

Talent Fee Guidelines

The outdoor talent industry is unique in its wide variance of project budgets and end uses for the final media produced. As such, determining 'industry standards' can be challenging. We have assembled a list of rates and notes here for both 'front of camera' and 'behind the camera' talent that has been generated from a range of sources. Sources span consultation with producers of outdoor content to agents to athletes to organisations like SAG, AFTRA and ACTRA. There are many other factors associated with talent fees that may need to be negotiated in talent contracts such as booking fees, buy outs, licensing fees, royalties, equipment rentals and additional talent expenses.

The Outsiders Network platform booking and transaction fees for our service work by:

- 1.) The client inputting the budget range for all talent for a project (shoot) into a new Project form.
- 2.) The client inputting the total budget and individual day rates for each talent into the Individual Talent form for each project.
- 3.) Outsiders Network invoices clients through secure online payment a transaction fee equal to 20% of talent day rates multiplied by number of days on a project (shoot).

The Outsiders Network platform has a built-in Inbox/messaging function that can be found in the left navigation that allows clients and talent to chat about any specific shoot details, including rates, before a booking is completed. We ask that clients use these rate guidelines and notes when determining their projects' talent rates. Rates are provided as full-day rates as the outdoor industry does not usually operate in hourly or half-day rates. Standardised rates also fluctuate depending on location and any applicable governing organisation.

Front of camera (models, actors, athletes) talent day rates:

Non-commercial, non broadcast, non-union projects:

\$500 - \$2000/day for models/actors

\$500 - \$20,000/day for athletes, stunt people, professional models/actors, specialty skilled roles.

Commercial, broadcast, union or non-union projects:

As above plus additional fees to account for where and how many times the spot is aired and/or the end use of the media produced. This is where SAG, buy out and additional licensing fees need to be applied to day rates.

Notes:

Consider things like a talent's experience, required specific skill sets, what wardrobe and equipment they are providing, etc when determining rate. Talent should be reimbursed for parking, meals while on location, wardrobe use and other expenses incurred during production.

Behind camera (hair stylists, make-up artists, wardrobe stylists, photographers, cinematographers)

Hair stylists/makeup artists: \$350 (assistants) - \$700/day (level of experience and local governing body for rates are factored into rates)

Wardrobe stylists: \$250 (assistants) - \$1500/day (level of experience, sourcing, purchasing and creative responsibilities and local governing body for rates are factored into rates)

Photographers: \$2000 - \$10,000/day (level of experience and usage of photos to determine licensing fees or buy outs are factors. As well as use of their own equipment)

Cinematographers: \$1500 - \$7000/day (level of experience, level of responsibility i.e camera operating vs camera operating as well as directing and/or being DP/DOP a factor in rates as well as whether they are providing any of their own equipment.)