

DIGITAL SPOTS TIMELINE		
DEV	Project Launch:	May 14
	Pitch Phase:	May 14–26
	Internal Tongal Review:	May 26–29
	Pitches Delivered to Sponsor:	May 29
	Pitches Selected by Sponsor:	June 10
Commencement Payment Milestone Triggered		
PRE	Pre-Production Kickoff Call:	June 11
	Rough Draft of Script Due:	June 15
	Script Feedback from Sponsor:	June 26
	Revised Script Due:	June 29
	Production Bible (Casting, Locations, and Food Stylist) Due:	June 30
	Script + Bible Feedback/Approval:	July 10
	Pre-Production Elements Approved:	July 14
	Trademark	July 14–30
Production Greenlight Payment Milestone Triggered		
VID	Production Phase:	July 30–August 10
	Rough Cut Delivered to Tongal:	August 10
	Tongal Internal Feedback:	August 11
Rough Cut Delivery Payment Milestone Triggered		
REV	Rough Cut Delivered to Sponsor:	August 13
	Rough Cut Feedback from Sponsor:	August 24
	Fine Cut Delivered to Sponsor:	August 26
	Fine Cut Feedback from Sponsor:	September 9
	Picture Lock Cut Delivered to Sponsor:	September 11
	Picture Lock Approval / Final Feedback from Sponsor:	September 25
	Final Cut Delivered for Approval:	September 29
	Final Sponsor and Tongal QC:	September 29–October 5
	Final Files Delivered to Sponsor:	October 6
Final Delivery Payment Milestone Triggered		