



**GINGER SNAP PRODUCTIONS**  
***SMALL BUSINESS PACKAGES***

# ABOUT ME

*A local producer bringing high-quality content to local businesses.*

I'm Patrick Cullen, a film and television producer with over a decade of experience across scripted, commercial and branded content.

I began my career as an actor before moving into production, working on major motion pictures and commercial campaigns across tourism, food and beverage, communications and technology.

Now based in Summer Hill, I've built a trusted network of highly skilled film and television professionals to deliver professional content at transparent, reasonable prices — without the opaque agency overheads.

Every business needs fresh content for websites and social media. My goal here is really simple: create work that looks great, works hard for your business, and is produced by people who genuinely care about their community.

I've also tried to cut the jargon and make it as accessible as possible, so take a look!

[You can check out my website and previous work here.](#)



# HOW IT WORKS

## 1 DISCOVER

Free 20-minute chat to understand your business, goals and budget.

## 2 PLAN

We lock in the right package, schedule the shoot and confirm deliverables.

## 3 SHOOT

We come to you with a great crew (and maybe cast) for a professional, efficient content capture day.

## 4 DELIVER

Edited content delivered within 7–14 days. Two rounds of feedback included.

## 5 LAUNCH

You post, promote, and grow. We support with additional edits if needed.



***MOTION***

# ***BRONZE SOCIALS & WEBSITE PACKAGE***

*Half day of video content for your website & socials*

**INCLUSIONS:** 1x Business Sizzle Reel: 1-2 min video showcasing the venue and services with no talent or business provided talent. Half day shoot only.

**DELIVERABLES:** 1x 9x16 vertical export for socials, 1x 16x9 export for website. Additional cutdowns and exports available at additional cost. 2 rounds of feedback.

## **CREW:**

DOP with high end gear (Sony FX3/FX6, Lenses, basic sound and lighting gear)

Producer/Director

Editor

**\$5000**

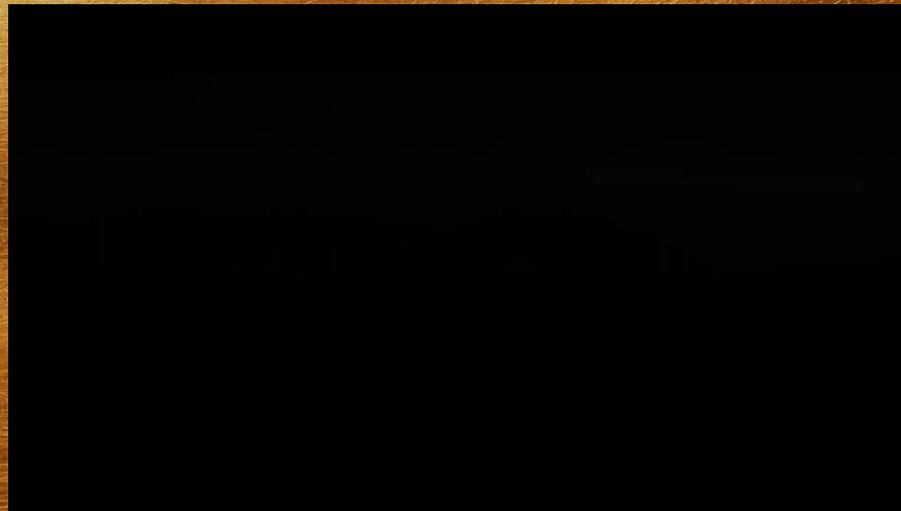
## Recommended Add-Ons:

Specialist Director - \$1500

Professional Talent - \$600 p/p (half day rate)

Makeup Artist - \$650

*N.B Max 4 hours of filming only. After 4 hours costs to be at full day rate.*



*Example of a bronze style package. Cloud Parade shot by Jas Higgins.*

# SILVER SOCIALS & WEBSITE PACKAGE

Full day of video content for your website & socials with an experienced director

**INCLUSIONS:** 1x Business Sizzle Reel: 1-2 min video showcasing the venue and services with talent and director

**DELIVERABLES:** 1x 9x16 vertical export for socials, 1x 16x9 export for website. Additional cutdowns and exports available at additional cost. 2 rounds of feedback.

## CREW:

DOP with high end gear (Sony FX3/FX6, Lenses, basic sound and lighting gear)

2x Talent

Producer

Director

Editor

**\$10,000**

## Recommended Add-Ons:

Gaffer (Cinema grade lighting package and labour) - \$2000

Sound Recordist - \$1100

Makeup Artist - \$900

Additional Edit Days @ \$800 p/d



Example of a silver style package. Crayon Connect Conference. FlagonDry Productions 2025

# ***GOLD SOCIALS & WEBSITE PACKAGE***

*Full day of video content with multiple edits for your website & socials with a full crew.*

**INCLUSIONS:** 2x Business Sizzle Reels: 1-2 min video showcasing the venue and services with talent and director.

**DELIVERABLES:** 2x 9x16 vertical export for socials, 2x 16x9 export for website. Additional cutdowns and exports available at additional cost. 2 rounds of feedback.

## **CREW:**

DOP with high end camera gear (Ursa/Alexa Mini)    Stylist  
2x Talent    Wardrobe & Props  
Producer  
Camera & Lighting Assistant  
Director  
Editor

**\$15,500**

## Recommended Add-Ons:

Photographer (Half day) - \$2500  
Sound Recordist - \$1100  
Makeup Artist - \$900



*Example of a gold style package. TAFE Help with your studies. Infinity Squared 2024*

# THE CAFE PACKAGE

Half day stills and video shoot, ideal for venues that need consistent, high-quality social content to post every month.

**INCLUSIONS:** 10x vertical reels, showcasing vibe and atmosphere + 75-125 photos of selected menu options and venue. Half day shoot.

**DELIVERABLES:** 10x 8s 9x16 vertical videos for socials, 75-125 images with basic grade and selects. Additional cutdowns and exports available at additional cost. 2 rounds of feedback.

## CREW:

DOP with high end camera gear

2x Talent

Producer

1st AC/Lighting Specialist

Director

Editor

Photographer with gear

**\$12,000**

## Recommended Add-Ons:

Stylist - \$2500

Makeup Artist - \$900

Gaffer (cinema grade lighting) - \$2000



# MOTION ADD-ONS

Patrick can sit down with you, identify your needs and budget to create a bespoke content package for your business.

## PAT'S PRODUCER RATES

PRE & POST PRODUCTION: \$500 p/d

ON SET: \$800 p/d

## KEY CREW

DIRECTOR: \$1500 - \$2000.

DOP WITH GEAR: Typically around \$1100 (half day) and \$1800 (full day)

CAM ASSIST/LIGHTING: \$650 (half day) and \$850 (full day) - gear is extra at \$600 p/d

STYLIST: \$2500 includes pre-production, on set and wrap up after shoot. They may need additional budget for wardrobe & props.

HAIR & MAKEUP ARTIST: \$500 (half day) and \$900 (full day)

GAFFER: \$2000 including gear. Cinema grade lighting will make a massive difference!

TALENT: Around \$100 p/h per person.

EDITOR: \$500 p/d as a guide.

## OTHER ADD-ONS!

COPYWRITING: \$800 p/d for a professional copywriter

DRONE: \$250 p/d (may also need additional pre-production time)

SOUND RECORDIST: \$1200 (full day) including gear

RENT-A-CROWD: \$50 per person per hour plus a 20% admin fee

VFX/ANIMATION: \$95 p/h (jobs must be quoted in advance)

CATERING: We can organise catering at cost, let's chat about specifics!

PERMITS & LEGALS: Again happy to get shooting permits at cost as needed.

All rates are excluding GST

*Let's chat today about what you'd like to capture!*

***PHOTOGRAPHY***

# PHOTOGRAPHY NOTE

Photography works a little differently to video, but getting it right can completely elevate how your business is seen.

Unlike film crews who are typically paid for their time on the day, photographers license their images for a specific period and purpose. That means pricing depends not just on the shoot itself, but on how and where the images will be used.

For example:

Do you need fresh images for social media and your website for the next couple of years?

Or are you running paid ads, print campaigns, or long-term brand materials?

We can tailor the licence to suit your needs and budget.

The right photography doesn't just make things look nice — it builds trust, attracts the right customers, and strengthens your brand.

I've partnered with a few outstanding Sydney photographers to create flexible, small-business-friendly packages. Take a look at the options on the next few slides.



Photographs © their respective photographers

# PHOTOGRAPHER 1



# PHOTOGRAPHER 1 - PACKAGES

## P1 Bronze Photography Package - \$2000

Half day 4h - inc. bump in/out

Gear - Sony camera & lens package. Reduced location lighting kit

No talent, no assistant, no PPM. Shot list & brief via email.

Basic select, grade, delivery of image library - 75-125 images

Usage - 24 months: Social media & website.  
10 day turnaround

## P1 Silver Photography Package - \$4000

Full day - 8hr

Gear - Sony camera & lens package. Lighting kit.

Basic select, grade, delivery of image library - 100-200 images

Basic Pre-Production - Shot List, scheduling, location scout included

Usage -  
24 months: Social media & website.  
7 day turnaround

## P1 Gold Photography Package - \$6500

Full day - 10hr

Gear - Sony camera & premium lens package.

Expanded lighting kit, inc. modifiers, scrims, frames  
Select, grade, delivery of image library (100-200).  
Retouching of 10 selected images included at rate  
Playback/client review on set  
Pre-production as needed

Usage -  
24 Months: Social media & website  
7 day turnaround for retouching.



# PHOTOGRAPHER 2



# PHOTOGRAPHER 2 - PACKAGES

## P2 Bronze Photography Package - \$2500

Half day 4h - inc. bump in/out

Gear - Canon R5 camera & lens package. Reduced location lighting kit

No talent, no assistant, no PPM. Shot list & brief via email.

Basic select, grade, delivery of image library - 75-125 images

Usage - 24 months: Social media & website.  
10 day turnaround

## P2 Silver Photography Package - \$4000

Full day - 8hr

Gear - Canon R5 camera & lens package, Profoto B1 location lighting kit, modifiers.

Basic select, grade, delivery of image library - 100-200 images

1hr pre-pro meeting

Usage - 24 months: Social media & website.  
7 day turnaround

## P2 Gold Photography Package - \$8500

Full day - 10 hr with an Assistant.

Gear - Canon R5 camera & lens package. Location laptop package. Expanded lighting kit, inc. modifiers, scrims, frames etc.

Select, grade, delivery of image library (100-200).  
Retouching of 10 selected images included at rate  
1hr pre-pro meeting

Usage -

Unlimited: Web, social media. 12 Months: paid ads, POS & marketing collateral  
Selects in 4 days. 7 day turnaround for retouching.



# PHOTOGRAPHER 3



# PHOTOGRAPHER 3 - PACKAGES

## P3 Bronze Photography Package - \$3000

Half day 4h - inc. bump in/out

Gear - Canon camera & lens package. Reduced location lighting kit

No talent, no assistant, no PPM. Shot list & brief via email.

Basic select, grade, delivery of image library - 75-125 images

Usage - 24 months: Social media & website.  
10 day turnaround

## P3 Silver Photography Package - \$5000

Full day - 8hr

Gear - Canon camera & lens package. Lighting kit.

Basic select, grade, delivery of image library - 100-200 images

Basic Pre-Production (Shot list, scheduling, location scout) no assistant.

Usage - 24 months: Social media & website.  
7 day turnaround

## P3 Gold Package - \$8500

Full day - 10hr

Gear - Canon camera & premium lens package.  
Expanded lighting kit, inc. modifiers, scrims, frames  
Select, grade, delivery of image library (100-200).  
Retouching of 10 selected images included at rate  
Playback/client review on set  
Pre-production as needed

Usage -  
24 Months - Social media & website  
7 day turnaround for retouching.  
Online gallery delivery



# PHOTOGRAPHY ADD-ONS

## PRE-PRODUCTION

Pre-Production Meeting – \$400

Shot List / Moodboard Development – \$500

Location Recce – \$500

## POST-PRODUCTION

Extra Retouched Images – from \$75 per image

Advanced Retouching (composites, high-end skin work) – \$150 per hour

Express Turnaround (48hr delivery) – from \$500

## CREW UPGRADES

Photography Assistant – \$800

Digital Operator (on-set image review) – \$900

Professional Talent – from \$100 per hour

Stylist – from \$2,500

## GEAR UPGRADES

Premium Lens Package – \$350

Advanced Lighting Package – \$500

Client Monitor (live review on set) – \$300

Drone Photography – Available on request

## USAGE UPGRADES

Additional 12 Months Usage – +20% of shoot fee

Paid Advertising / Campaign Usage – Quoted per job

OOH / Print / POS Usage – Quoted per job

*All rates are excluding GST*



*Photos L-R © their respective photographers*

***THANK YOU!***



Patrick Cullen - Producer

[patrick@gingersnapsydney.com](mailto:patrick@gingersnapsydney.com)

0428 668 959

*Book a free 20-minute consult today*