



Three tiers. One goal: A powerful virtual farm experience.

Virtual Farm Trips are available at three tiers — Basic, Plus and Pro — to provide flexibility for each partner to determine the level of production sophistication, promotion and evaluation that best fits their needs.

Some hosts want simple productions. Others seek to wow their audiences with advanced production techniques. Yet others value impressing their board members with extensive evaluation metrics. In order to allow each partner to do it their way, we have created a 3-level tiered pricing structure, so that you only pay for the level of production and support that you need.

Basic

We provide all the basics for a successful virtual event. This option is great for those new to VFTs who are looking to experiment, feel supported and learn the ropes without the worry of being a technical or production expert or for seasoned VFT partners who value our support on a simplified scale.

Plus

This package gives you all the basics plus additional support for larger and wider audiences, expanded promotion, deeper engagement, more advanced visual support, a starter tech pack (including a headset and mobile gimbal with purchase of 5-trip or higher package), and the ability to “flex” your virtual event credits into something other than standard VFTs. This package is perfect for both ambitious beginners and experienced hosts who don’t need all the bells and whistles, but value some extra help with promotion, content development and impressing professional audiences.

Pro

Get all the benefits mentioned above and much more, including priority trip scheduling, national promotion opportunities, media relations support, enhanced production techniques and high-definition streaming, comprehensive end-of-project metrics and evaluation reporting, highlights of your trips to share via social media, and graphic design support. This package provides everything our experienced and newer VFT partners could need and want for highly impressive event experiences.

Virtual Farm Trips® Service Level Comparison

SET-UP & PROMOTION

	BASIC	PLUS	PRO
Detailed work plan, tech list + guidance	✓	✓	✓
Connectivity testing	✓	✓	✓
Custom online registration + registrant communication	✓	✓	✓
Listings on VirtualFarmTrips.com	✓	✓	✓
Promotional email to your teacher contacts	✓	✓	✓
Tech starter pack (with purchase of 5+ credits)	—	✓	✓
Flex your credits for other virtual events	—	✓	✓
Expanded state/regional email promotion	—	✓	✓
National promotional email opportunities	—	—	✓
Pre- and/or Post-event news releases to media	—	—	✓
Priority scheduling	—	—	✓

PRODUCTION & ENGAGEMENT

	BASIC	PLUS	PRO
Registrant capacity	>500	>1,000	>1,000
<i>(Each registrant may display VFTs to many viewers at once. Higher capacity available as needed.)</i>			
Technical production + support	✓	✓	✓
Pre-event rehearsal	✓	✓	✓
Basic visual prep + engagement tools	✓	✓	✓
Event recording + streaming to one platform	✓	✓	✓
Advanced visual prep + engagement tools	—	✓	✓
Streaming to multiple platforms	—	✓	✓
Enhanced production (immersion + 1080p HD streaming)	—	—	✓
Graphic/Visual design support	—	—	✓

METRICS & POST-EVENT SUPPORT

	BASIC	PLUS	PRO
Custom pre- and post-event evaluation	✓	✓	✓
Registration source tracking	✓	✓	✓
Basic individual event + raw data reports	✓	✓	✓
Professional CEU delivery/tracking	—	✓	✓
Basic recording edits	—	✓	✓
Advanced recording edits	—	—	✓
Short-form video highlights for social channels	—	—	✓
Comprehensive end-of-project "board report"	—	—	✓

Pricing (per credit)

\$3,000

\$4,000

\$5,000

Bundle discounts available (5, 10, 15 credits)

For more information and full details, visit VirtualFarmTrips.com,
email virtual@shift-ology.com or call 614-570-7218.