

# Budget Proposal Season 1



Ten episodes in pilot season that will follow eight students and four professors over the course of 4.5 months as they sail the Northern Caribbean. Some equipment will be purchased due to specific modifications and availability in remote locations. Durable items that can be sold at the end of shoot.

## Vessels:

Big messed up ketch boat for green conversion purchase	\$160K
Zodiac Ribbed boat	<u>\$30K</u>
	\$190K
<b>Down payment of 20%</b>	<b>\$38,000</b>
<b>Loan of \$152,000 over 10 yr term @ 8.5% is</b>	
<b>\$1,885 per month over 1.5 yrs =</b>	<u><b>\$34K</b></u>
<b>Subtotal</b>	<b>\$72,000</b>

## Equipment:

### Cameras:

Panasonic HPX 170 3 cameras @ \$5K	\$15K
Panasonic HMC40 3 cameras @2K	\$6K
Small Cabin camera 2	\$2K
Steady-cam: Magiqcam	\$2K
Kessler Crane 12", Dolly, & Tripod with head	\$3K
DraganFlyer X8 RC Camera Helicopter with accessories	\$28K
Lighting	\$6K
Misc. Camera Equipment SD & P2 Cards, batteries, track	\$17K
Sound (Field) & LAV	\$13K
Water-tight gear cases	\$4K
Underwater housings cases and lighting (X 2):	\$6K
Editing Studio: MacPro 2.93 w/ FCP X 3 @\$17K:	\$51K
Archive Hard Drives: \$5k per location	<u>\$35K</u>
<b>Sub Total</b>	<b>\$188,000</b>

## Production Insurance & Tax

Vessel taxes @1% =	\$16K
Vessel insurance @ \$2K per month for 1 year	\$24K
Equipment Insurance @ \$2K per month for 1 year	\$24K
Crew & Talent Location Insurance: H & L @ \$1K X 20p X 4.5m	<u>\$90K</u>
<b>Sub Total</b>	<b>\$154,000</b>

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**Sponsorship:** these are are items that will be placed in the show

**Green conversion & upgrades:** technologies from sponsors:

• SolidNav* Electric propulsion system	\$30K
• New Electrical with solar*, wind* & bio-diesel generator*	\$20K
• New Interior, beds, heads (compost)*, pellet stove*, etc...	\$40K
• Sails* & Rigging, anchors*, lines, wench replacements*	\$25K
• Safety Equipment: vests*, rafts*, GPS*, etc...	\$30K
Wardrobe: Swim suits, Foul weather gear, etc.	\$20K
Dive equipment: (24 tanks & 12 sets)	\$16K
Laptops X 2 @ \$2K:	\$4K
<b>Sub Total:</b>	<b>\$175,000</b>

**Events, Projects, Awards & Donations:** Likely Sponsorship

Location training SCUBA, Books, Tuition \$5K per student	\$40K
Events, Tours, projects \$30K per episode	\$210K
Toys (Kayak, surf-kite, sea-scooter) \$5K per episode	\$50K
Sustainable Haiti Project Donation	\$100K
Scholarship	\$100K
<b>Sub Total:</b>	<b>\$500,000</b>

**Voyage / Episode Expenses**

Food & Drink 20 people @ \$25 per day X 140 days	\$70K
Archival Footage budget per episode \$10K X 8	\$80K
Music Budget per episode \$20K	\$200K
Port Fees \$2K per episode X 6	\$12K
Permit Fees Budget \$5K per episode	\$35K
Bio-Diesel Fuel for ship 2,000 miles @ \$4	\$8K
Sailboat haul out: sand blast, paint, steel replacement	\$30K
Ship Remodel & Maintenance	\$100K
Small Boat Maint. & Fuel \$35 per hr X 40 per episode	\$9K
Professor (Air,lodge,transport,food) \$2.5K per week X 26	\$65K
Location Crew = 2 (air, lodge, transport & food) \$3K X 20	\$60K
Location Scout Fees @ \$4K ea. X 7	\$28K
Location Helicopter @\$3K X 7	\$21K
Florida & Alabama (Ship Coordination Travel & Lodging)	\$20K
Dock Fees after production \$1K X 1 year	\$12K
<b>Sub Total</b>	<b>\$750,000</b>

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### Voyage Personnel (20 weeks)

Show Designer (writer/scout/director/editor/producer) @ \$90K per yr. X 10 months	\$75K
Captain Engineer @ \$80K per yr.	\$31K
Master Editor on ship @ \$80K	\$31K
Assistant Editors X 2 @ \$70K = 27K ea	\$54K
Cameramen X 2 @ \$80K per yr.	\$62K
Camera Assist / Sound X 1 @ \$60K per yr.	\$23K
Location Camera (aerial, underwater, B-Roll) @\$80K	\$31K
Line Producer @ \$80K per yr.	\$31K
Foreign Location Liaisons 1 per episode @ \$3K X6	\$18K
Professors (all 4 for 1st & 10th; only 1 per regular episode) 30 weeks @ \$3K per week	\$90K
Cast & Crew Airfare to Florida & From Cancún X 16	\$16K
Pyramid Rental for evening of Final Show	\$8K
Special Guest @ \$20K per episode X 5	\$100K
<b>Sub Total</b>	<b>\$570,000</b>

### Home Base & Services

Final Edit & Final Sound \$20K per episode X 10	\$200K
Archive Footage researcher: Pre-Production	\$10K
FX animator X \$10K per episode	\$100K
Web Designer X 1yr	\$40K
Web Screeners	\$10K
Mail & Shipping costs per episode \$2k X 7	\$14K
Cell Phone Service 5 = \$1K X 1 yr	\$12K
Secretarial Service w/ Bookkeeping & Payroll	\$50K
Office Setup and Supplies	\$3K
Office & Storage Rent \$500 month X 1.3 yrs	\$8K
Phone #800 & Internet Service \$250 month X 1.3 yrs	\$4K
Set up L.L.C. for "Ketch My Drift"	\$4K
Accounting & Legal Services for 1 year	\$90K
<b>Sub Total</b>	<b>\$545,000</b>

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## Season 1

### Totals

Vessels	\$72,000
Equipment	\$188,000
Insurance	\$154,000
Sponsorship	\$175,000
Events/Awards/Donate	\$500,000
Voyage Expenses	\$750,000
Voyage Personnel	\$570,000
Home Services	<u>\$545,000</u>

**SEASON 1 TOTAL: \$2,954,000**

**Note: There are a total of 10 episodes.** Even though only 7 locations (Haiti being both episode 5 & 6), there are only 8 voyages. Episode 1 is the interviewing and selection process (finishing with the arrival to the Florida oil spill), while Episode 10 is a “reflection” with awarding the \$100,000 scholarship.

**Per Episode Total: divided by 10 = \$295,400**

**Note:** The initial outlay (to set up the production) is in hard assets (Vessels and Equipment) which would be impossible to lease due to modifications, location availability and specific customization. This initial investment should also be distributed over the course of 8 seasons, bringing down production costs substantially over time. However, if this program is not renewed after Season 1, most all of the equipment and vessels can be sold with little or no loss. The following budget breakdown is designed to show how financial risk can be minimized if the show is canceled after Season 1.

# Budget Proposal Season 1

Season 1 totals, deductions and end product potential:

Total cost	\$2,954,000
Less sale of Vessels @ \$800K less debt -\$112K	<u>-\$686,000</u>
	\$2,268,000
Less sale of Camera Equipment \$188K @ 50% value	<u>-\$94,000</u>
	\$2,174,000
Price without sponsorship = \$215,700 per episode	
Less having Sponsors (renovation & gear)	<u>-\$175,000</u>
	\$1,999,000
Less Event & Donation Sponsorship	<u>-\$500,000</u>
	<b>Total: \$1,499,000</b>

Divided by 10 is approximately **\$150,000 per episode**

It is desirable to find a channel or distribution network before we are ready to air, but in the event that we have to “Pay-to-Play,” the following will be included in the budget:

## Post-Production Budget

TV Advertising	\$500K
10 episode “Time-Buy” on popular Cable Network Channel @ \$50K each	<u>\$500K</u>
	\$1,000,000