





– BUILDING THE VISUAL LEGACY OF NORTH CAROLINA WINE –

A twelve-month statewide photography, motion, aerial, and visual content initiative.

“The soil is the great connector of lives, the source and destination of all.”

- Wendell Berry





THANK YOU

Throughout my career, I have developed a deep appreciation for farmers, craftspeople, and producers: people who devote their lives to growing, making, and building. I understand the patience, discipline, and pride their work requires because I come from people much like them. My father, pictured above, a career boilermaker. My grandfather, right, a tool and die maker.

Their work taught me that meaningful things are rarely created quickly or easily. They are shaped through knowledge, repetition, persistence, and a respect for the materials at hand. The same is true in vineyards and wineries, where every season asks something different of the people responsible for the land, the harvest, and the wine that follows.

North Carolina's wine industry is built by people whose work is both agricultural and creative. They cultivate the land, respond to conditions beyond their control, preserve knowledge, take risks, and build businesses intended to endure. Their work deserves to be documented with the same care and attention they bring to it every day.

These are the people I most value spending time with. Thank you for the opportunity to help tell their stories and to create a visual record of the industry they are building across North Carolina.



CONNECTION AND AUTHENTICITY

The most compelling stories in North Carolina's wine industry belong to the people who do the work. The growers who study the vines. The vineyard crews who respond to the demands of each season. The winemakers who transform the harvest through knowledge, patience, and craft. The families and teams who welcome visitors and carry their businesses forward.

By focusing on these individuals in the environments where their work actually happens, we will create imagery grounded in lived experience rather than performance.



The details will be real. The gestures will be natural. The relationships will already exist. That authenticity gives audiences something polished imagery alone cannot provide: a reason to believe what they are seeing.

My curiosity and approachable nature allow me to connect comfortably with people from many backgrounds. Years of experience documenting agriculture, industry, travel, and working communities have taught me how to enter unfamiliar environments with respect, understand the work taking place, and help people feel at ease in front of the camera.

That trust allows genuine moments to emerge. Rather than imposing a story from the outside, we will pay attention to the people, rhythms, and relationships already present. The resulting photography and video will feel intimate and relatable because the emotion, labor, and interaction behind it are real.

Authenticity creates connection. When viewers recognize sincerity in an image, they are more likely to pause, care, and imagine themselves within the story. By documenting the people who grow, make, and sustain North Carolina wine, we will create a visual library that invites audiences to connect not only with the product, but with the human experience behind it.



PROJECT SUMMARY

Statewide Wine and Grape Visual Content Initiative

This proposal outlines a year-long photography and video initiative designed to document North Carolina's wine and grape industry across its regions, seasons, and many forms of work. Through a coordinated series of productions, JKase & Co. will create a substantial visual library representing vineyards, wineries, growers, winemakers, hospitality, landscape, agricultural practices, and the communities connected to them.

The objective is not simply to produce a collection of attractive images. It is to build a cohesive and enduring visual record of an evolving statewide industry. The work will illustrate how geography, climate, agriculture, craftsmanship, tourism, and personal commitment come together to shape wine production in North Carolina.

By documenting the industry throughout the year, the final library will reveal changes that cannot be captured during a single campaign or season. Dormancy, growth, vineyard maintenance, harvest, winemaking, hospitality, and the rhythms between them will become parts of one broader narrative. Together, the still photography and video will provide the North Carolina Wine and Grape Council with versatile content for marketing, advertising, public relations, education, social media, industry advocacy, and future communications.



PRODUCTION TEAM

Our team has contributed creativity to some of the most well-known brands and businesses in the world, including Caterpillar, Welch's, Lenovo, ESPN, OTIS Elevator Company, FedEx, U.S. Army, Volvo, Sports Illustrated, Advance Auto Parts, NBC, The Weather Channel, and Mack Trucks. We bring the experience, commitment, and dependability that clients seek, and we understand that it's the exceptional experience we provide—with timely delivery and consistently staying under budget—that keeps them coming back. We believe collaboration produces the best outcome, and by collaborating with the North Carolina Wine and Grape Council, we will produce outstanding results.



Justin Kase Conder

Director/Cinematographer/Photographer



Miles Roe

First Assistant



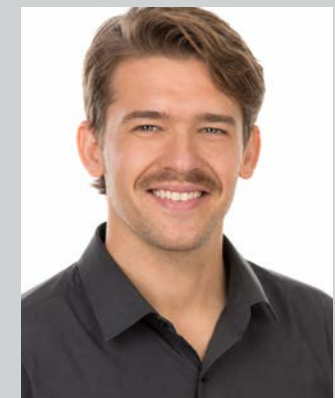
Kari Reed

Producer



Kay Nisa

Video Editor/Motion Graphics



Stephen Broome

Cinematographer















WHAT'S IT LIKE TO WORK WITH US?

Behind the Scenes: North Carolina Oyster Trail



VALUE TO THE NORTH CAROLINA WINE AND GRAPE COUNCIL

Regardless of the program level selected, the council will receive:

- A strategically planned, year-long visual initiative designed around North Carolina's regions, seasons, producers, and communications needs.
- An experienced photography and video team with deep expertise documenting agriculture, industry, people, and place.
- Coordinated preproduction, scheduling, producer communication, and production planning across participating locations.
- Authentic photography and video centered on the people who grow, make, and sustain North Carolina wine.
- A cohesive visual approach maintained across every production, creating consistency while preserving the character of each region and producer.
- Professionally edited and organized still photography, video clips, and finished videos as defined within the selected program.
- Council licensing for the completed body of work, with broader producer access available as an optional addition.
- Delivery, archive organization, and ongoing access as defined within the selected program.
- A scalable body of content designed to support marketing, advertising, public relations, social media, education, advocacy, and future campaigns.
- A long term visual resource whose value extends beyond any single production, season, or campaign.



PROPOSAL OVERVIEW

The following proposal outlines three scalable approaches for creating a year-long photography and video library representing North Carolina's wine and grape industry across its regions, seasons, people, and places.

Each program has been designed to support the council's broader communications objectives while offering a different level of production, geographic coverage, and finished content. The proposal also includes optional additions for digital asset management and expanded access for North Carolina wine and grape producers.

The scope reflects our conversations to date and the objectives identified for this statewide initiative. Because agricultural production is shaped by seasonality, weather, access, geography, and the timing of vineyard and winery activity, the final production calendar will be developed collaboratively after a program is selected.

Please review the program options and consider which level best aligns with the council's priorities, optimal coverage, and desired investment. I welcome the opportunity to discuss the options, answer questions, and refine the selected approach before production begins.

Thank you for considering JKase & Co. for this important work.

Thank you,



Justin Kase Conder | JKase & Co.

440.487.8811 | justin@jkase.com

www.JKase.com





NORTH CAROLINA WINE AND GRAPE COUNCIL

STATEWIDE VISUAL CONTENT INITIATIVE PROPOSAL

Photography • Motion • Aerial • Digital Asset Management

Prepared by	JKase & Co.
Prepared for	Nicole Chesney, North Carolina Wine and Grape Council
Issue date	August 5, 2026
Proposal validity	30 days from the issue date

A twelve month statewide visual storytelling program designed to represent all seven American Viticultural Areas and all four seasons.

1. Executive Overview

JKase & Co. proposes a coordinated twelve month visual content initiative for the North Carolina Wine and Grape Council. The program will create a statewide library of still photography, motion B roll, aerial imagery, environmental portraits, and selected finished video deliverables representing North Carolina wine and grape production across all seven American Viticultural Areas and throughout all four seasons.

Production will be organized around regional trips rather than isolated one day assignments. Each trip will group nearby producers and locations into two or three consecutive production days, supported by one inbound travel day and one return travel day. This structure increases geographic and seasonal coverage while reducing repeated travel, equipment, lodging, administrative, and setup costs.

The proposal presents three selectable program options. Each option includes the same Council marketing license and the same three person baseline field crew. The options differ in the number of regional trips, production days, estimated library yield, producer representation, and whether an elevated campaign production is included.

PROGRAM TERM

The selected initiative will be completed during a mutually agreed twelve month period. The final production calendar will be developed collaboratively after program selection and will account for seasonal activity, producer availability, geography, weather, and Council priorities.

Program Objectives

- Represent all seven North Carolina American Viticultural Areas within one coordinated statewide initiative.
- Create a visual library that collectively reflects winter, spring, summer, and late summer or fall.
- Capture still photography, motion B roll, aerial imagery, people, places, agriculture, hospitality, and winemaking activity.
- Allocate coverage according to producer concentration, geographic diversity, tourism significance, seasonal activity, and visual opportunity.
- Provide a durable body of content for Council advertising, editorial, publicity, social media, collateral, public display, point of sale, packaging, and related statewide promotion.
- Create an optional framework through which approved producers may receive controlled access and usage rights.

2. Production Approach

Regional Production Trips

The core production unit is a regional trip containing two or three consecutive production days. Four production days may be scheduled when routing, workload, and location logistics support the longer block. A typical production day may include one or two nearby producers, with coverage scheduled around the strongest available activity and light.

Regional trip	Calendar commitment	Program use	Anticipated coverage
One production day	3 calendar days	Reference benchmark	1 to 2 producers
Two production days	4 calendar days	Primary planning unit	2 to 4 producers
Three production days	5 calendar days	Primary planning unit	3 to 6 producers
Four production days	6 calendar days	When logistics support it	4 to 8 producers

Baseline Field Crew and Capabilities

- Camera operator and FAA Part 107 drone pilot
- Dedicated still photographer
- First assistant
- Professional still camera, motion camera, stabilization, compact lighting, and aerial equipment package
- Up to 10 hours of field production per production day
- Production time beyond 10 hours billed at \$525 per hour, subject to crew availability and any resulting lodging, meals, travel, location, or equipment costs

Editorial Selection and Delivery

JKase & Co. will perform the editorial review and selection of final video clips and motion assets. The Council will select final still images from a professionally prepared proof gallery. Initial proof galleries and video review will be completed within approximately three to four weeks following each regional production trip, with final delivery scheduled after Council selections and approvals.

Estimated Deliverable Ranges

Production days	Estimated final still images	Estimated final 4K clips	Likely producer coverage
1	Up to 100	Up to 20	1 to 2
2	Approximately 150 to 175	Approximately 30 to 35	2 to 4
3	Approximately 200 to 250	Approximately 40 to 50	3 to 6
4	Approximately 275 to 325	Approximately 55 to 65	4 to 8

These figures are estimates. Final yield will depend on travel between properties, available activity, weather, daylight, drone restrictions, portrait requirements, producer participation, and the useful variety captured during each trip.

3. Program Options

The Council may select one of the following program investments. Each option includes statewide planning, regional production, professional crew and equipment, travel within North Carolina, lodging, meals, insurance, postproduction, physical project delivery, redundant online cloud backup or delivery access, and the Council marketing license described in this proposal.

OPTION ONE | STATEWIDE FOUNDATION PROGRAM

\$155,000

The Statewide Foundation Program establishes the minimum complete initiative capable of representing all seven American Viticultural Areas and all four seasons while maintaining useful geographic and producer diversity.

Program measure	Included scope
Regional production trips	5
Baseline production days	10
Travel days	10
Seasonal production windows	4
AVAs represented	7
Estimated producers represented	14 to 20
Estimated finished still images	Approximately 750 to 875
Estimated finished video clips	Approximately 150 to 175
Elevated campaign productions	None
Program investment	\$155,000

Illustrative seasonal allocation: one winter trip, one spring trip, one summer trip, and two late summer or fall trips. Final allocation will be established through the annual production calendar.

OPTION TWO | EXPANDED STATEWIDE PROGRAM

\$200,000

The Expanded Statewide Program adds regional depth, greater producer representation, repeat coverage of priority areas, and stronger resilience against weather, limited activity, or gaps in visual variety.

Program measure	Included scope
Regional production trips	6
Baseline production days	15
Travel days	12
Seasonal production windows	4
AVAs represented	7
Estimated producers represented	22 to 30
Estimated finished still images	Approximately 1,150 to 1,350
Estimated finished video clips	Approximately 225 to 275
Elevated campaign productions	None

Program measure	Included scope
Program investment	\$200,000

The final trip structure may combine two day and three day regional production blocks to match geography, seasonal priorities, and producer availability.

OPTION THREE | COMPREHENSIVE STATEWIDE PROGRAM \$250,000

The Comprehensive Statewide Program combines the broad regional and seasonal library of the Expanded Statewide Program with one elevated campaign production designed to create controlled hero photography, polished motion assets, and finished edited video deliverables for major marketing uses.

Program measure	Included scope
Regional production trips	6
Baseline production days	Approximately 15
Travel days	Approximately 12
Seasonal production windows	4
AVAs represented	7
Estimated producers represented	22 to 30
Estimated baseline still images	Approximately 1,150 to 1,350
Estimated baseline video clips	Approximately 225 to 275
Elevated campaign productions	1
Edited campaign deliverables	Included within the approved elevated production scope
Program investment	\$250,000

The elevated production may include professional talent or carefully cast real people, food and wine styling, expanded lighting, production design, hair and makeup, location support, controlled lifestyle scenarios, hero still photography, polished motion sequences, and finished edited video deliverables. The final creative scope will be developed collaboratively and approved before production. Two rounds of consolidated revisions are included for edited campaign deliverables.

Program Comparison

Program	Investment	Trips	Baseline days	Elevated production	Primary purpose
Statewide Foundation	\$155,000	5	10	None	Complete statewide and four season foundation
Expanded Statewide	\$200,000	6	15	None	Greater depth, repeat coverage, and producer inclusion
Comprehensive Statewide	\$250,000	6	Approx. 15	1	Broad library plus controlled campaign assets

4. Final Scheduling Plan

Following program selection, JKase & Co. and the Council will develop a final twelve month production calendar. Coverage will be scheduled according to meaningful agricultural, winemaking, hospitality, tourism, and cultural activity rather than divided equally among regions or seasons.

Seasonal Framework

Seasonal period	Planning emphasis	Representative opportunities
Winter	Targeted coverage	Dormant vineyards, pruning, cellar work, barrel rooms, architecture, interiors, fireside hospitality, and producer portraits
Spring	Moderate coverage	Bud break, vineyard maintenance, new growth, flowering landscapes, outdoor tasting, and staff portraits
Summer	Moderate coverage	Full canopy, tourism, events, outdoor dining, tasting rooms, bottling, cellar work, and lifestyle imagery
Late summer and fall	Primary emphasis	Harvest, picking, sorting, crushing, pressing, fermentation, peak landscapes, food pairings, festivals, and destination activity

AVA and Producer Allocation

All seven AVAs will be represented. Production time will be allocated according to the contribution each region makes to the statewide story, including producer concentration, geography, landscape, tourism value, seasonal activity, distinctive production practices, architecture, people, routing efficiency, and Council priorities.

- The Council will identify priority producers, properties, events, activities, and representation goals.
- JKase & Co. will develop regional routes and proposed groupings based on distance, daylight, activity, and production efficiency.
- One or two nearby producers may be scheduled during a production day when logistics and creative priorities support that approach.
- Coverage may be repeated in strategically important AVAs when seasonal change, producer concentration, or marketing needs justify additional visits.

5. Included Services

- Strategy and planning:** Annual production planning, client meetings, regional routing, schedule development, producer coordination, location planning, travel arrangements, equipment planning, production documentation, and seasonal prioritization.
- Production:** Three person baseline field crew, professional still photography, motion B roll, aerial imagery where legally and safely permissible, environmental portraits, and lightly directed reportage coverage.
- Equipment:** Professional still camera, cinema camera, lenses, stabilization, compact lighting, support, data, and drone packages appropriate to the approved scope.
- Travel and field expenses:** Anticipated North Carolina travel labor, mileage, lodging, meals, production supplies, and insurance within the selected program scope.

Still image postproduction: Proof gallery preparation, Council image selection, color correction, tonal refinement, cropping, basic file cleanup, metadata preparation, export, and delivery. Complex retouching, compositing, extensive object removal, and extensive skin or product work are not included unless approved separately.

Video postproduction: Media ingest, verification, backup, review, editorial selection, basic color treatment, file preparation, export, quality control, naming, organization, and upload of selected B roll assets.

Delivery and preservation: Physical hard drive containing completed project deliverables and access to a redundant online cloud backup or delivery repository. The optional managed digital asset archive adds the branded searchable portal described later in this proposal.

Council marketing license: The perpetual Council license described in Section 6.

6. Licensing

Included Council Marketing License

The North Carolina Wine and Grape Council receives a nonexclusive, perpetual license to use final delivered still images and video assets for its own statewide editorial, publicity, advertising, social media, collateral, public display, private display, point of sale, packaging, and related promotional activity within North Carolina. Authorized agencies, contractors, publications, and production partners may reproduce the work solely on behalf of the Council. Individual wineries, vineyards, grape growers, producers, retailers, distributors, or other third parties do not receive independent usage rights unless the Statewide Industry Partner License is selected.

Optional Five Year Statewide Industry Partner License

OPTIONAL ADDITION | \$45,000

This collective license may be added to any program option and permits approved North Carolina wineries, vineyards, grape growers, and wine producers to use designated library assets under controlled program rules for five years.

Approved industry partners may use designated assets for their own websites, organic social media, email marketing, public relations, brochures, visitor materials, tasting room displays, trade shows, regional tourism promotion, and approved advertising tied to the participating producer. Paid advertising is permitted only when the asset depicts that producer, its property, its personnel, its products, or its geographic wine region.

The license excludes product packaging and wine labels, merchandise for sale, resale, relicensing, transfer to unrelated third parties, stock library creation, use by national distributors, retailers, or outside brands, political use, AI training, misleading use of another producer’s property, people, or products, and substantive alteration beyond normal cropping, sizing, color space conversion, and text placement unless separately approved in writing.

LICENSE AND ACCESS ARE SEPARATE

The Statewide Industry Partner License grants usage rights. The Managed Digital Asset Archive provides the platform through which approved users may access and download designated assets. Selecting one does not automatically include the other.

7. Optional Managed Digital Asset Archive

JKase & Co. will design, launch, and administer a branded online digital asset management archive for the North Carolina Wine and Grape Council. The archive will provide a centralized destination where authorized users can search, preview, organize, and download approved photography and video created through this initiative.

The platform will be branded primarily for the North Carolina Wine and Grape Council and structured to support internal Council access and controlled access for approved producers or partners. JKase & Co. will select and maintain an appropriate professional digital asset management platform based on final technical requirements and may substitute a substantially equivalent platform during the five year term when reasonably necessary to preserve pricing, availability, functionality, security, or continuity.

Expected Capabilities

- Searchable photography and video collections
- Keyword, caption, location, season, region, AVA, producer, and subject based search
- Original resolution image and video downloads
- Alternate download sizes and image cropping where supported
- Online video previews and download access
- User permissions and controlled download access
- Separate access levels for Council representatives and approved producers
- Licensing terms or usage acknowledgment before download where supported
- Download activity tracking and reporting where supported
- Branded collections and curated media galleries
- User account administration, technical support, and vendor coordination
- Quarterly archive review and maintenance, redundant archive backup, and annual integrity review

Initial Archive Content

The initial archive will contain only final content created through this North Carolina Wine and Grape Council initiative. The anticipated collection may include approximately 500 to 2,000 finished photographs, approximately 100 to 150 finished MP4 video clips, primarily short B roll clips of approximately 30 seconds or less, a smaller number of clips up to approximately two minutes, and finished compressed video deliverables produced through the program.

Raw photography, raw camera footage, editing project files, unprocessed production media, and content supplied by outside photographers, agencies, wineries, producers, or organizations are not included in the initial setup scope. Additional content may be added later under a separately approved archive ingestion and management scope.

Three Layer Delivery and Preservation

- A physical hard drive containing the completed project deliverables
- Access to a redundant online cloud backup or delivery repository
- Access to the branded digital asset management portal when the managed archive option is selected

The digital asset management platform will not serve as the sole copy of the archive.

Managed Archive Investment

Service component	Included term	Investment
Digital Asset Management Archive Setup and Launch	Initial planning, configuration, branding, metadata architecture, permissions, upload, quality control, training, documentation, and redundant archive verification	\$7,500
Five Year Hosting, Administration, and Support	Five years of platform access, storage, technical administration, controlled producer access, maintenance, support, and archive continuity	\$27,500
Total Five Year Managed Archive Service	Complete five year contracted service	\$35,000

Administration and Support Allowance

The five year service includes up to six hours of archive administration and support per quarter, equivalent to 24 hours annually and up to 120 hours during the five year term. Included support may be used for user account administration, producer access requests, download approvals, licensing questions, reasonable metadata corrections, technical support, quarterly maintenance, and vendor coordination.

Unused administrative hours do not carry forward between quarters or years. Work exceeding the included allowance will be quoted separately or billed at JKase & Co.’s then current archive administration rate. Producer access is included provided that related administration remains within the quarterly allowance.

Payment, Additional Content, and End of Term

The full \$35,000 managed archive service fee is paid in advance as part of the initial project agreement and covers the complete contracted five year period.

Photography, video, or other materials added after the initial archive launch will be quoted separately. Additional charges may apply for uploading and organizing new assets, captioning and keywording, metadata cleanup, rights and licensing review, content supplied by outside photographers or agencies, reorganization of existing collections, additional storage, and significant changes to archive structure.

At the conclusion of the five year term, the Council may renew the managed archive service at the then current annual or multiyear rate, request export and delivery of the archive, or request assistance transferring the archive to another platform or provider under a separately quoted migration scope.

8. Council Responsibilities

- Identify priority AVAs, producers, properties, events, activities, seasonal moments, and representation goals.
- Facilitate introductions and access to participating wineries, vineyards, producers, people, and locations.
- Coordinate and obtain required property permissions, appearance releases, and location releases unless a different responsibility is established in writing for a specific production.
- Confirm subjects, schedules, operational activity, and access requirements before each regional trip.
- Provide timely review, consolidated feedback, still image selections, approvals, branding guidance, and messaging priorities.
- Identify an authorized Council representative empowered to approve scheduling, scope, and creative decisions.

9. Investment and Payment Schedule

The selected program investment includes the defined statewide production scope and anticipated North Carolina production expenses described in this proposal. Approved changes to scope, major location changes, unusual lodging or access requirements, weather delays, additional production days, expanded deliverables, third party talent, styling, production design, special locations, permits, or other extraordinary expenses will be quoted separately before commitment whenever practical.

Payment milestone	Percentage	Timing
Initial payment	50%	Due at contract execution to initiate planning and reserve the annual production program
Midpoint payment	25%	Due at the midpoint of the agreed twelve month production period
Final payment	25%	Due before final program delivery and closeout

The optional Managed Digital Asset Archive is paid in full in advance. The optional Statewide Industry Partner License will be invoiced as part of the selected program agreement according to the program payment schedule unless otherwise stated in the final contract.

The North Carolina Wine and Grape Council is a state entity. Sales tax is not included or applied to the investments presented in this proposal.

10. Proposal Terms

Validity: This proposal is valid for 30 days from August 5, 2026.

Final agreement: Final services will be governed by a mutually executed agreement and project estimates issued by JKase Inc.

Scheduling: Production dates are subject to crew, producer, location, and seasonal availability. The final calendar will be established after program selection.

Overtime: Production time beyond 10 hours will be billed at \$525 per hour. Overtime is subject to crew availability and may also result in additional lodging, meals, travel, location, and equipment charges.

Weather and postponements: Weather dependent field production may require schedule changes. Expenses and crew commitments resulting from client requested changes, cancellations, postponements, or weather days will be addressed in the final agreement and applicable trip estimate.

Copyright: JKase Inc. retains copyright in all created work. Usage rights are granted only as expressly stated in the selected license and become effective after receipt of payment in full.

Scope changes: Services, deliverables, uses, locations, production resources, or responsibilities outside the selected program scope require written approval and may result in additional charges.

Edited deliverables: Two rounds of consolidated revisions are included for edited campaign deliverables within the Comprehensive Statewide Program. Additional revisions or changes outside the approved creative direction will be quoted separately.

11. Program Selection and Acceptance

Please select one program option and any desired optional additions. Final production details, schedules, and legal terms will be documented in the final agreement and supporting project estimates.

Selection	Program or optional addition	Investment
☐	Option One: Statewide Foundation Program	\$155,000
☐	Option Two: Expanded Statewide Program	\$200,000
☐	Option Three: Comprehensive Statewide Program	\$250,000
☐	Optional Five Year Statewide Industry Partner License	\$45,000
☐	Optional Five Year Managed Digital Asset Archive	\$35,000

Acceptance

Authorized organization	North Carolina Wine and Grape Council
Authorized representative	
Title	
Signature	
Date	

By signing above, the North Carolina Wine and Grape Council identifies its selected program and authorizes JKase & Co. to prepare the corresponding final agreement, project estimates, production schedule, and related documentation. This selection does not constitute authorization to begin production. Services will commence only after execution of the final agreement and receipt of any required initial payment or purchasing authorization.

Prepared by JKase & Co.

Raleigh, North Carolina | 919.633.4737 | JKase.com