

PRODUCTION TIMELINE		
PRE	Project Launch:	July 10
	Project Closing:	July 14
	Pitches Delivered to LLL:	7/15
	lululemon Confirms Ambassadors:	July 15
	Pitch Selected by LLL:	7/17
	Drop-dead for Ambassadors to receive product/wardrobe:	July 20
	Kickoff Call with Editors & Ambassadors:	July 20
	Ambassadors Film Workouts:	July 21-23
EDITING		
POST	All Ambassador Footage Due to Editors:	July 24 by EOD PT
	Rough Cut Due to Tongal:	July 30
	Tongal Feedback on Rough Cuts Due:	July 31 EOD
	Revised Rough Cuts Delivered to Tongal:	August 4
	Rough Cut Delivered to Sponsor:	August 5
	Rough Cut Feedback from Sponsor:	August 7
	Final Cut Delivered to Sponsor:	August 11
	Fine Cut approval from Sponsor:	August 13
	Editors Master:	August 14–18
	Tongal QC:	August 18–20
	Final Files Delivered to Sponsor:	August 21
	Run Live:	August 22–23