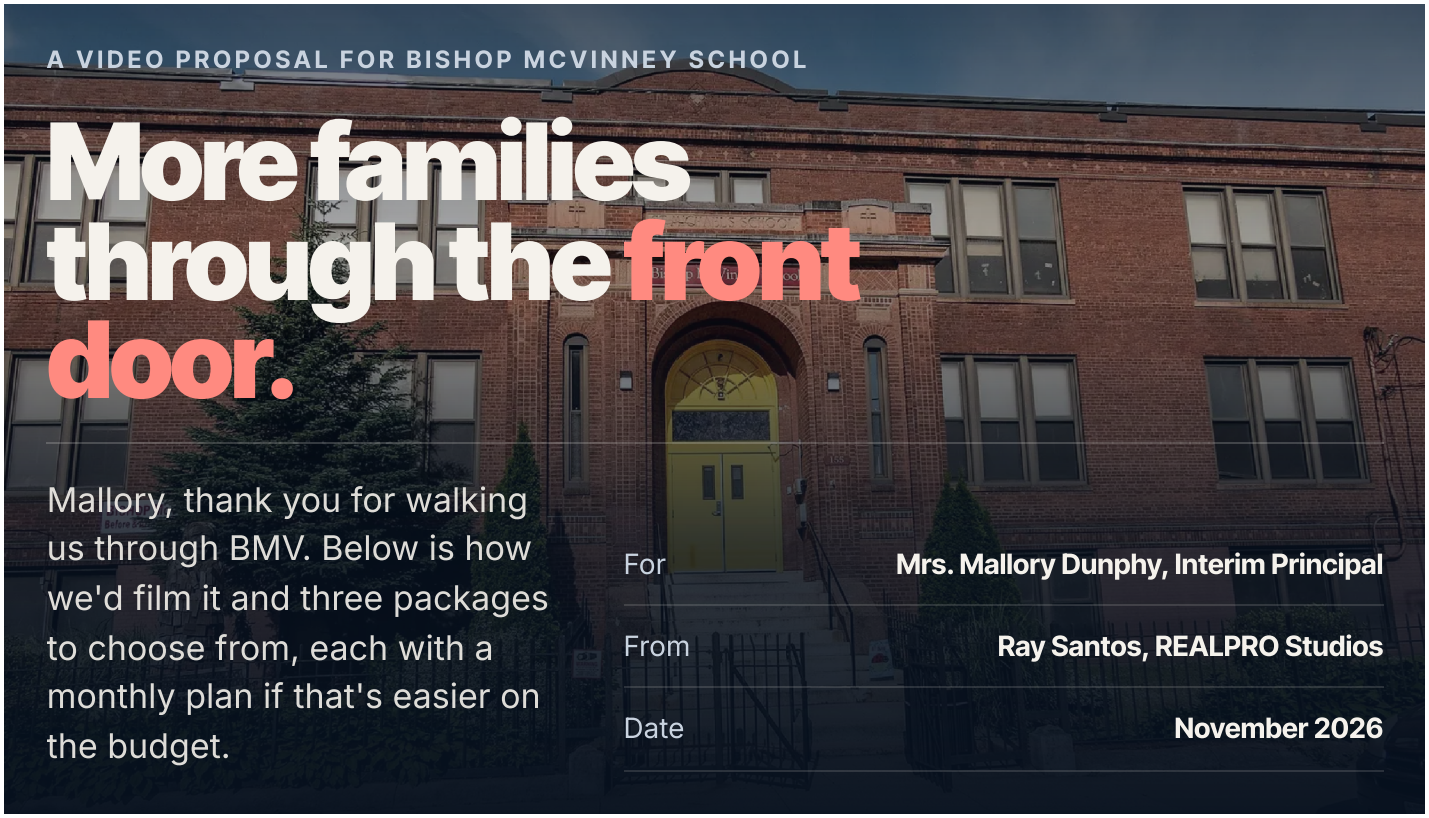


A VIDEO PROPOSAL FOR BISHOP MCVINNEY SCHOOL

More families through the front door.

Mallory, thank you for walking us through BMV. Below is how we'd film it and three packages to choose from, each with a monthly plan if that's easier on the budget.

For	**Mrs. Mallory Dunphy, Interim Principal**
From	**Ray Santos, REALPRO Studios**
Date	**November 2026**

WHAT WE HEARD

A school kids don't want to leave.

Some of what you told us stuck with us. Most of it is hard to see from a website, and easy to see on camera.

100 years

Saint Michael's School opened on Gordon Avenue in 1925. It has been Bishop McVinney since 1973.

Buddies

Younger kids are paired with older ones, so the classes mix and the whole school feels like one family.

4 of 11

Four of last year's eleven graduates had been with you since preschool.

Good morning

The mission is said at morning prayer. Students look people in the eye and say good morning and good afternoon.

WHERE YOU WANT TO GROW

Fill the youngest rooms.

Preschool and pre-K enrollment dipped this year, so you're starting a monthly event to bring parents in and show them around the school yourselves.

A short film gives parents a first look before they come, and something to show the rest of the family after.

54 children in pre-K, the number you'd love to reach

25 kindergarten seats to fill each year

1 event every month to bring parents in for a tour

JOB ONE

Show the whole school

Preschool through 8th grade: the buddies, the classrooms, morning prayer, choir, basketball.

JOB TWO

Give the little ones their own story

Preschool, pre-K and kindergarten, made for the parents who come to your tours.

HOW IT COMES TOGETHER

From the walkthrough to the finished film.

STEP 1 / WALKTHROUGH

We come see the school.

We walk the building with you, meet the teachers, and pick the moments worth filming. You choose who we interview: a teacher, a parent, a graduate who came back.

STEP 2 / SCHEDULING

Interviews on the calendar.

We set every interview time with you ahead of the day. No surprises for anyone in class.

STEP 3 / FILMING DAY

A full day at BMV.

Up to eight hours. Interviews first. Then the school as it really runs, from morning prayer to dismissal.

STEP 4 / EDIT AND REVIEW

You see it before anyone else.

Then we edit. You get two rounds of changes, with everyone's notes gathered into one list each time.

STEP 5 / READY

As soon as we can.

We'll set the dates together at the walkthrough and aim for your next tour event.

CATHOLIC EDUCATIONAL PARTNERSHIP PRICING

Three ways to tell it.

These are our partnership rates for Catholic schools. Every package includes professional editing, color grading and licensed music.

PACKAGE 1

THE MCVINNEY STORY

The school's story, from the first morning bell to the last.

$1,900 one time

SPECIAL PARTNERSHIP RATE

- One 1 to 2 minute school film
- One full filming day, up to 8 hours
- Up to 3 interviews
- Footage from across the school
- 2 vertical social clips, 15 to 30 seconds each
- 2 rounds of revisions

PACKAGE 2

THE MCVINNEY EXPERIENCE

A longer film and more to post through the year.

$2,200 one time

SPECIAL PARTNERSHIP RATE

- One 2 to 3 minute school film
- One full filming day, up to 8 hours
- Up to 4 interviews
- Footage from across the school and the early childhood rooms
- 5 vertical social clips, 15 to 30 seconds each
- 2 rounds of revisions

PACKAGE 3 RECOMMENDED

THE MCVINNEY GROWTH CAMPAIGN

Two films and a library of clips for the whole school year.

$2,500 one time

PARTNERSHIP RATE

- One 2 to 3 minute school film
- **A 60 to 90 second film for preschool, pre-K and kindergarten**
- One full filming day, up to 8 hours
- **A half day more, up to 4 hours, if we need it**
- Up to 4 interviews
- Footage from across the school and the early childhood rooms
- **10 vertical social clips, 15 to 30 seconds each**
- 2 rounds of revisions on each film

PACKAGE 2 OR PACKAGE 3

What $300 more gets you.

01 A film made for your tour nights.

60 to 90 seconds on preschool, pre-K and kindergarten. Play it when parents arrive for the monthly tour, send it to the ones who signed up, and put it on your Early Childhood page.

02 Ten clips instead of five.

One a week for ten weeks. That carries you through the spring.



In Package 2 Added in Package 3

03 An extra half day, if we need it.

Up to four more hours for the moments that don't happen on one day's schedule, like buddy time or a basketball game.

FOR COMPARISON

What a project like this usually costs.

Two published price guides, read on November 3, 2026. Both come from companies that sell video, so treat the numbers as ballpark.

One 30 to 60 second promo video from a mid-sized agency [1]	**$2,000 to $8,000**
One polished 30-second video from a professional agency [2]	**$2,800 to $4,800**
A freelancer or small team, one day of filming [1]	**$1,000 to $5,000**

Package 3: your school film, the early childhood film, 10 clips and an extra half day if we need it **$2,500**

Prices swing with crew size and how much editing a piece needs. Even so, one polished 30-second agency video can cost more than all of Package 3.

SOURCES, READ NOVEMBER 3, 2026

1. Vidico, "Promo Video Cost: What You'll Pay for Professional Video in 2026," May 21, 2026: 30 to 60 second video from a mid-tier agency $2,000 to $8,000; freelancer or small team $1,000 to $5,000 for a one-day shoot. vidico.com/news/promo-video-pricing
2. Advids, 30-second video production pricing, updated May 17, 2026: a polished 30-second video from a professional agency typically $2,800 to $4,800. advids.co/pricing

PAYMENT OPTIONS

Pay in halves, or by the month.

Any package works with any of the three options. Pick the one your budget can carry.

All prices use Catholic Educational Partnership Pricing.

PACKAGE	HALF NOW, HALF AT THE END	3-MONTH PLAN	5-MONTH PLAN
The McVinney Story	**$1,900** 2 payments of $950	**$675 a month** $2,025 in total	**$430 a month** $2,150 in total
The McVinney Experience	**$2,200** 2 payments of $1,100	**$775 a month** $2,325 in total	**$490 a month** $2,450 in total
The McVinney Growth Campaign	**$2,500** 2 payments of $1,250	**$875 a month** $2,625 in total	**$550 a month** $2,750 in total

Half now, half at the end

Half when you sign, and the other half when your films are done.

Monthly plans

The first payment is due before filming, and the rest on dates we agree on together.

In writing first

You'll see every payment date and every total in writing before you sign.

WHAT WE NEED FROM YOU

Three things from your side.

01

Room to room

Someone on staff to walk with us on filming day and let teachers know we're coming.

02

Interview times

Three or four people, depending on the package, scheduled before the day.

03

Media permissions

A list of students whose families have said yes to being filmed. We film around anyone else.

> Clips are cut from the footage we shoot on your filming days. If you want something beyond your package, like another filming day or more versions of a film, we'll price it for you first.

AFTER THIS FILM

When you're ready for a second film.

You told us you're looking for a partner to grow with. These are the ideas that came up when we talked.

FOR DONORS

A film for supporters

Your Annual Fund page says tuition alone doesn't cover the cost of a BMV education. A short film can show a donor exactly what their gift makes possible.

FOR ALUMNI

Graduates, back home

Your graduates are open to coming back and telling their stories, including the BMV kids now graduating from St. Patrick Academy.

EVERY YEAR

The year in film

An enrollment film each fall, plus clips from your events to post all year.

Returning partner pricing

When Bishop McVinney books a second project with us, you get preferred pricing on it. It applies to the next project, not to the prices on this page.

NEXT

Pick a package, and we'll set the walkthrough.

Reply with the package and the payment option that fit, or send me your questions by email. Then we'll find a walkthrough date and work back from your next tour event, so the films are ready when the parents walk in.

I'll also follow up by email in the next few days.

Ray Santos / rsantos@realprostudios.com

Ray Santos
Creative Director and Co-Founder, REALPRO Studios

Photos of the school and Saint Michael the Archangel Church by Kenneth C. Zirkel, CC BY-SA 4.0, via Wikimedia Commons. Other photos from Unsplash.