



ESTIMATE

Adventure Immersion Lab
529 Okanagan Boulevard
KELOWNA, British Columbia V1Y7K9
Canada

6138571030
adventureimmersionlab.ca

Items	Quantity	Price	Amount
Media coverage Media Coverage: Daily coverage of the race through photo and video as per SOW. Final recap video produced that highlights both the race and the region as well as a promotional video to market subsequent years of the event. Selects of the collected media will be shared with tourism and local businesses for their promotional efforts. The recap videos will be shared on social channels, sent to media outlets (local and international) and published to the Adventure Racing World Series media properties which have an international reach and following within adventure tourism. Selected media which highlights the race and region will also be scheduled to be shared. Daily recap videos produced and distributed following each event day. Each recap video will feature the area travelled for the day (each day's course being different) and highlight specific features that make it unique and a desired destination. In addition a digital course flyover with animation will also be provided to help orient viewers to the different course travelled each day. Race updates, short form stories and imagery published to social media during the event will be published throughout each day in a "live" fashion with the intention to build excitement and suspense regarding the competing teams' progress.	1	\$21,800.00	\$21,800.00
A1 - Pre-Production \$3,200.00 Media plan development including asset development (video bumpers + short pre-produced course videos) for media production services during RTR 2025.			
B6 - Photography Services \$3,600.00 Roving photo services with daily uploads (to follow media plan) plus EOD raw photo downloads for archive. Post event selects to be developed and provided. Photographer to swing as videographer based on media plan.			
B5 - Production Crew/Photo Swing (Cam 1) \$5,000.00 Roving video services with daily uploads (to follow media plan) plus EOD raw video transfers for archive. Post event select clips to be developed, trimmed			