PRICING IN A WRITTEN PROPOSAL

Artist Launch.

Your site, your EPK and your campaign, built by Puressência, a Brazilian production house, with Sam, our partner in Milwaukee, as your contact in the U.S. English first; Portuguese when you need it.

STANDARD

The essentials, fast

Written proposal

7 BUSINESS DAYS

- Artist or DJ site on a template, in English, with your domain connected
- EPK: web page, one-sheet PDF and bio
- 3 short AI-assisted videos and 6 artworks
- Index and delivery guide

Best for: getting into the conversation with a mix, an EPK and a site.

PROFESSIONAL

The complete delivery

Written proposal

15 BUSINESS DAYS

- Full site on our stack, English and Portuguese, with an assistant that sorts booking, press and management requests
- EPK with downloads: press photos, riders, logos, lookbook, bio PDF
- Artist identity: wordmark, palette, type, cover
- Campaign: 6 videos, 12 artworks, 30-day calendar, release plan
- Master delivery book, video tutorials, manuals, 1 advisory call

Best for: a release or a run of shows in the next 90 days.

SUPERSTAR

Our most complete delivery

Written proposal

25 BUSINESS DAYS

- Custom concept site: manifesto, story, concept store, catalog, radio, VJ loops, request assistant, English and Portuguese
- Full brand system and a 60–90 s AI-assisted manifesto film
- Release campaign of up to 30 pieces, plus the full EPK
- Ad account setup and 30 days of follow-up (your media budget)
- Index, master delivery book, tutorials, launch advisory

Scope reference: alilove.world (Puressência — creative direction · A.MOTION — visual studio). “Superstar” is a tier name, not a promise.

1
15-minute call
With Sam: your goals, dates and what you already have. Scope is set here.

2
Written proposal
Level, deliverables, dates and price, in writing, before you commit.

3
Deposit, first build
The first build of your site arrives in hours. Previews stay protected until the balance is paid.

4
Delivery in your name
Index, delivery book, tutorials. Domain and ad accounts in your name; usage rights in writing.

TERMS

- **30% to start, the balance on delivery**; larger projects in three installments. Details in the written proposal.
- Lead times in business days, counted from the deposit and your material.
- Prices exclude local sales tax. Media budget is always paid by you, directly to Meta or Google.
- Add-ons: music production (mix and master to a produced EP), release campaigns, and Full Service (Superstar + 1 produced track).

HOW WE MAKE IT

Direction, identity and sound are ours; AI speeds up the production of images and video, and we label it. No AI-generated music.

NOT INCLUDED

On-site filming, media budget, paid PR, paid playlist pitching, distributor fees, printing.

No promises of bookings, streams, press or label deals. You see exactly what you’ll receive before you pay.

NEXT STEP · NO COST

Book a 15-minute call with Sam

[CONFIRM: Sam’s booking link / phone] · or write to puressencia.com.br/en/contact/

Free guide for artists: “Your show in one link: the EPK promoters actually open”.