



# Inland Empire Health Plan

## Corporate Image Video Proposal

prepared by  
**Upstream Video Production**

(a division of Big Puddle Films)

Questions?  
Please contact  
Jason Satterlund.  
(323) 844-3866  
jason@bigpuddlefilms.com

**Inland Empire Health Plan  
Corporate Image Video Proposal  
prepared by Upstream Video Production**

Inland Empire Health Plan (IEHP) is doing great things in Riverside and San Bernardino counties! Upstream Video Production would love to be a part of that success. Thank you so much for the opportunity to submit a proposal to produce your next Corporate Image Video.

The goal of this project is to use the power of storytelling to make stakeholders proud of IEHP. This story will be woven together through interviews of key people on Team IEHP and remind the stakeholders that they are in the right place.

Upstream will craft an engaging film with cinematic images that are intimate, professional, and full of hope. The images on the left show how we've done this in the past. We will get to the heart of the matter through thoughtful interviews that aren't simply a list of facts. IEHP is making a difference in the Inland Empire, and we want the to stakeholders know.

Our decades of working with clients to create powerful stories on time and on budget has given us the skills and knowledge to do the same for you.

**Budget Options:**

**\$\*\*\*\*\***

- Pre-Production - \$\*\*\*\*\*
- Production - \$\*\*\*\*\*
- Post-Production - \$\*\*\*\*\*

*Includes producer, director, cinematographer, and makeup artist. Three days of shooting, as per IEHP's schedule, plus one day of shooting B-roll and beauty shots.*

**\$\*\*\*\*\***

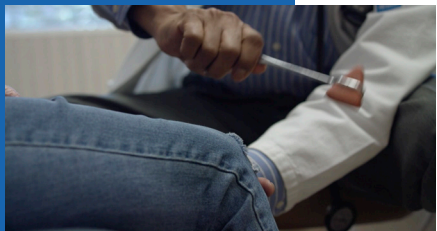
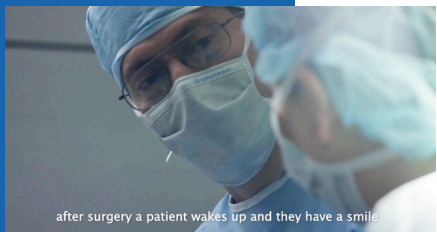
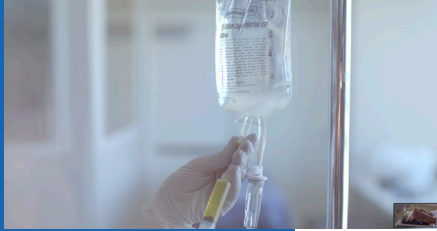
- Pre-Production - \$\*\*\*\*\*
- Production - \$\*\*\*\*\*
- Post-Production - \$\*\*\*\*\*

*Includes producer, director, and cinematographer. Three days of shooting. Shortened post-production schedule.*

**\$\*\*\*\*\***

- Pre-Production - \$\*\*\*\*\*
- Production - \$\*\*\*\*\*
- Post-Production - \$\*\*\*\*\*

*Includes director and cinematographer. Three days of shooting. Shortened pre-production and post-production schedule.*

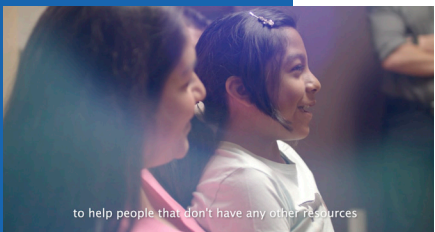


**Inland Empire Health Plan  
Corporate Image Video Proposal  
prepared by Upstream Video Production**

Director Jason Satterlund craves variety. This hunger has driven him to master multiple areas of filmmaking during his 25 years in the industry. Through working on narrative films, documentaries, and healthcare industry pieces, he's developed a style using storytelling techniques with interviewing skills as a creative means of delivering information. This skill set has carried him to over 30 countries around the world, and to wide variety of clients, both big and small.



Regis Terencio is a multitasking and multifaceted producer. He entered "the business" 23 years ago, as a child actor in Brazil. Building from that experience, he developed into a producer and social media marketing and strategy expert, with website design experience sprinkled in for good measure.



**Project portfolio:**

- Microsoft CHAMP - <https://vimeo.com/173382014>
- Hospital Week - <https://vimeo.com/334802820>
- RNC Commercial - <https://vimeo.com/340710888>
- Dr. Douglas - <https://vimeo.com/290591721>



**References:**

- Olivia Moses, DrPH  
Director of Corporate Health and Wellness  
Loma Linda University  
(951) 312-2684 / omoses@llu.edu
- Rita Waterman  
AVP Corporate Communication (retired)  
Adventist Health  
RitaWaterman4@gmail.com
- Doug Duffield  
CEO (former)  
Adventist Health Florida  
(813) 469-3066 / doug.duffield@mail.com

