



# BUDGET

Sponsorship Proposal

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# Proposed budget

*\*This is supplemental information for the Mexican Sponsorship Proposal. It is only intended for that audience.*

This document outlines the proposed budget for the project, focusing on the essential needs of the Sponsorship Proposal, although it will not be exhaustive. The budget will encompass various crucial components required for the project's successful execution, including personnel expenses, equipment costs, and logistical arrangements.

To start, personnel expenses will cover the compensation for our team members, who will be paid on a per-trip basis, ensuring fair remuneration in line with industry standards. Their travel costs, including airfare from Houston International Airport and other trip-related expenses, will be carefully planned and included in the budget.

Next, the equipment budget will guarantee that our team is provided with the necessary technology to perform their tasks effectively. This will involve assigning Microsoft Surface laptops to team members for fieldwork and post-production, as well as the latest iPhones for capturing high-quality images and videos.

Moreover, we will acquire specialized camera equipment to enable superior video production, supplemented by advanced AI and editing tools to elevate the quality and creativity of our outputs.

Additionally, the budget will account for accommodation costs, including hotel stays during the trips. We plan to utilize Carnival Cruise Lines for transportation, providing our teams with a unique perspective on their explorations.

Lastly, to ensure financial transparency and accountability, we have partnered with Takem LLC for quarterly audits, along with engaging an independent auditing firm annually to review our financial records. This comprehensive auditing process will guarantee compliance with the financial expectations of the Mexican Consulate.

This budget proposal aims to address all necessary aspects to facilitate the successful and smooth operation of the project while upholding a high standard of quality and accountability.

## Personnel

To ensure the utmost efficiency and effectiveness, we have carefully considered the composition of our team. The personalities will serve as the engaging faces of our project, connecting with audiences and providing insightful narratives throughout our journey. The production manager will oversee all logistical and creative aspects, ensuring seamless coordination and execution of our vision. Meanwhile, the film crew will capture the essence of our travels, utilizing their expertise to create visually stunning and impactful content.

Our budget accounts for all necessary expenses to support our team's work, fostering an environment where creativity and professionalism can thrive. By investing in the right resources and personnel, we are committed to delivering a project that meets the high standards expected by our partners and sponsors. Through meticulous

planning and transparent financial management, we aim to exemplify the values of integrity and excellence in every aspect of this endeavor.

## Equipment

Each team member will receive a Microsoft Surface laptop featuring at least 512GB of storage and 16GB of RAM. Post-production staff will be provided with a Microsoft Surface Laptop 7 equipped with Co-Pilot, a 1TB hard drive, and 32GB of RAM. Additionally, the Post Production Manager will have access to both a MacBook Pro and iMac workstations for video processing.

All local talent will be given an iPhone 16, complete with iCloud services. All photos and videos will be synced to the cloud, ensuring digital ownership by Madikat Productions and the Mexican Department of Tourism.

To guarantee excellent audio and visual quality, specialized equipment such as web cameras, video cameras, microphones, lighting kits, and stabilizers will be included in our inventory. These tools are crucial for capturing sharp, clear footage and upholding professional production standards across all media. Our commitment to leveraging cutting-edge technology demonstrates our dedication to creating content that is both innovative and captivating.

## Logistics

Efficient logistical planning is paramount to the success of our project. We have devised a comprehensive strategy to facilitate smooth operations both in the field and during post-production. This includes detailed itineraries for travel and accommodations, as well as contingency plans to address any unforeseen issues that may arise. By anticipating challenges and preparing accordingly, we aim to minimize disruptions and maintain a steady workflow.

## Project Vision

Our overarching vision for this project is to create a compelling narrative that highlights the rich cultural heritage and vibrant landscapes of Mexico. Through our carefully curated content, we strive to connect with audiences on an emotional level, fostering a deeper appreciation and understanding of the region's unique offerings. By leveraging the talents of our team and the advanced tools at our disposal, we are confident in our ability to deliver an impactful and memorable experience.

In summary, this proposed budget is not just a financial plan, but a blueprint for success. It aligns our resources with our strategic goals, ensuring that every aspect of the project is optimized for excellence. With a focus on transparency, quality, and accountability, we are poised to make a meaningful contribution to the Mexican Sponsorship Proposal and its objectives.

## Services

Enabling our team to produce high-quality content that captivates and engages our audience. These tools not only enhance the visual appeal of our work but also allow us to experiment with innovative storytelling techniques, ensuring that our narratives are both dynamic and compelling.

Furthermore, our commitment to utilizing advanced technology extends to maintaining a secure and efficient workflow. By integrating AI-driven software, we streamline our editing processes, reducing turnaround times and allowing our team to focus on creative endeavors. This technological edge empowers us to deliver content that resonates with viewers, showcasing the beauty and cultural richness of Mexico in a way that is both authentic and inspiring.

Incorporating these cutting-edge tools into our workflow reflects our dedication to excellence and our desire to push the boundaries of traditional media production. Through this approach, we aim to set a new standard for quality and creativity, ultimately contributing to the success of the Mexican Sponsorship Proposal.

## Airfare

We have secured competitive rates for flights, ensuring cost-effectiveness without compromising comfort for our team. Each team member will travel on airlines known for their reliability and service, providing a seamless start to their journey. Our travel arrangements are designed to maximize efficiency, allowing our teams to arrive refreshed and ready to engage in their exploratory missions upon reaching their destinations in Mexico.

## Cruises

Each voyage will offer our team members a unique opportunity to immerse themselves in Mexico's stunning coastal regions, providing fresh perspectives and inspiration for our content creation. The choice of Carnival Cruise Lines not only adds an element of adventure to our travels but also ensures that our teams can work comfortably and efficiently during transit, with access to amenities that support both relaxation and productivity.

During these cruises, our teams will have the chance to capture the breathtaking beauty of the Mexican coastline, documenting their experiences and insights to share with our audience. The journeys will serve as a dynamic backdrop for storytelling, enhancing the narratives we craft and offering a vivid portrayal of Mexico's maritime allure.

In line with our commitment to quality and innovation, we will make the most of the resources and settings available to us on the cruise, integrating them into our production process. This approach not only enriches our content but also aligns with our goal of creating an engaging and memorable experience for all who follow our journey.

Overall, these cruise trips represent a strategic component of our logistical planning, offering both practical and creative benefits that contribute to the success of our project. By thoughtfully weaving them into our itinerary, we ensure that every aspect of our exploration is optimized for impact and inspiration.

## Hotel Stays/Per Diam

This arrangement ensures that our team can focus entirely on their creative and professional responsibilities, without the burden of logistical concerns. By providing

for their basic needs, we foster an environment where innovation and productivity can flourish.

Moreover, we have carefully chosen accommodations that offer comfort and convenience, allowing our team members to recharge after their daily activities. These facilities are selected not only for their amenities but also for their proximity to key locations, minimizing travel time and enhancing efficiency.

Overall, our commitment to supporting our team through comprehensive logistical and financial planning is a cornerstone of our project strategy. It reflects our dedication to maintaining high standards of welfare, ensuring that our team can deliver exceptional content that embodies our vision for the Mexican Sponsorship Proposal.

## Oversight

Takem LLC will perform a quarterly review of our expenses and submit the findings to the Mexican Consulate in Houston, TX, USA for their consideration. Annually, prior to the next installment, we will engage an external auditing firm to review our financial records, and Takem LLC will present this audit to the Mexican Consulate in Houston, TX, USA.



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