

February 17, 2014



GreyHawk Films  
2021 North Davidson Street  
Charlotte, NC 28205

Sara Wilfley  
Wells Fargo  
1111 N. Tryon Street  
Charlotte, NC 28202

Dear Ms. Wilfley,

Thank you for your Request for Proposal for video production services from GreyHawk Films. We understand Wells Fargo seeks to produce a 5-6 minute video introducing its "Diversity & Inclusion" (D&I) initiative. This video will be geared toward internal audiences for training purposes both for corporate and branch team members, as well as external audiences. It will answer questions of those unfamiliar with the culture of Wells Fargo as it relates to the issues of ethnicity and race, gender equality, acceptance of sexual orientation and other LGBT-related issues, and support for individuals with disabilities. GreyHawk Films would take that mission further by promoting tolerance of all differences, including but not limited to freedom of religion, political affiliation, lifestyle choices, and socioeconomic background, thus creating a more harmonious, productive environment in the workplace and the world at large.

GreyHawk Films has a proud history of completing projects in this vein. Our most prominent endeavor similar to your RFP was "Heritage," a film completed in 2010 for Bank of America that highlighted its commitment to Diversity & Inclusion, branding themselves "Bank of America: Bank of Opportunity." This project is available for viewing at <http://www.greyhawkfilms.com/>. It was the culmination of a long line of successful projects GreyHawk Films has completed for various companies like yours.

GreyHawk Films has a diverse regiment of directors to choose from. Based on your project's needs, we recommend Joanne Hock. Joanne has over 30 years of experience in the industry, has spearheaded film projects for Fortune 500 companies like yours, and is familiar with the subject matter. She directed the aforementioned "Heritage" short film for Bank of America and many more shorts and feature length films like it. Under her direction, GreyHawk Films has the finesse required to convey your message to your intended audience.

# OUTLINE

**Part 1: "A Brief Introduction"** will introduce Wells Fargo as an organization. This introduction includes a brief history of the bank, its corporate culture, and what new team members may expect while working there.

GreyHawk Films will use establishing shots of Wells Fargo locations juxtaposed with recognizable landmarks in each of three cities to show a connection between Wells Fargo and its communities. Sidewalks of city blocks, downtown metropolitan areas, parks, coffee shops, cafeterias, and courtyards all set this mood, are easily accessible, and help keep production costs down.

Voiceover will introduce the initial sentiments, stressing Wells Fargo's rich 160-year history of diversity, from the hiring of its first African American driver in 1856 all the way to its loaning of over \$34 billion dollars from 1995-2006 to businesses owned by women, Asians, African Americans, and Latinos.

**Part 2: "Diversity & Inclusion"** will detail what D&I is and what it looks like at Wells Fargo. During preproduction we will work with you to pore through source materials to create a script that is enlightening, educational, and accessible. We will address these issues:

- What practical applications exist to promote D&I at Wells Fargo?
- What impacts do these applications have on our team members?
- What impacts do these applications have on our surrounding community?

The script will divide its payload between three figureheads (one at each location, all team members at Wells Fargo who personify these traits of diversity) who will convey these initial thoughts. They will speak to their experiences at Wells Fargo as images and video reflecting these experiences are interspersed. We will show these team members interacting with other team members and their community.

We will highlight Wells Fargo's commitment to supplier diversity, elaborating on this quote from Chairman and CEO, John G. Stumpf: "We believe that together with our diverse suppliers, we can contribute to the long term economic sustainability of our communities." This elaboration will focus on how Wells Fargo attracts and retains talented individuals through three guiding principles: "Education and Awareness," "Partnership Development," and "Measurement and Accountability." This

will help make Wells Fargo a better place to work, where team members understand customers' needs, provide outstanding service, and deliver more value to stockholders.

We understand Wells Fargo's "Mission and Approach" involves the development and utilization of certified minority, women, disadvantaged, and small business enterprises (MWDSBEs). Wells Fargo strives to provide MWDSBEs equal opportunities for them to compete for businesses and conduct feedback sessions with Wells Fargo and community leaders.

We can incorporate Wells Fargo's affirmative action policy: "At Wells Fargo, we create an inclusive environment where people seek different viewpoints to improve their teams and results. Diversity is an integral part of Wells Fargo's success - and always has been." We can highlight its commitment to accessibility in the areas of Online Accessibility, Physical Accessibility, and Effective Communication (deaf hard of hearing, speech disabled; blind or low vision; other).

**Part 3: "Wells Fargo Looks Forward"** will shine light upon your future path as it pertains to D&I. It will address how Wells Fargo will adapt to challenges that D&I pose and how a successful D&I program will meld with that future.

In this segment, we will elaborate on how not only these team members, but Wells Fargo itself, has stepped up to effect change, not only for individuals, but for the community. D&I will enhance the quality of everyone's lives through philanthropy, environmental and community development activities, and volunteerism.

**Part 4: "Conclusion"** will reemphasize Wells Fargo's commitment to Diversity & Inclusion. It will cement Wells Fargo's commitment to the importance of diversity in its Vision & Values.

## BUDGET

Following is an estimated cost breakdown for GreyHawk Films' production of one 5-6 minute video on Wells Fargo's "Diversity & Inclusion" initiative.

[BUDGET HERE]

Excluded from the estimated cost breakdown are costs associated with:

- Banking locations (Wells Fargo to provide)
- Team member talent (also provided by Wells Fargo)

## PREPRODUCTION

*"If you fail to plan, you are planning to fail."*  
*- Benjamin Franklin*

GreyHawk Films will work with you during the preproduction process to ensure that no detail of your film is overlooked. We will assign a producer to manage all project activities and serve as your point of contact to oversee the full creative conception and scripting of the film.

Heidi Dove is the best fit for this role. She has worked with Joanne Hock many times, and has produced many award-winning videos for several of America's largest financial institutions, including a short film for BB&T on wealth management and a video for LPL Financial.

John Disher will lens and edit the production. He is at ease both behind the camera and in the editing bay. John's philosophy is that his editing makes him a better shooter and vice versa. He has a wide berth of experience in commercials, corporate videos, feature work, television, and documentaries. He has won multiple Emmys for directing and editing *Laugh At Us*, an original GreyHawk Films documentary that aired on PBS for several years.

Wells Fargo will work with us during all phases of preproduction. We will meet with you at your headquarters in Charlotte, North Carolina with all above the line crew. One of the goals of this production is to make this video unique to the Wells Fargo experience. It is here that we will identify traditions, people, and landmarks familiar to the people who work there, so the video will foster a sense of familiarity in those who already work there, and convey what new team members may anticipate upon hire.

GreyHawk Films will cast and hire one male voiceover artist of an accent and timbre to be determined. Heidi Dove is our resident composer, and will work with you to craft music that is unobtrusive yet pleasant and catchy, and will punctuate all the notes that our film strives to hit. We have a rotation of freelance graphic artists from which we choose to outsource the creation of custom theme for the intro, outro, and all key transitions. They are familiar with a number of graphic

suites, including but not limited to Photoshop and Adobe AfterEffects. If you can imagine it, one of them will find a way to put it on the screen for you.

## PRODUCTION

*"...although it can be like trying to write War and Peace in a bumper car at an amusement park, when you finally get it right, there are not many joys in life that can equal the feeling."*

*- Stanley Kubrick*

Wells Fargo will provide access to all of the banking locations necessary for completion of the film, as well as access to and coordination of real-life banking team members. No hired talent other than the voiceover actor will be required for production. GreyHawk Films will scout and secure ancillary locations in Charlotte, New York, and Atlanta.

We will shoot for two (2) days in three (3) of your major headquarters along the east coast (Charlotte, New York, and Atlanta) for a total of six (6) days. Scheduling shoots in three locations allows us to produce video that captures Wells Fargo's colloquial atmospheres and physical environments. Each shoot will focus on landmarks and people native to its setting. GreyHawk Films projects are shot in 4k HD on the BlackMagic Cinema Camera, allowing for stunning picture quality and a smooth workflow, expediting production and postproduction processes.

## POSTPRODUCTION

*"A film is made three times: when you write it, when you shoot it, and when you edit it."*

*- Alfred Hitchcock*

After the shoot is complete, Wells Fargo will continue to work with GreyHawk Films in a manner consisting of two (2) rounds of rough cuts, outlined as follows:

- Assemble first rough cut with score, voiceover, intro, outro, and transition graphics.
- Submit rough cut to Wells Fargo for revisions.
- Make changes requested by Wells Fargo and submit second rough cut for revisions.

Once these final revisions are made and the account is settled per our contract, we will deliver to Wells Fargo one (1) web-compatible file and one (1) playable DVD.

## IN SUMMARY

GreyHawk Films understands that each shoot is different and presents a unique set of circumstances and challenges. Each budget reflects a perfect world's ideal. We work with our clients to plan for and anticipate every conceivable obstacle, so that those obstacles that do arise will be easier to overcome.

We invite our clients to ask any question, no matter how seemingly inconsequential, in hopes of helping them meet their creative goals under a manageable budget. To continue the ball rolling in the right direction, GreyHawk Films has a few questions for you as well:

- What accent do you have in mind for the male voiceover actor?
- Do you have any other preferences as to how this man's voice should sound?
- Do you have any source materials relevant to the topic of Diversity & Inclusion that would be helpful in our research and the writing of the script?
- Wells Fargo has received many accolades for its commitments to diversity. Which one(s) should be a point of focus in the film, and how?

GreyHawk Films is excited to continue this dialogue with you. We look forward to receiving your feedback and further discussing this project in depth with your team. In the spirit of Wells Fargo's slogan, "Together We'll Go Far" to make your vision of this film a reality.

Sincerely,



-Ryan Fischer  
Project Manager & Production Coordinator  
[ryan@greyhawkfilms.com](mailto:ryan@greyhawkfilms.com)