

HowTo Aligner Video Project PRODUCTION TIMELINE		
DEV	Project Launch:	8/25
	Pitch Phase / Filmmakers Develop full Pitches:	8/25 - 9/1
	Internal Tongal Review:	9/1- 9/2
	Pitches Delivered to Sponsor:	9/2
	Pitches Selected by Sponsor:	9/9
PRE	Pre-Production Begins:	9/10-27
	Kick-Off Call (KOC) with Brand/Tongal/Filmmaker:	9/10
	Rough Draft of Script Due:	9/14
	Brand Feedback On Script Due:	9/17
	Revised Script Due:	9/20
	Brand Approval on Script Due:	9/21
	Storyboards, Casting & Location Options Due:	9/23
	Storyboards, Casting & Locations Feedback/Selection from Sponsor:	9/27
	Revised Storyboards, Casting & Locations Due:	9/28
	Final Storyboards, Casting & Location Feedback/Selections from Sponsor:	9/30
	All Pre-Production Elements Approved & Final Walk-Thru Call:	10/1
VID	Production Phase:	10/2-10/17
	Rough Cut Delivered to Tongal:	10/18
	Tongal Internal Feedback:	10/19
	Rough Cut Delivered to Sponsor:	10/20
	Rough Cut Feedback from Sponsor Due:	10/25
	Fine Cut Delivered to Sponsor:	10/27
	Fine Cut Feedback from Sponsor Due:	11/1
	Final Cut Delivered for Approval:	11/2
	Brand Approval & Master Files Delivered to Tongal for QC:	11/3

REV	Final Sponsor and Tongal QC:	11/4
	Final Files Delivered to Sponsor:	11/5