

Video Production Proposal Comparison Worksheet

Compare the scope first. Record what each proposal includes, excludes or assigns to another party.

EVENT OR PROJECT		REVIEW DATE		DECISION OWNER	
SCOPE CHECK	WHAT TO COMPARE	PROPOSAL A	PROPOSAL B	DECISION NOTES	
Creative deliverables	Purpose, runtimes, formats and aspect ratios				
Shoot schedule	Days, hours, locations, setup and overtime				
Crew responsibilities	Producer, director, camera, lighting, sound and support				
Equipment	Camera, lenses, lighting, audio, grip and specialty gear				
Post-production	Edit, color, sound, graphics, captions and versions				
Review process	Rounds, feedback method, approvers and schedule				
Rights and handoff	Music, talent, stock, raw footage and project files				
Expenses and fees	Travel, locations, permits, tax and production fee				
Commercial terms	Deposit, payment schedule, cancellation and changes				
Displayed total	Enter the total shown in each proposal				

Companion worksheet for Luma Creative's The Anatomy of a Video Production Proposal
If a cost is excluded, name who owns it and where it appears in the full budget.