

Pamella Roland — Spring 2027 Collection
A NEW HOME · NEW YORK CITY · SEPTEMBER 11, 2026

FILM 8–10 MIN TEASER 45 SEC SOCIAL CUT-DOWN SHOOT DAYS 4 DELIVERY SEPT 30 CONTACT STEIN RETZLAFF

"The story of the new showroom, the collection, and the Norway expedition that inspired it."

PRODUCTION COST SUMMARY

Pre-Production & Wrap <i>Coordination, call sheets, clearances · incl. fringes</i>	3,000.00
Shooting Labor <i>Showroom B-cam · fittings coverage ×2 days · show-day team, 3 local operators · incl. fringes</i>	8,437.50
Location & Travel <i>Director airfare & hotel, ground, crew per diems</i>	3,050.00
Media <i>On-set hard drives, 4 × \$650 · redundant management</i>	2,600.00
Director's Fees <i>Story architecture · showroom day with Pamella · edit supervision</i>	12,500.00
Post-Production <i>Film editorial · 45-sec teaser · social cut-down · color · sound design & mix · licensed music · two revision rounds</i>	21,400.00
SUB-TOTAL DIRECT COSTS	50,987.50
Production Fee (20%)	10,197.50
Production Insurance	2,039.50
PRODUCTION GRAND TOTAL	63,224.50

LICENSING

Content License — Perpetual · Worldwide · All Media & Platforms <i>Unlimited commercial right to promote and distribute the final deliverables on any platform, any territory, in perpetuity — owned channels, press, events, paid media, advertising</i>	25,000.00
Alternative Term — Three (3) Years, Worldwide, All Media <i>In place of the perpetual license · renewal at then-current rates</i>	12,500.00

Grand Total — with Perpetual License \$88,224.50

PRODUCTION SCHEDULE

WED · JUL 22	Full production call. Pamella, Brandon, production team, Eyesight, Stein.
JUL 23 – AUG 22	Pre-production. Story architecture & treatment, Norway selects, shot plan, crew, call sheets.
AUG 25 / 26 / 27	The Showroom Day — with Stein. Hair & makeup, then a full afternoon with Pamella: the new space, the collection, the Norway story in her words.
BY SEP 2	Story lock. Story, shot plan, and show-day direction approved before Stein departs; scheduled video check-ins after.
SEP 8 – 10	Fittings week. Two shoot days — final fittings, castings, the atelier finishing the last looks.
THU · SEP 11	Show day. Three cameras — backstage, lineup, runway, front-of-house, and the moments after.
SEP 12 – 30	Post. Teaser within days of the show; graded look-frame approved by Pamella; final delivery September 30.

ASSUMPTIONS & TERMS

- Four 10-hour shoot days; non-union local New York crew with owned camera packages.
- Director on location for the showroom day; show-day coverage executed by the Stein Studios camera team to the approved story plan.
- A graded look-frame is approved by Pamella early in the edit, before the full film is built.
- Two rounds of client revisions with a final conform; additional rounds at a pre-approved rate.
- Norway and Antarctica expedition material incorporated from client-supplied finals.
- The Content License applies to the final deliverables; all underlying footage, camera originals, and project files remain the property of Stein Productions LLC.
- License grant becomes effective upon receipt of full payment.
- Music from licensed library partners; external artists billed separately at a pre-approved rate.
- Pre-show embargo honored; no material released before client approval.
- Payment terms: 50% upon signing, 50% upon final delivery.
- Estimate valid 30 days; scope changes by written change order.