall not infringe the intellectual property rights of any third party.

9. NON-BINDING TERMS: Any payment terms or legal conditions in any attached exhibits, schedules, invoices, or other attachments that are inconsistent with the terms and conditions set forth above and in the Agreement will not be binding upon the Client and to the extent they are inconsistent, the payment terms and legal conditions and provisions of the Agreement and this SOW shall control.

We Stand With Survivors Campaign Videos

Costs & Services Estimate

Qty/# of Days	Description	Unit Price	Line Total
1	<u>Pre-Production Project Management</u> Pre-production/Project Management	Package	waved
	<u>Production</u>		
2.5	Director of Photography	\$500	\$1,250
2.5	Production Assistant	\$100	\$250
1	Lighting and Camera package <ul style="list-style-type: none"> • 1 camera setup • 2 Bi-Color LED light setup • Lens kit • Lavalier mic set • Shotgun Mic • Tripods and Monopods • Misc tools/gear 	Package	\$200
3	Crew Crafty	\$20	\$60
3	Crew Lunch	\$30	\$90
		<u>Subtotal:</u>	<u>\$1,850</u>
	<u>Post-production</u>		
3	Pre-edit, primary edit, 3 rounds of revisions	\$300	\$900
3hrs	Transcription	waved	waved
3	Music	\$50	\$150
1	Hard Drive purchase	\$100	\$100
		<u>Subtotal</u>	<u>\$1,150</u>
	Video Pre-Production, Production and Post-Production	<u>Grand Total:</u>	<u>\$3,000</u>

100% of invoice must be paid within 30 days of invoicing.

(Production Half is to be paid by March 4th, 2019 and Post-Production Half is due within 30 days of final project delivery)

The undersigned have made, agreed upon and shall perform this SOW, which is incorporated into the Agreement by reference.

Date: March 1st, 2019

“Client” (**Idalia Gomez at Standing Together to End Sexual Assault**)

Signature: _____

Name: _____

Title: _____

Address for Notice:

Service Provider (**Alicia Afshar**)



Name: Alicia Afshar _____

Title: Filmmaker _____

Address for Notice:

1311 Galaxy Drive, Newport Beach CA 92660