Video Promotion Proposal

Project: Great Sauk Trail

Introduction

Based on our discussions, I am proposing a mixed use video project that can be developed as an ongoing weekly presentation over the course of 6 months to 1 year or as a collection of stand alone presentations. Our goal will be to promote not only the trail as it exists today, but to engage the tourism community in future expansion of the trail through Devil's Lake State Park north to the State 400 Trail, and south across the Wisconsin River toward Madison.

Part 1. Virtual Tour

Our first project would be the development of a video "virtual tour" that covers the length of the existing trail. This would be a "Slow TV" style tour where cameras

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are placed on bikes that travel the trail. This 4k, high def video tour would be highlighted with facts and trivia about the Great Sauk Trail in the form of text captions. The video would also be enhanced with a variety of musical interludes and accents while at the same time capturing the sounds of nature throughout the experience.

Part 2. Great Sauk Stories

Great Sauk Stories would be an ongoing series of 2-5 minute videos ideal for social media and other uses. These branded videos would be broken down into 4 topical series;

1. **Great Sauk Adventures** - These short videos would tell stories related to the existing trail. We'd look at short segments, points of interest, near by business and attractions. Often these stories would be told by bike riders, community members, business owners, chamber, city and tourism folks who would show us around. The goal is authentic, not "slick" but making friendly connections with potential trail users. Length: 3-6 minute each.

2. **Great Sauk Explorer** - The "Explore" series would look at the future of the trail through Devil's Lake State Park and on to Reedsburg by offering short tours along the proposed route. Again we would introduce points of interest along the way, including hiking trails, beaches, historic locations, dining, camping, and so on. Length: 3-6 minute each.

3. **Great Sauk Wild** - The "Wild" series would look at the nature of the trail exploring the environment and the wildlife along the trail. We'd look at wetlands, forests, and prairies as well as wildlife such as the cranes, coyotes, deer, turkey and even the occasional bobcats, wolves and bears that cross the path. Length: 3-6 minute each.

4. **Great Sauk Stories** - The "Stories" series would look at the human stories told along the trail both current and historical. We'd look at various topics that touch not only on the former Badger Army Ammunition Plant but also the stories of the former railway, the early settlers, native American history and more. Length: 3-6 minute each.

Depending on our goals, Great Sauk Story segments could be produced weekly, biweekly or monthly.

Part 3. Great Sauk Moments

Great Sauk Moments would be another series of 5 minute videos where we often just set up the camera at a location along the trail, or proposed trail route and let it run for 5 minutes capturing atmosphere of that location. We would also use high quality digital audio recording to capture a true surround sound experience. Occasionally we'd include interactions with trail users as well to create "real world" experiences along the trail that potential users would like to enjoy personally.

Development

I was asked to make proposals based on 3 budgetary goals; $1,200, $5,000 & $10,000. In order to do this I looked at a variety of factors including; necessary equipment, outside services such as 3rd party narration services, drone services, music licensing and research & development hours. Here is a rough look at what we could do under each price point.

$1200 - We would provide the Great Sauk Trail 'Virtual Tour' and 4 Great Sauk Moments videos as described above. 1 Great Sauk Series Video. Choice of topic.

$5,000 - At this amount we would provide; Great Sauk Trail Virtual Tour, 4 Great Sauk Moment Videos (1 every 2 weeks.) 8 Great Sauk Series Videos (1 per week over 8 weeks or biweekly for 16 weeks.) (Topics in combination or a single topic over time.)

$10,000 - At this amount we would provide; Great Sauk Trail Virtual Tour, 8 Great Sauk Moment Videos (1 every 2 weeks.) 16 Great Sauk Series Videos (1 per week

over 16 weeks or biweekly for 32 weeks. (Topics in combination or a single topic over time.)

All videos would either be delivered to the client by hard copy or could also be uploaded to the client's YouTube and Social Media channels directly according to your wishes.

Questions or Comments

If you have any questions or comments about this proposal just let me know. We can be pretty flexible and there may be other ways to create an ongoing video project but my feeling is that by creating clearly defined topics and series we will all be on the same page going forward.

Thank you for the opportunity to present my ideas!

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