VERT

ESTIMATE

This Estimate is dated November 3, 2026, and describes the services and deliverables VERT will provide to Bully Pulpit International (BPI) for the Take9 vertical series.

VERT Contact Information	**BPI Contact Information**
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PROJECT NAME

Take9 x VERT
Nine-Episode Vertical Microdrama · Launch February 2027

VERT is a director-led studio that makes vertical work with real craft. We bring together directors, writers and creators who know the format, and we back them with the client service a brand or cause needs to trust us with its message.

PROJECT DELIVERABLES

VERT will develop, produce and finish nine 60-second vertical episodes for Take9's owned channels and paid amplification: one connected story, each episode opening with a hook and ending on a cliffhanger, with the 9-second pause built into every one. The scripts will be written to a lean production plan: one shoot day, one location, the lead plus one supporting actor and three background, with scams shown as on-screen phone graphics. Because Take9 is a nonprofit initiative, our production fee is set at a reduced rate so more of the budget goes on screen.

Development & Scripts

Our writers, Katy Garretson and Micah Goldman, start roughing out ideas at kickoff, grounded in our mini study with parents and Take9's own research. BPI chooses one of three creative directions before a single script is written, so there are no surprises later.

- Three distinct creative directions, each with a logline, tone, the shape of the season and a sample opening hook
- Series bible and beat sheet for all nine episodes, built on one connected storyline
- Nine scripts written to a lean production plan, with a fact check on every scam
- 2 rounds of consolidated notes on scripts*
- **Deliverables:**
  - Three creative directions
  - Series bible and season beats
  - Nine locked scripts

Timeframe: Nov 16 to Dec 18	**Investment:** $7,260

Pre-Production

Our line producer and department heads prep a single shoot day built around one location and a small cast.

- Casting of all supporting roles (one principal and three background)
- Scouting and securing one location with what we need, plus permits
- Wardrobe, art and prop prep, including phone and screen props
- Crew booking, scheduling and production insurance
- **Deliverables:**
  - Cast, location and wardrobe approved by BPI
  - Production schedule and call sheet

Timeframe: Dec 1 to Jan 6	**Investment:** $23,463

Production

Director Kristen Brancaccio leads a full crew for one 12-hour shoot day in Los Angeles. Texts, DMs and scam alerts are added as on-screen graphics in post, which keeps the shoot lean.

- Director, camera, lighting, grip, art, wardrobe, hair and makeup, sound and script supervision
- Location, equipment, catering, talent holding and set operations
- Set stills photographer
- $900 production contingency for weather, schedule or location changes (unused contingency isn't billed)
- **Deliverables:**
  - All episodes captured in one shoot day (backup day Jan 8)
  - Set stills

Timeframe: Thu Jan 7	**Investment:** $49,490

Post-Production & Delivery

Editorial and finishing for all nine episodes, cut for vertical (9:16) social.

- Edit with 3 rounds of consolidated notes*
- Color grade, sound design and mix, library music
- On-screen phone graphics (texts, DMs and alerts) and the 9-second pause device
- **Deliverables:**
  - Nine 60-second episodes, with and without captions
  - Stills selects with light retouch

Timeframe: Jan 11 to Feb 5	**Investment:** $16,093

Supporting Cast & Usage

One supporting principal and three background, cast by VERT. The lead's fee is handled by BPI, as confirmed October 29. Casting approaches are subject to confirmation of the lead talent's contractual requirements.

Non-union, including 6-month buyouts per BPI media terms	**$3,660**
Union (SAG-AFTRA), session fees with P&H and payroll	**$3,012**
Union talent usage per BPI media terms (estimate)	**$9,441**

TOTAL

Development & Scripts	**$7,260**
Pre-Production	**$23,463**
Production	**$49,490**
Post-Production & Delivery	**$16,093**
Production total, before supporting cast	**$96,306**
Non-union supporting cast, including payroll	**$3,660**
Non-union total (all-in)	**$99,966**
Union supporting cast and usage (approximately)	**$12,453**
Union total (estimated, including usage)	**$108,759**
Union may be invoiced as $99,318 for production plus an estimated $9,441 in usage, or as one total. Final union pricing is subject to confirmation of the applicable agreement, rates and usage, and whether public-service or nonprofit terms apply.	
Optional add-on: expanded pulse survey (about 100 parents) and guided think tank (10 participants)	**$2,420**

*Each round of notes is one consolidated set of feedback from BPI, Aspen Digital and Craig Newmark's team, delivered through BPI. Additional rounds or timeline extensions beyond this scope may be subject to overages.

Invoice schedule: 50% due on award · 25% due at the shoot · 25% due on final delivery.

TIMELINE

Award & contracting	Week of Nov 9
Kickoff	Week of Nov 16
Three creative directions to BPI	Fri Nov 20
BPI picks a direction	Mon Nov 23
Series bible & season beats	Tue Dec 1
Scripts, draft 1	Wed Dec 9

Scripts, cast and location locked	Fri Dec 18
Shoot	Thu Jan 7 (backup Jan 8)
Edit and notes; picture lock	Jan 11 to Jan 29
Final delivery	Fri Feb 5
Launch (proposed)	Week of Feb 8

RESPONSIBILITIES

BPI Responsibilities:

- Provide Take9 brand assets, messaging, scam references and research, in a form suitable for use in VERT deliverables.
- Handle the lead talent's fee, contract and availability, and any Craig Newmark appearance.
- Manage and coordinate reviews and approvals from BPI, Aspen Digital and Craig Newmark's team.
- Deliver consolidated feedback to VERT on all deliverables on the dates shown in the timeline. The schedule depends on timely approvals; delays may move the shoot or delivery dates.

CHANGE ORDER PROCESS

BPI may request work outside the scope of this Estimate, such as additional creative directions, review rounds, shoot days, locations, cast, cutdowns or translated versions. In that event, VERT will outline the services and associated costs in writing, and the work will begin once BPI approves. Revisions to a deliverable after it has been approved will be treated as a change of scope.

KEY ASSUMPTIONS

- Usage per BPI media terms: all internet, digital and new media (including organic and paid social, streaming/OTT and CTV), 6 months from first air, US with worldwide digital, plus archive use in perpetuity. Renewal at 10% over the original usage.
- Crew rates cover a 12-hour shoot day. Time beyond 12 hours is overtime and isn't budgeted.
- VERT production fee: 18%, a reduced nonprofit rate, applied to production and post costs only. Not charged on talent, payroll or contingency.
- Not included: lead talent fee, Craig Newmark appearance costs, travel outside Los Angeles, paid media, cutdowns or translated versions.

APPENDIX · DETAILED ESTIMATE

Development & pre-production	
Writing team (series bible + 9 scripts, 2 rounds of notes)	$6,000
Line producer (prep) (4 days)	$4,000
1st AD (prep)	$900
Director of photography (prep/scout)	$1,000
1st AC (prep)	$500
Gaffer (prep)	$900
Key grip (prep)	$900
Wardrobe stylist (prep/pulls/fittings) (3 days)	$1,500
Location scout (one location) (2 days)	$1,800
Production assistant (prep) (2 days)	$500
Casting director (supporting roles) (2 days)	$4,000
Craft services & working meals (prep)	$500
Production designer (prep)	$600
Subtotal	**$23,100**

Director & shoot crew	
Director (prep, shoot, edit review)	$7,500
Line producer (shoot)	$1,000
1st AD	$900
Director of photography	$1,000
1st AC	$500
DIT / media manager	$750
Gaffer	$900
Key grip	$900
Production designer	$600
Set dresser / props	$350
Art assistant	$300
Wardrobe stylist	$500
Wardrobe assistant	$300
Hair & makeup	$800
Script supervisor	$900
Sound mixer (incl. kit)	$1,200
Production assistants · 3 people × 1 day	$750
Subtotal	**$19,150**

Location, art, equipment & expenses	
Art dept wrap & returns (set dresser, 1 day)	$350
Location fee (one location with what we need)	$3,500
Permits	$1,200
Production trucking (3 days)	$750
Parking, tolls, gas	$500
Breakfast (25 people)	$450
Lunch (25 people)	$675
Craft service (shoot day)	$300
FilmLA site rep / location monitor	$450
Talent holding / dressing room at location	$500
Walkies	$150
Prop rental (incl. phone/screen props)	$2,250
Wardrobe purchase (3 each)	$750
Set dressing rentals	$1,250
Camera rental	$2,000
Lighting rental	$1,000
Grip rental	$500
VTR / monitoring	$200
Production supplies	$500
Media / drives	$600
Subtotal	**$17,875**

Post-production	
Editor (9 episodes, 3 rounds of client notes)	$5,000
Color grade	$1,500
Sound design & mix (9 episodes)	$1,500
Music (library licensing, 9 episodes)	$2,000
Graphics & VFX (phone/app UI, texts, DMs, alerts, 9-second device)	$2,400
Subtotal	**$12,400**

Stills & versions	
Stills photographer (set stills, 1 day)	$750
Stills selects & light retouch	$200
Captioned + clean versions of all 9 episodes	$900
Subtotal	**$1,850**

BUDGET SUMMARY

	Non-union	Union
Production & post costs	$74,375	$74,375
VERT production fee (18%, reduced nonprofit rate)	$13,388	$13,388
Crew payroll fringe & service (22% of crew labor)	$5,412	$5,412
Production insurance (3%)	$2,231	$2,231
Production contingency	$900	$900
Supporting cast, with payroll	$3,660	$3,012
Total before union usage	**$99,966**	**$99,318**
Union talent usage, estimated	Included	$9,441
Total	**$99,966**	**$108,759**