

# PROGRAMS ~ PRICING

Argo strongly encourages but does not require two filming sessions per season. Our four programs offer something for every team. We include one free iPad per 100 kids filmed; after the first session only. Within 3 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. 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 this fall. 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-below, head-on, front and rear quarter, side and 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
- ❑ Provide one free iPad for every 100 swimmers filmed, first session only
- ❑ Provide appropriately worded narrative and email templates for Parent outreach
- ❑ Provide 10 min teaching videos for every swimmer within 3 weeks of filming
- ❑ Use your team talking points when creating the teaching videos
- ❑ Provide optional "deep dive" extended instructional commentary on 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% for credit cards
- ❑ 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 these 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