Readylight Media, LLC

Brand Partnership Information Packet

Consistent, cinematic video and photo content for your business, every month

ReadylightMedia.com

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About Readylight Media, LLC

Readylight Media, LLC is a commercial photo and video studio founded in 2011 to help businesses, entrepreneurs, and organizations create bold, professional content that reflects who they are.

My name is Jeff Carpenter, I am the founder and lead creative of Readylight Media, LLC. From cinematic brand films and patient testimonials to fast, scroll-stopping social content, my approach is simple and collaborative. I plan it with you, shoot it, and deliver finished content that's ready to post.

With nearly a decade and a half of experience behind the camera, I bring both technical expertise and creative direction to every shoot. If you want video that looks professional, feels authentic, and keeps your business showing up every month, I'd love to help.



What Is a Brand Partnership?

A Brand Partnership is an ongoing monthly relationship where Readylight Media, LLC becomes your in-house media team, without the cost of hiring one. Instead of booking a single shoot and hoping one video carries your marketing for the year, you get a steady flow of fresh, professional content every month.

Each month starts with a quick planning call. We decide what to create based on your goals, your season, and what's working. Then we come to you for a focused shoot day and capture everything at once: testimonials, service explainers, team introductions, behind-the-scenes moments, and short clips built for social media.

From there, our editing team turns that footage into finished, ready-to-post videos. Every piece is color graded, captioned, set to licensed music, and formatted for the platforms you use, from Instagram Reels and TikTok to YouTube and your website. You never have to open editing software or figure out what to do with raw footage.

A Brand Partnership is ideal for medical and wellness practices, home and local service companies, growing brands, business podcasts, and anyone who knows they should be posting video consistently but doesn't have the time or team to make it happen.

One-Time Shoot Vs. Brand Partnership

	One-Time Shoot	Brand Partnership
Best For	A single project such as a brand film, event, or website video	Businesses that want to show up consistently on social, web, and ads
Content Volume	One or a few videos from a single shoot	A fresh batch of short and long-form videos every month
Planning	Planned once, around one project	Monthly planning call so content follows your goals and seasons
Pricing	Standard shoot and per-edit rates	Discounted shoot and edit rates, plus priority scheduling
Results	A strong moment, then quiet	A steady presence that builds trust and keeps you top of mind

Brand Partnership Pricing Information

No matter where you are in your marketing, we have a monthly package that will fit your goals

Social Partnership

$995/month

Our ***Social Partnership*** is the most affordable way to keep fresh, authentic content flowing every month. Instead of a full cinema setup, we bring our lightweight social kit (a gimbal camera, wireless mics, and compact lighting) for a quick, low-key session built for Reels, TikTok, and stories. You still get a filmmaker's eye for framing, sound, and storytelling, at a price that fits a growing business.

What's included?

- 2-hour social session every month at one location, shot on our lightweight social kit
- All usable clips delivered in vertical format, trimmed, organized, and ready to post or use in your own edits
- 4 quick-cut Reels per month with captions and trending-style edits
- Content ideas and a shot list sent before each session
- Upgrade to any cinema partnership anytime

Real, everyday content, professionally captured

Podcast Partnerships

Our ***Podcast Partnerships*** give you a professionally filmed video podcast without building a studio or learning to edit. Release one polished episode a month, or record four in one session and put one out every week. We handle the multi-camera edit, audio cleanup, and the short clips that grow your audience, so all you have to do is show up and talk.

1-Episode Podcast

One polished episode every month

$895/month

- 1-hour recording session every month at our Franklin studio (on location +$250)
- Multi-camera setup, lighting, and professional microphones for up to 2 people
- 1 full episode per month (up to 60 minutes), edited with multi-camera cuts, graphics, and intro/outro
- Audio cleanup, plus audio-only files for Spotify and Apple Podcasts
- 2 short-form clips per month with captions for Reels, TikTok, and Shorts
- Monthly topic call

A one-off single episode is $1,195. Save $300 every month as a partner

4-Episode Podcast

One episode for every week

$1,950/month

- 4-hour recording session every month, at our Franklin studio or your location
- Multi-camera setup, lighting, and professional microphones for up to 2 people
- 4 full episodes per month (up to 60 minutes each), edited with multi-camera cuts, graphics, and intro/outro
- Audio cleanup, leveling, and mixing, plus audio-only files for Spotify and Apple Podcasts
- 8 short-form clips per month (2 per episode) with captions for Reels, TikTok, and Shorts
- Monthly planning call for topics, guests, and release schedule, plus priority scheduling

A one-off 4-episode recording session is $2,950. Save $1,000 every month as a partner

Signature Partnership

MOST POPULAR

$2,950/month

Our ***Signature Partnership*** is built for businesses that want to post often and look their best doing it. Every month we plan, shoot, and deliver a full batch of content, pairing cinematic long-form storytelling with a steady stream of short clips for social. It's the perfect balance of high production value and consistent social presence, and it's our most popular way to work together.

What's included?

- 4-hour shoot every month, up to two locations
- 10 short-form edits per month (up to 30 seconds) for Reels, TikTok, and Shorts
- 1 long-form edit per month (up to 5 minutes) such as a testimonial, explainer, or brand story
- Monthly planning call and content calendar
- Color grading, captions, licensed music, and platform-ready formats on every video
- Two rounds of revisions per video, plus priority scheduling

A $3,750 monthly value at our standard rates, save $800 every month

Premier Partnership

$4,950/month

Our ***Premier Partnership*** is a complete media partnership for brands that want video everywhere: social, website, email, and advertising. With an 8-hour production day every month, we capture a wide range of stories, locations, and looks, and we pair your video with professional brand photography from the same day. It's everything you need to lead your market visually, month after month.

What's included?

- 8-hour shoot every month across multiple locations
- 15 short-form edits per month (up to 30 seconds) for Reels, TikTok, and Shorts
- 2 long-form edits per month (up to 5 minutes) for web, YouTube, email, or ads
- 10 professionally retouched brand photos per month from the same shoot
- Monthly strategy call plus a quarterly results review
- Color grading, captions, licensed music, platform-ready formats, and priority scheduling

A $6,500 monthly value at our standard rates, save over $1,500 every month

Compare Partnership Packages

	Social $995/mo	Podcast 1 Episode $895/mo	Podcast 4 Episodes $1,950/mo	Signature $2,950/mo	Premier $4,950/mo
Camera setup	Social kit	Multi-cam podcast	Multi-cam podcast	Cinema	Cinema
Shoot time	2 hours, monthly	1 hour, monthly	4 hours, monthly	4 hours, monthly	8 hours, monthly
Short-form edits / month	4 quick-cut clips	2 clips	8 clips	10 clips	15 clips
Long-form edits / month	–	1 full episode	4 full episodes	1	2
Retouched brand photos	–	–	Add-on	Add-on	10 / month
Planning	Shot list	Monthly topic call	Monthly	Monthly	Monthly + quarterly review
Locations per shoot	1	Studio (on location +$250)	1	Up to 2	Multiple
Priority scheduling	–	–	Yes	Yes	Yes
Podcast audio mix	–	Yes	Yes	–	–
Raw clips delivered	Yes	–	–	–	–
Finished edits	4 quick-cut	Yes	Yes	Yes	Yes

How Your Month Works

01
Plan
A quick planning call to choose topics, stories, and offers based on your goals and what's coming up in your business.

02
Shoot
We come to you with a full production setup and capture everything in one focused session, with minimal disruption to your day.

03
Edit
Our editing team grades, cuts, captions, and formats every video. Short-form within 5 business days, long-form within 10.

04
Deliver
Finished videos land in a shared folder, organized and ready to post. You review, request changes, and hit publish.

Cinema partnerships deliver finished edits only

On our Podcast, Signature, and Premier partnerships we shoot on professional cinema cameras in a log color profile, so raw footage isn't something you can simply post. Those packages deliver finished content only: color graded, edited, captioned, set to licensed music, and exported in the right shape for each platform.

Package Add-Ons

Additional Edits

- Short clip – **$150**
- Long-form – **$450**

Need more from the same footage? Add extra short clips or long-form edits any month without booking another shoot.

Additional Shoot Time

$450/hr

Add time to your monthly shoot for another location, more interviews, or an extra round of content. Book ahead or on the day.

Extra Podcast Guest

$99

per guest, per episode

Bring a co-host or more guests to either podcast plan, up to 4 people on the mic in total.

Photo Edit Package

- 5 photos – **$99**
- 10 photos – **$149**
- 25 photos – **$325**

Professionally retouched brand photos captured during the shoot time you already have. No extra time is added to your session.

We Post For You

- Basic – **$750/mo**
  2 platforms, 8 posts a month
- Plus – **$1,250/mo**
  Up to 4 platforms, 12 posts a month, plus comment replies

Your content goes live on a steady schedule without you lifting a finger. We write the captions, pick the hashtags, and post at the best times for your audience.

Commitment, Usage & Terms

Commitment

3 Months	5% Off	10% Off
Minimum commitment	6-month commitment	12-month commitment

- Billed monthly, due at the start of each month
- Upgrade anytime; switch plans or cancel after your first 3 months, with notice before your next billing date
- Every clip and edit is delivered each month and is yours to keep
- **Two rounds of revisions per video**

  A revision adjusts the existing edit (trims, text, music, color, or swapping a shot). A new concept or restructured video counts as a new edit.
- Travel within 25 miles of our Franklin studio included; mileage applies beyond that. The 1-Episode Podcast records in our studio; on location is +$250

Usage & Licensing

- Lifetime commercial usage license for every video we deliver
- Use it on your website, social media, email, YouTube, presentations, and paid social ads
- Music is licensed for online use; broadcast TV or streaming ad placement is quoted separately
- Cinema partnerships deliver finished edits only; log footage is not included. Social Partnership includes organized raw clips
- Custom packages available for multi-location businesses and annual events

Ready to Get Started?

Let’s keep your business showing up every month. Whether you’re a practice, a local service company, or a growing brand, we'll build a video plan that fits your goals.

Next Steps:

- Book a 15-minute call
- We'll recommend the right package and plan your first month
- Then we'll shoot, edit, and deliver content that gets you noticed

Contact:

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Scan the QR code or click here to book a 15-minute call