

Proposal for Live Streaming Services for Event Coverage

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1. Introduction

In today's digital age, live streaming has become an essential tool for reaching a wider audience in real-time. To keep up with the growing demand for remote event coverage, we propose offering professional live streaming services for various events across platforms such as YouTube, Facebook, Instagram, and X (formerly Twitter). These services will utilize high-quality camera setups, professional audio and video mixing, and streaming management to ensure seamless and engaging broadcasts.

2. Service Overview

Our live streaming services include:

- **Platform Coverage:** YouTube, Facebook, Instagram, X (Twitter), and others.
 - **Multi-Camera Setup:** Using 2 high-definition cameras to capture different angles, ensuring dynamic and engaging content.
 - **Mixer Console:** Professional audio and video mixing to ensure optimal sound quality and smooth transitions between camera feeds.
 - **Live Streaming Management:** Full control of streaming settings, resolution, bitrate, and platform integration to ensure optimal performance.
 - **Event Customization:** Tailored overlays, logos, graphics, and text for your event's branding.
 - **Real-time Interactivity:** Allowing real-time audience interaction (such as comments, polls, and reactions) during the stream.
 - **Archiving & Replay:** Recordings available for post-event access, providing flexibility for viewers who missed the live stream.
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3. Terms & Conditions

1. Booking and Payment Terms:

- A minimum of 15 days' notice is required for booking the live streaming service.
- Full payment or a deposit of 50% is required before the event date. The remaining balance is due upon completion of the event.

2. Event Equipment and Setup:

- We will provide all necessary equipment, including two cameras, mixing console, microphones, and streaming software.
- Any additional equipment or technical needs requested by the client (e.g., additional cameras, special effects, etc.) will be subject to extra charges.

3. Live Streaming Coverage:

- Coverage will be provided for the agreed-upon platforms (YouTube, Facebook, Instagram, X, etc.). If additional platforms are required, additional setup fees may apply.
- We will handle the streaming management, but the client must provide any relevant login details for the platforms in advance.

4. Content Ownership & Usage Rights:

- The client retains full ownership of the live stream content but grants permission for us to use the content in promotional materials, such as show reels, for future events.
- Any copyrighted music, videos, or third-party content must be licensed by the client for use in the live stream.

5. Cancellation Policy:

- Cancellations made within 7 days of the event date will incur a 30% cancellation fee. Cancellations more than 7 days in advance are subject to a full refund.

6. Technical Support and Troubleshooting:

- We will provide full technical support during the event. Any issues outside our control (e.g., internet connectivity problems) are not our responsibility.

7. Post-Event Services:

- Recorded footage can be provided for archiving, but the client is responsible for managing and distributing this content after the event.

4. Budget Breakdown

Item	Cost (INR)	Description
Camera Setup (2 Cameras)	₹ 10,000	Rental or purchase cost for 2 high-definition cameras
Mixer Console	₹ 4,000	Professional audio and video mixer for live broadcast
Streaming Software & Setup	₹ 4,000	Software to manage the live stream and platforms
Internet Connection (High-speed)	₹ 3,500	Reliable high-speed internet for uninterrupted streaming
Technical Support	₹ 5,000	On-site technical team for setup and event management
Graphics and Branding	₹ 5,000	Custom overlays, graphics, and branding for the stream
Miscellaneous/Contingencies	-	Additional unforeseen expenses

Estimated Total Budget: ₹ 31,500

5. Conclusion

With the growing importance of remote engagement, our live streaming service provides an effective way to connect with your audience in real-time across multiple platforms. This proposal outlines the necessary equipment, terms, and budget for providing a seamless streaming experience.

We look forward to discussing the details and ensuring the success of your next event through professional live streaming.

Thank you

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