

Signatory & Talent Estimating Policy

Many factors determine the cost of using actors, singers, voiceover artists, stunt persons and other performers in commercials and other marketing content. Estimating is a complex process that requires, at a minimum, the information outlined below. From that information, a seasoned talent expert can spot other factors that may also impact the cost of using union talent in your project.

WHAT WE NEED & WHY:

Date(s) and Location(s) of your Production:

- The shoot date informs us whether there is enough time to adequately estimate talent costs and have additional discussions/ask additional questions if stunts or other factors are involved. We also cross-check the date against union holidays.
- We require a minimum of 10 business days prior to the production to properly assess the project.
- Location(s) of the physical production impact such things as staffing requirements with regard to extras, union rules & labor laws surrounding the use of minors (if applicable), studio zone and travel requirements. Per union rules, as a signatory producer we must have one of our representatives on set. Understanding where the production will take place helps us determine who to assign to the shoot.

Script and/or Storyboards

The creative helps us to:

- Discern under which union contract the project should be produced.
- Identify the number of principals vs. extras.
- Determine if there are any actions that may impact costs or require additional information (i.e. nighttime shoot, stunts, hazardous conditions such as working in smoke or water).
- Establish how many commercials are being shot.

Media Buy

- On which media and channels the commercial/content will play
- Where geographically it will be seen
- For how long it will play on each medium

These all factor into the cost of residuals/use.

Celebrity or Influencer Multi-Service Agreement (MSA) – If Applicable

Some services are covered under the SAG-AFTRA agreement, while other services (such as a live appearance or a print shoot) are not. Thorough review of the MSA allows for a full understanding of how the fee being paid is allocated for each service being requested of the celebrity or influencer. It also provides the time period over which the services are being

rendered. All of that information helps us determine the applicable SAG-AFTRA P&H contribution.

WHY WE CHARGE FOR ESTIMATES:

As noted above, there are a lot of factors that go into providing an accurate estimate. Each project is different and even after thoroughly reviewing the information above, a talent expert will likely have additional questions to ascertain what else is needed just to generate the estimate. That does not include the time it takes to then generate the estimate. Depending on the size of the campaign (it is not unusual to have multiple commercials, online content, behind-the-scenes video and other productions taking place over many shoot days), a talent expert can spend hours on an estimate.

Once the estimate is received, it is common to have the requestor of the estimate change the scope ("What if we only used three actors instead of four?" "What if we cut this scene or that scene?" etc.) resulting in alternate versions of the estimate. Too often, these estimates are for projects that never come to life or, in more than a few instances, have been given to a competitor if the project is awarded.

Estimating is part of our talent business affairs fees that we charge existing clients. Therefore, we think it is reasonable to request those same fees from initial inquiries and potential clients.

Thank you for reaching out to The TEAM Companies. We hope this helps to clarify our process for providing estimates and why accommodating a "Can I get that in a few hours?" type of request is usually not feasible.