

Jacob Berg, Owner
Prizar Entertainment
2421 Schaller Dr. E
Maplewood, MN 55119



May 6, 2022

Richard Palmer, Instructor
Full Sail University
3300 University Blvd
Winter Park, FL 32792

Dear Mr. Palmer,

My graduation date is approaching fast, and the time has come for me to think harder about what my life will look like after graduating from Full Sail. Even though I still have over six months left here at Full Sail, it is never too early to start. I have gained a substantial amount of knowledge and skills while studying in the Audio Production program that I would like to use to begin making profit with my company, Prizar Entertainment.

Background and Purpose

High school and community theatres offer wonderful opportunities for artists of all ages. When the COVID-19 pandemic first started, live theatre stopped, leaving artists void of a creative outlet. As the pandemic progressed, individuals had to get creative with how they would perform; recording and virtual shows came to be that new outlet. Even though live theatre has started up again, many artists found the recording experience enjoyable and have a desire to continue the recording path in a more professional way.

Proposed Plan of Action

Prizar Entertainment's goal is to work with local and regional theatre companies and professionals to provide a unique studio recording opportunity for theatre students and other working professionals. Working hand-in-hand with the already established live sound design and mixing services, the studio will offer cast recording sessions, small group sessions, and solo sessions, as well as mixing and mastering services. Providing this service satisfies the desire for artists to work in a studio environment alongside of their live acting experiences. It also supports a close, more personal relationship with Prizar Entertainment working with them in both spaces.

Schedule

Upon approval, the schedule listed below lays out initial goals for the few months of Prizar Entertainment's professional development.

Begin to Purchase Studio Equipment
Graduate from Full Sail University

September 2022
December 2022

Register Prizar Entertainment as an LLC	January 2023
Launch Website and social media	Mid- January 2023
Acquire all necessary equipment	Mid- January 2023
Network and Expand Clientele	February 2023+

Staffing

Jacob Berg is the currently the sole employee and owner of Prizar Entertainment. He started the company in 2017 as a sole proprietor to advertise his services under a fictitious business name. Since its foundation, Jacob has been working as a freelance sound designer and engineer, lighting designer, and media technician. He has also worked at several companies performing similar services.

Budget

Based on research Prizar Entertainment has gathered, listed below are the initial start-up budget items.

Trademark and Copyright Registration	\$300.00
LLC Registration	\$135.00
Website and Domain for 1 Year	\$275.00
Studio Production Equipment	\$13,000.00
Total	\$13,710.00

Authorization

Prizar Entertainment has established itself in the community Mr. Palmer, and is ready to expand into a more professional, profitable business and begin to grow into its full potential. Please contact Jacob Berg at 651-354-6377 by May 20, 2022, so arrangements can be made to begin the process.

Best Wishes,

Jacob Berg May 5, 2022