



May 9, 2013

Juliet Diamond
Wong Doody Crandall Wiener
Via Email

RE: Methodist Hospital Houston
3x :30 spots – Rex, Isotope, Heart

Dear Juliet:

Please find our estimate to produce the above noted spots for your client, Methodist Hospital, to be directed by Matt Ogens. The bid is based on two shoot days for four spot in Houston, TX.

The bid includes:

- 2x12 hr shoot days and 1x 10 hr technical scout. We anticipate filming the three spots over the two shoot days in the hospital location. We plan for capturing one shot of an amputee for use in the Anthem spot in addition to the content for the three :30 commercials. We are not bid to film anything specific to the Anthem spot for the campaign and assume that will be culled from the scenes we are covering for the 3x :30's.
- Hospital Location: We assume the client will be supplying one hospital location. We assume that all costs associated with this will be covered by the client including the location fees, staging areas for crew, equipment, talent, production, meals etc., parking for crew and trucks, access to the shooting locations when we need them to allow us to film a reasonable daytime filming schedule, location support personnel, security, elevator access, building & physical plant personnel, trucks access to loading docks, etc. We assume we will be able to use areas for

filming, staging, bathrooms, meals & craft service, video village, talent holding, etc. We are not responsible for cleaning on completion. We are not bid for a night shoot. We are not bid for a motorhome for production or talent and assume we will be provided staging areas as well as bathroom access. We assume to use the hospital caterer's food for meals and have based our bid amounts on the menus provided. We assume they will be able to accommodate the timeframes we need to feed personnel etc.

- Hospital Art Department and Wardrobe: We assume the hospital will supply all branded uniforms for all personnel appearing as employees. We assume the hospital will supply all prop elements including the equipment we are featuring in every spot as well as the personnel qualified to operate it and make it work. We assume all signage and featured branding will be supplied as well.
- Rex: We assume we are casting for a Doctor and a technician for this spot from the hospital employees. We assume we will be supplied a talent who can work this device as well as the supporting technician (not appearing on camera). We assume we will be supplied the device and anything required to make it work. We assume we will be supplied a wheelchair or other elements the real person talent needs before using the device. We anticipate filming this in a PT, training, or office area of the hospital.
- Isotope: We assume we are casting for two lab technicians from hospital employees and a patient from outside casting. We assume the hospital will supply the rooms where this takes place for us to film in as well as any protective gear necessary for our crew personnel with regards to the radiation. We assume any slides or scans will also be provided or will be created in post and composited into the screens where we see them.
- Heart: We plan for casting hospital employees as talent as doctors and nurses in surgery etc. We anticipate casting the patient and doing makeup effects for the appropriate scars. We will bring an spfx makeup artist from Dallas to accomplish this. We assume we are staging an operation with the equipment provided and all aspects of the surgery being provided. We assume we will be supplied technician(s) who can operate the

- equipment correctly. We assume the hospital will supply the dummy and blood effects for the surgery scene. We plan for a lipstick camera to get in tight on the staged surgery.
- VFX: We assume all screens and their content in them will be handled in post.
 - Casting: We are bid for casting of 2 prep, 2 cast and 1 callback day for 4x non union OCP's in Houston. We assume agency will pay extras casting. We plan for 8x nonunion extras. Regarding hospital employees who will be used in the spots as leading roles as well as background, the director would really like to participate in their selection if at all possible. And ideally, he would be afforded choices so he can work with you to put together the best cast possible for each spot. We should discuss how this process will be handled. We are not currently bid for anything to support the casting of the hospital employees.
 - Location: We are not bid to film anywhere other than the hospital. We assume all elements of the hospital will be provided.
 - Art Department: As described above.
 - Equipment: We allow for one Alexa HD camera coverage, 3x go pro's and 1 lipstick camera from LA, lighting & grip, VTR, dolly. We plan on filming MOS and are not bid for sound record.
 - Hard drives: We are bid for 4 hard drives and 15 P2 cards. We are not bid for dailies, audio synch. We plan for onset transcoding. We will clone masters for safety and ship separately to the editor.
 - Director's Fees
 - Personnel Travel: We allow travel for the Director, DP, producer from LA and 1st AD, 1st AC, DIT and VTR from Dallas.
 - Production Insurance: We are bid for production insurance. We assume the agency will cover any deductible(s) in the event of any claim(s). Tool of North America is not responsible for costs from delays/cancelation/postponement of filming due to civil unrest, civil authority, terrorism or the threat of terrorism, war or force majeure as it affects filming.

AGENCY/CLIENT RESPONSIBLE FOR THE FOLLOWING:

- Talent fees and payments as well as casting for some roles
- Legal clearances, product shipping and handling
- Location as outlined above
- Agency/Client Travel including ground transportation, airport transfers & cell phones
- All Post production

Thank you for considering Matt Ogens and Tool for this project.
Please let us know if you have any questions or comments.

Sincerely,

Oliver Fuselier
Executive Producer