

“Creative Solutions for Purpose-Driven Change”



Services Catalog

January 2025



Table of Contents

- 03** Welcome to the MCG Family!
- 04** About Us
- 05** Services Overview
- 06** Professional Video Editing
- 09** Virtual Podcast & Webshow Production
- 12** Comprehensive Brand Suites
- 15** Next Steps
- 16** Contact



Welcome to the MCG Family!



Hi there! I'm so glad you've decided to take this crucial step on your creative journey. I created Morabito Creative Group because I believe everyone has a story worth sharing—a story that can inspire, connect, and create real change. Over the years, I've seen how creativity, faith, and purpose can work together to amplify a message and make a lasting impact. But I also know how overwhelming it can feel to bring that vision to life, especially if you don't know where to start.

That's why I started MCG: to be a partner for churches, non-profits, and purpose-driven individuals like you who are ready to take the next step. Whether you're looking to create a brand that reflects your mission, produce a podcast or webshow that connects with your community, or share your story in a way that truly resonates, we're here to help.

What makes MCG special is that we're not just about delivering great work—we're about building relationships. When you work with us, you're not just another client; you're family. We take the time to understand your goals, listen to your story, and collaborate with you to create something that feels authentic, impactful, and uniquely yours.

At the heart of MCG is a passion for purpose and excellence. We want to see you succeed—not just in your project but in making a difference for the people you serve. Together, we'll create something extraordinary that amplifies your voice and leaves a lasting mark.

So, welcome to the family and let's get to work on telling your story!

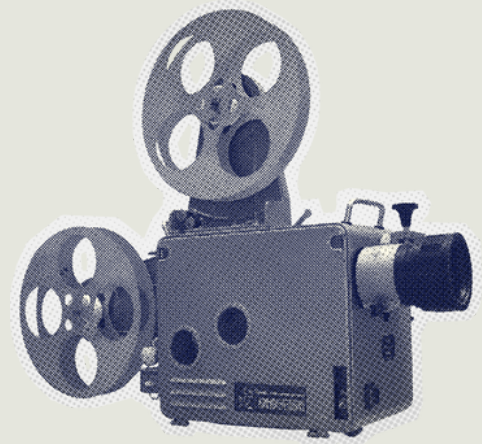
Wishing you peace and blessings on your creative journey,

Joe Morabito Jr.

Founder, Morabito Creative Group



About Us



Who We Are

At Morabito Creative Group, we believe everyone has a story worth sharing—a story that can inspire, connect, and transform. We're a creative agency dedicated to helping churches, non-profits, and purpose-driven individuals amplify their voice and share their mission with the world. Guided by faith and fueled by creativity, we partner with you to create content that reflects your vision and makes a lasting impact.

Our Mission

Our mission is simple: to empower you to share your unique story and values with confidence and clarity. We provide strategic, innovative solutions that simplify the creative process, so you can focus on what matters most—your purpose. Whether it's building a cohesive brand, producing engaging podcasts, or creating impactful videos, everything we do is designed to amplify your message and connect with your community.

Why We Exist

Morabito Creative Group was born out of a passion for storytelling, creativity, and faith. We aim to serve as a bridge between vision and execution—a place where purpose-driven individuals and organizations could find the support they need to turn their ideas into reality. At the heart of MCG is the belief that creativity, when paired with integrity and collaboration, has the power to inspire real change.

Our Commitment

We're committed to delivering work that not only meets but exceeds your expectations. We approach every project with care and purpose. When you work with MCG, you're not just a client—you're part of our family.



Our Services

A Holistic Approach to Creativity

At Morabito Creative Group, we offer a range of services designed to help you share your mission with confidence and clarity. Each service works seamlessly with the others, creating a comprehensive approach to amplifying your voice and reaching your community. Here's an overview of what we do and how it all fits together:

**PROFESSIONAL
VIDEO
EDITING**

**VIRTUAL
PODCAST &
WEBSHOW
PRODUCTION**

**COMPREHENSIVE
BRAND
SUITES**

How It All Works Together

Each of our services is designed to complement the others, creating a seamless journey from idea to execution:

- **Start with Branding:** Establish your identity and create a strong foundation for your message.
- **Expand Your Reach with Media:** Use podcasts, webshows, or videos to connect with your community on a deeper level.
- **Maintain Consistency Across Platforms:** Ensure every piece of content—from your website to your videos—feels cohesive and professional.

By combining these services, we help you create a unified presence that not only amplifies your voice but leaves a lasting impact on the people you're called to serve.

Professional Video Editing

Our Professional Video Editing Services are designed to take your raw footage and transform it into polished, engaging content that aligns with your vision and goals. Whether you're creating promotional material, event recaps, educational content, or storytelling pieces, we provide expert editing solutions tailored to your needs.

What We Offer:

Creative Storytelling - Every video tells a story, and we're here to ensure yours stands out. Our editors craft compelling narratives that captivate viewers, seamlessly combining visuals, audio, and pacing to evoke emotion and deliver your message with impact.

Audio Enhancement - Clear, high-quality audio is essential for effective video content. We handle noise reduction, volume balancing, and the addition of music and sound effects to create a seamless and immersive viewing experience.

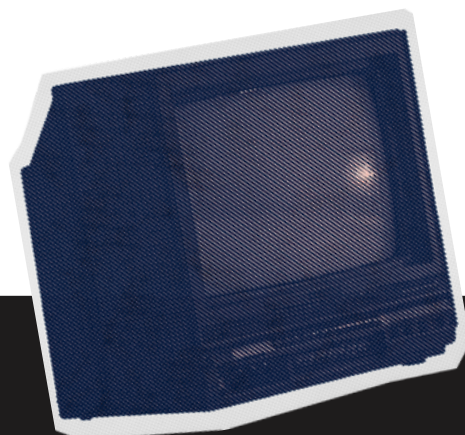
Multi-Camera and Multi-Source Editing - For projects involving multiple angles or sources, we synchronize and edit footage to create a cohesive final product, maintaining flow and dynamic visual interest.

Content Repurposing - Maximize the value of your footage by turning it into multiple pieces of content. We can create shorter clips, highlight reels, or social media snippets to expand your reach and engagement.

Custom Graphics and Animations - From title screens to animated overlays and motion graphics, we add visual elements that elevate your video's professional look. These enhancements ensure your content is visually engaging and aligned with your branding.

Color Correction and Grading - We bring your footage to life with expert color correction and grading, ensuring that your video has a consistent and polished look while reflecting the mood and tone of your message.

Platform-Specific Formatting - Whether your video is destined for YouTube, social media, or a professional presentation, we optimize your content for the intended platform, ensuring it looks and performs its best wherever it's viewed.



Pricing Professional Video Editing

Our base pricing includes standard editing for a single video with up to 10 minutes of final runtime:

Basic Package – \$250:

Includes simple edits such as trimming, cutting, and transitions. Ideal for short videos like event highlights or testimonials.

Standard Package – \$450:

Includes advanced editing such as audio enhancement, basic color correction, and adding royalty-free music. Suitable for promotional videos, interviews, or educational content.

Premium Package – \$700:

Includes multi-camera editing, motion graphics, detailed color grading, and customized titles. Perfect for branding videos, storytelling content, or high-impact promotional pieces.

For projects requiring ongoing or highly customized editing:

\$55/hour

We'll provide an estimate based on your project's scope before beginning work.

Additional Notes:

Initial Consultation: Free

We'll discuss your project goals, vision, and specific needs to determine the best package and approach.

Revisions: Packages include up to 2 rounds of revisions. Additional revisions are \$50 per round.

Turnaround Time: Standard delivery within 7–10 business days. Rush delivery is available for an additional fee.

Professional Video Editing Add-On's & Deals

Add-On Services:

Custom Graphics & Animations: \$50–\$150 (based on complexity)

Script & Storyboard Assistance: \$100–\$200

Content Repurposing: \$75 per additional format (e.g., social media clips, highlight reels)

Rush Delivery: +25% of the package price (turnaround within 48–72 hours)

Subtitles & Closed Captioning: \$1.50 per minute of video

Platform Optimization: \$50 per platform (e.g., YouTube, Instagram, Facebook)

Bulk Discount Packages

Perfect for clients with ongoing content needs:

5 Videos Package: 10% off the total price

10 Videos Package: 15% off the total price

Monthly Retainer: Starting at \$1,500 (custom pricing based on volume and services)



Virtual Podcast & Webshow Production

Take your podcast or webshow to the next level with our Virtual Production Services. We provide end-to-end solutions to make your show stand out in today's competitive digital space. Whether you're launching a new project or refining an existing one, we're here to make the process simple, stress-free, and impactful.



What We Offer:

Pre-Production Planning - We'll help you nail down your show's concept, format, and target audience, ensuring your content is aligned with your goals.

Post-Production Editing - Our team polishes your recordings with expert audio and video editing, adding custom intros, outros, overlays, transitions, and more to create a seamless final product.

Multi-Camera and Multi-Source Editing - For projects involving multiple angles or sources, we synchronize and edit footage to create a cohesive final product, maintaining flow and dynamic visual interest.

Distribution Assistance - Need help publishing your episodes? We guide you through the process or handle it for you, ensuring your show gets on platforms like Spotify, Apple Podcasts, YouTube, and more.

Professional Virtual Production - Using cutting-edge tools like Ecamm, we produce high-quality, virtual podcast and webshow episodes. We handle everything from hosting to recording and live streaming, so you can focus on your content.

Color Correction and Grading - We bring your footage to life with expert color correction and grading, ensuring that your video has a consistent and polished look while reflecting the mood and tone of your message.

Content Repurposing - Maximize your reach with content tailored for different platforms. We create clips, graphics, and social media posts to promote your podcast or webshow.

Ongoing Support - We don't just produce and leave—we're here to provide ongoing advice and technical support to help your show thrive.

Pricing Virtual Production

*Prices do not include podcast hosting fees, distribution and management fees, or archiving fees.

Starter Package – \$400 per episode:

Includes pre-production consultation, remote recording setup support, basic video and audio editing, and adding intros/outros. Ideal for beginners looking for a polished product.

Standard Package – \$650 per episode:

Includes everything in the Starter Package, plus motion graphics, advanced editing (e.g., noise reduction, color correction), and platform-specific formatting. Perfect for creators looking to elevate their show's quality.

Pro Package – \$1,000 per episode:

Includes everything in the Standard Package, plus multi-camera/multi-guest editing, custom animations, and 3 promotional clips for social media. Great for established creators and organizations looking to maximize their content's reach and engagement.

For projects requiring ongoing or highly customized editing:

\$100/hour

We'll provide an estimate based on the scope of your project.

Additional Notes:

Initial Consultation: Free

We'll discuss your podcast/webshow concept, audience, and goals to determine the best approach.

Revisions: Packages include up to 2 rounds of revisions. Additional revisions are \$100 per round.

Turnaround Time: Standard delivery within 7–10 business days. Rush delivery is available for an additional fee.

Virtual Production Add-On's & Deals

Add-On Services:

Custom Intro/Outro Design: \$250

Social Media Clips: \$75 per clip

Transcript Creation: \$1.50 per audio/video minute

Content Strategy Consultation: \$300

Live Streaming Support: \$500 per event

Bulk Discount Packages

For clients creating multiple episodes:

5-Episode Package: 10% off the total price

10-Episode Package: 15% off the total price

Monthly Retainer: Starting at \$2,500 (custom pricing based on volume and services)



Comprehensive Brand Suites

We craft complete branding solutions that capture your unique vision and values, creating a cohesive and professional identity that resonates with your community. Whether you're starting from scratch or refining your existing brand, our Comprehensive Brand Suites are tailored to meet your needs.

What We Offer:

Brand Strategy & Identity Development

- We start by understanding your mission, audience, and goals. Together, we define your brand's personality, tone, and key messages to ensure your identity aligns with your purpose.

Website Design & Development

- From layout to launch, we build a user-friendly, responsive website that serves as the central hub for your brand. We focus on both design and functionality to ensure your website engages visitors and drives action.

Brand Guidelines Document

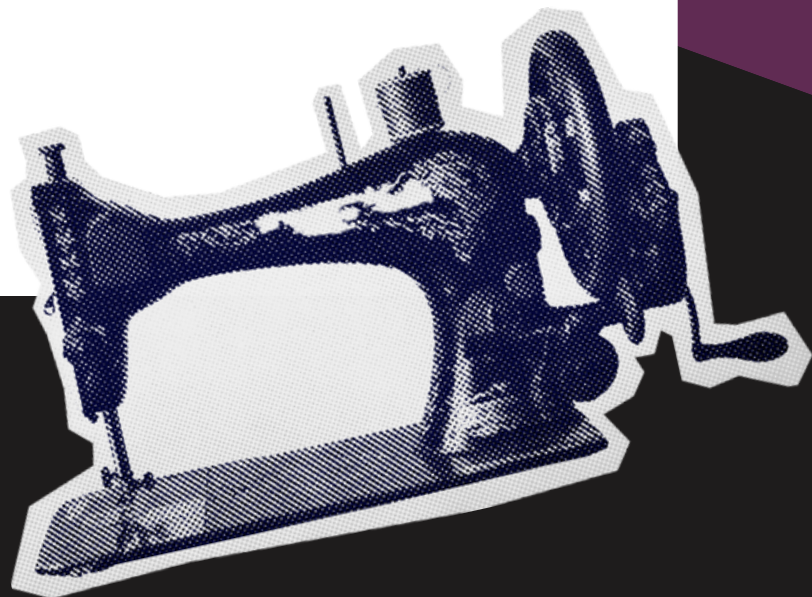
- To keep everything cohesive, we deliver a detailed guide outlining how to use your brand assets effectively, ensuring consistency in every piece of content you create.

Logo Design & Visual Identity

- We create a unique logo and a full suite of visual assets, including fonts, colors, and graphic elements, that reflect your brand's story and make you stand out.

Customizable Templates

- Need materials for social media, presentations, or print? We provide templates you can easily use and adapt for consistent branding across all platforms.



Pricing **Brand Suites**

Essentials Package – \$1,500:

Includes logo design, brand color palette, typography selection, and a basic brand style guide. Perfect for small organizations or individuals establishing a foundational brand identity.

Standard Package – \$3,000:

Includes everything in the Essentials Package, plus custom logo variations, brand messaging framework (mission, vision, values), and social media branding templates. Ideal for organizations needing a cohesive identity across multiple platforms.

Premium Package – \$5,000:

Includes everything in the Standard Package, plus website design and development (up to 5 pages), content creation templates (print and digital), and a comprehensive brand guidelines document. Perfect for organizations ready to fully establish their brand and digital presence.

For projects requiring ongoing or highly customized branding work:

\$75/hour

We'll provide an estimate after discussing your needs.

Additional Notes:

Initial Consultation: Free

Includes a discussion about your vision, audience, and goals to recommend the best package.

Revisions: Packages include up to 3 rounds of revisions for branding elements. Additional revisions are \$100 per round.

Turnaround Time: Varies by package; Essentials typically delivered in 2–3 weeks, Standard in 4–6 weeks, Premium in 6–8 weeks.

Brand Suite

Add-On's & Deals

Add-On Services:

Additional Website Pages: \$250 per page

Brand Photography Coordination: \$500

Custom Icon Sets: \$150–\$500 (based on complexity)

Marketing Strategy Consultation: \$300

Brand Audit for Existing Organizations: \$500

Bulk Discount Packages

For organizations needing both branding and video or podcast services:

Combine services to receive a 10% discount on the total cost



Next Steps

We strive to make the onboarding process smooth, collaborative, and inspiring. Our process ensures you feel confident and supported every step of the way. From your first consultation to project delivery, our goal is to provide a hassle-free, collaborative experience that leaves you thrilled with the results.



- ① Initial Consultation
- ② Service Agreement
- ③ Kickoff Meeting
- ④ Creative Development
- ⑤ Review & Finalization
- ⑥ Post-Project Support

Questions?

Don't hesitate to Contact Us!

We'd love to hear from you! Whether you have questions about our services, want to discuss a project, or are ready to get started, we're here to help. Let's work together to bring your vision to life.

Email us at

joe@morabitocreativegroup.com

What are you waiting for?

Your creative journey starts here!

