

PROGRAMS ~ PRICING

Argo strongly encourages but does not require two filming sessions per season.(**) Our four (4) programs offer something for every team. Scheduling and billing services are now offered for all programs. We include one free iPad per 100 kids filmed. Teams with multiple sites receive one iPad per pool. We also include one free 65" display station for every 200 kids filmed. Installation is optional. Within 2 weeks of filming, Argo delivers a ten minute teaching video to every swimmer. Upon request, Argo analysts will use your talking points. Loaded with voice, time-shift, slo-mo, graphics and intensely positive feedback, these videos unpack your swimmers stroke mechanics, increase engagement and create good optics with your Parents. You own your video including permanent, copyright free use of all your video. College recruiting can be enhanced with our video as well. We offer our service to swim camps and clinics as well.

Test Drive Program ~ Price is \$85 ea ~ 60 swimmer minimum

- Includes free iPad Pro and VoiceOvers
- Requires completion of service agreement and \$1000 deposit
- Balance due on filming day
- Filming is done in 3 hours. During practice.
- Your free iPad, loaded with all video is in your hands before we leave the pool

Opt-In Program ~ Price is \$75 ea ~ 125 swimmer minimum

- Forecasted participation based on the filming of thousands of swimmers: 35%
- Includes free iPad Pro and VoiceOvers
- Requires completion of service agreement and \$2400 deposit
- Balance due on filming day
- With only 33% participation, benefits accrue to a fraction of the team, primarily the wealthy

Opt-Out Program ~ Price is \$65 ea ~ 125 swimmer minimum

- Forecasted participation based on the filming of thousands of swimmers: 96%
- Includes free iPad Pro and Voice Overs
- Requires completion of service agreement and \$2400 deposit
- Balance due on filming day
- There is usually some drama associated with opt-out programs; it's worth it

Team-Dues Program ~ Price is \$60 ea ~ 2 sessions required (**)

- Forecasted participation: 100%
- Program includes free iPad Pro and Voice Overs
- Advance payment for both filming sessions is required; \$120 per swimmer total
- Includes a 4-month extended payment plan

What's Being Said

"We had the great fortune to have Argo at our pool in September. We were extremely impressed with the quality of the video, the efficiency of the process and service offered by the Argo staff. This is unquestionably the best way for coaches, swimmers, and parents to view an athlete's stroke with both over and underwater views. What we did not expect was the extraordinary job done by Argo's expert coach/analysts. They evaluated each stroke for every swimmer, with voice overlay and telestration for stroke inefficiencies. While we as coaches are hesitant to have outside coaches comment on swimmers in our program, every comment and correction was on point and expertly delivered. We could not imagine a better product or service to assist with technical development. We strongly recommend Argo to any competitive team. A big thank you to Brad and his exceptional staff." Don Heidary, Head Coach, Orinda Aquatics, Orinda, California

THE PROCESS ~ THE DETAILS

❑ What We Do

- ❑ Send one or more of our film techs to your pool and film your swimmers
- ❑ Film every swimmer doing a 200im; 100im for 8-9 yr olds
- ❑ Film every swimmer above and below, head-on, front and rear quarter, full side, turns
- ❑ Film 15 athletes per hour, doubling that pace when 2 cameras are used
- ❑ Regarding the use of two (2) cameras; we ask that you do this if at all possible
- ❑ Give you one free iPad for every 100 swimmers filmed
- ❑ Give you one free 65" view station for every 200 swimmers filmed
- ❑ Provide appropriately worded narrative and email templates for Parent outreach
- ❑ Load all unedited video onto your free iPad with Hudl playback software
- ❑ Provide 10 min teaching videos for every swimmer within 2 weeks of filming
- ❑ Use your team talking points when creating the teaching videos
- ❑ Offer a four (4) month extended payment plan for the TeamDues program
- ❑ Provide scheduling, billing and communications service for all programs, upon request
- ❑ Offer optional "deep dive" extended instructional commentary on request.
- ❑ Pricing for this optional service upon request
- ❑ We encourage swim camps and clinics to inquire about providing our service

❑ What You Do

- ❑ Complete service agreement and deposit; \$1000 for test drive and \$2400 for all others
- ❑ Your deposit applies to your payment of balance due on filming day
- ❑ You're not on the filming schedule until this step is complete; Add 3% when using credit card
- ❑ You may pay via ultra secure ACH bank-to-bank transfer with no fees; ask for details
- ❑ When completing the service agreement, you will select date(s) for second filming
- ❑ You may change dates provided you give Argo 30 days notice
- ❑ Establish consensus with all staff on the importance of video as a teaching tool
- ❑ Provide Argo with Parent email list before filming day
- ❑ Provide unobstructed edge lane for our camera(s); backstroke flags ok
- ❑ Provide volunteer parent, coach or student to help with filming for entire session
- ❑ IMPORTANT: Condense filming sessions, providing at least 60 kids per 4-hr filming session
- ❑ Always have two (2) swimmers waiting to be filmed
- ❑ Help us with the social media process by tagging and sharing to the extent practical
- ❑ Consider providing our service to your swim camp or clinic