

FATFISH

UNIVERSITY OF PORTLAND

COMMENCEMENT 2027

Three production partnership options

PREPARED FOR

University of Portland · Sean Ducey and Tara Gartner

PREPARED BY

Fat Fish Media, October 2026

fatfishmedia.com

Three ways to bring us in.

You spent $67,998.12 on production elements in 2026 across several vendors. None of the three options is a like-for-like replacement for that figure. Each covers a different share of the scope, so compare them against each other and against what your partners would still invoice.

Broadcast & Management

$78,714.42

Cameras, the stream, names and captions, and the team that calls the show. Your partners keep the room as it is.

- 4 M/E switcher, three broadcast cameras, four PTZ cameras, playback rack
- Livestream of every ceremony, program feed to the screens you have
- Graduate name lower-thirds from Cvent check-in, two scanner laptops
- Live captioning included
- Producer, production manager, show caller, broadcast audio, video engineer, director and graphics, plus three local camera operators

HANDLED BY UP / EXISTING PARTNERS

Room audio, lighting, power, rigging, stage hands, in-house screens, Senior Toast PA, and everything UP owns.

OPTION 1 · QUOTE 27-0040

Video, Audio & Management

$142,824.72

Adds the sound in the room and the two LED walls. Lighting, power and rigging stay with the partners you have.

- Everything in Broadcast & Management: cameras, switcher, stream, graduate names
- Two 8×14 video walls
- Room audio: console, wireless and presidential mics, four wedges, ten front fills, FreeSpeak comms with IFB
- Senior Toast PA on the quad
- Ten traveling crew, two local camera operators, six stage hands

HANDLED BY UP / EXISTING PARTNERS

Lighting, power, truss and rigging, riggers, and everything UP owns.

OPTION 2 · QUOTE 27-0041

Full Production

$195,281.04

Every production element in the building under one producer.

- Everything in Video, Audio & Management: cameras, stream, names, walls, room audio, Senior Toast
- Lighting: twenty moving heads with console; power distribution and cable
- Truss and rigging with hoists, riggers for the up and the down
- Twelve traveling crew, two local camera operators, twelve stage hands
- 53-foot semi and a boom lift

HANDLED BY UP / EXISTING PARTNERS

Decks, drape, house PA, Cvent, ASL, Grad Images.

OPTION 3 · QUOTE 27-0039

All totals include production management. Airfare is an estimate that settles at booking, and UP provides the crew's hotel rooms in all three options.

What each option includes.

Broadcast & Management

OPTION 1 · QUOTE 27-0040 · $78,714.42

Broadcast video. The same 4 M/E switcher, three broadcast cameras, four PTZ cameras and playback rack as Full Production.

Livestream. Every ceremony streamed, with program feed to the screens you already have.

Graduate names. Two laptops with barcode scanners for the lower thirds.

Captioning. Live captioning included.

Show management. Producer and production manager for six days, show caller, broadcast audio engineer, video engineer and stream tech, video director, graphics operator.

Camera operators. Three local operators for the three show days.

Logistics. One truck, airfare and per diem for seven. Hotel rooms by UP.

STAYS WITH YOUR PARTNERS

Audio, lighting, power, truss and rigging, stage hands, LED or jumbotron, Senior Toast PA, plus everything you own.

Video, Audio & Management

OPTION 2 · QUOTE 27-0041 · $142,824.72

Broadcast video. Full switcher, camera and playback package, livestream of every ceremony.

Graduate names. Two laptops with barcode scanners for the lower thirds.

Two LED walls. Two 8×14 video walls, captions and names where students can see them.

Audio in the room. Console, wireless and presidential mics, four stage wedges, ten front fills, FreeSpeak comms with discreet IFB.

Senior Toast. Small PA and wireless on the quad.

Crew. Ten traveling, including A1 and A2, broadcast audio, video director, graphics and LED tech. Two local camera operators, six stage hands.

Logistics. 53-foot semi, airfare and per diem for ten. Hotel rooms by UP.

STAYS WITH YOUR PARTNERS

Lighting, power, truss and rigging, riggers, plus everything you own.

Full Production

OPTION 3 · QUOTE 27-0039 · $195,281.04

Broadcast video. 4 M/E switcher, three broadcast cameras, four PTZ cameras, playback rack, livestream of every ceremony.

Graduate names. Two laptops with barcode scanners feed the lower thirds from Cvent check-in.

Two LED walls. Two 8×14 video walls, sized to the east-end stage.

Audio in the room. Console, wireless and presidential mics, four stage wedges, ten front fills, FreeSpeak comms with discreet IFB.

Lighting and power. Twenty moving heads with console, plus distro and cable.

Truss and rigging. Hoists, pre-rig truss and riggers for the up and the down.

Senior Toast. Small PA and wireless on the quad.

Crew. Twelve traveling, from producer and show caller to A1, lighting designer, master electrician, video director and LED tech. Two local camera operators, twelve stage hands, three riggers.

Logistics. 53-foot semi, boom lift, airfare and per diem for twelve. Hotel rooms by UP.

STAYS YOURS

Decks, drape, house PA, Cvent, ASL, Grad Images.

Who handles what, option by option.

SCOPE	**Broadcast & Management** OPTION 1 · QUOTE 27-0040	**Video, Audio & Management** OPTION 2 · QUOTE 27-0041	**Full Production** OPTION 3 · QUOTE 27-0039
INCLUDED IN EVERY OPTION			
Cameras, switching, livestream	Fat Fish	Fat Fish	Fat Fish
Graduate names and lower-thirds	Fat Fish	Fat Fish	Fat Fish
Producer, show caller, show crew	Fat Fish	Fat Fish	Fat Fish
WHERE RESPONSIBILITY CHANGES			
Room audio, comms, IFB	Existing partner	**Fat Fish**	**Fat Fish**
Two LED walls	Existing partner	**Fat Fish**	**Fat Fish**
Lighting and power distribution	Existing partner	Existing partner	**Fat Fish**
Truss, rigging, riggers	Existing partner	Existing partner	**Fat Fish**
Senior Toast PA	Existing partner	**Fat Fish**	**Fat Fish**
Stage hands, load-in and out	Existing partner	**Fat Fish, 6**	**Fat Fish, 12**
Traveling Fat Fish crew	7	10	12
Local camera operators	3	2	2
ALWAYS UP-PROVIDED			
Decks, drape, rigging points, house power, in-house PA, Cvent, crew hotel rooms	UP-provided	UP-provided	UP-provided
TOTAL, MANAGEMENT INCLUDED	**$78,714.42**	**$142,824.72**	**$195,281.04**

The line-item PDFs follow from Bubba.

Who we are.

Fat Fish Media is an event production and experience design company in Salt Lake City. We produce commencements, conferences and brand events with our own crew, our own gear and one producer accountable for the whole show.

What you saw at WGU's Seattle commencement in July is the shape of what we provide: cameras and the livestream, LED walls, graphics and lower-thirds, live captions, audio, lighting, rigging, comms, show calling and the run of show, under one producer. We also coordinate the partners you already trust, so the week at the Chiles Center runs through one phone number.



WGU commencement: two LED walls, live IMAG, interpreters and a multi-camera crew, produced by Fat Fish Media.

AT A GLANCE

Venue	Ceremonies	Load-in	2026 production spend, all vendors
Chiles Center, stage on the east end	**Six, Friday to Sunday, all streamed**	**Monday to Thursday**	**$67,998.12**

How the week would run.

Today your office runs a vendor hub. We take that over: one accountable team owns the technical show from the first site visit to strike and coordinates every other partner.

1

BEFORE · JANUARY TO APRIL

Plan it once

- Site visit and walk of the rigging plot with Hollywood
- CAD and Dante review
- Run of show co-built with Sean from the 2026 ROS
- Graphics templates in UP purple; Cvent name feed tested
- Caption vendor booked

2

LOAD-IN · MONDAY TO THURSDAY

Build and rehearse

- Monday: stage and carpet with your crew
- Wednesday: cameras, walls, audio additions, comms, stream path
- Thursday: rehearsal with every speaker

3

SHOW · FRIDAY TO SUNDAY

Six ceremonies, one call

- One show caller across all six ceremonies
- Graphics operator on names, stream director, A2 on stage
- Camera team on every show
- Strike Sunday night

Milestones are shown at full scope. Under Broadcast & Management, the wall and room-audio steps stay with your partners. Anything you would rather keep in house stays in house.

Who handles what.

You own more of this show than most schools do, and none of that goes in our quote. What changes is who manages the pieces around it.

UP PROVIDES

The building and the base

4×8 stage decks set by your crew. 28-foot black, white and purple drape. Rigging points shared with other shows. Two 400-amp and two 200-amp services. The in-house Dante PA. Cvent check-in, name readers, platform party logistics, schedule and approvals. Hotel rooms for the crew.

FAT FISH PROVIDES

The show, under one producer

Cameras and the stream, graphics and lower-thirds, show calling and the run of show in every option. Room audio, comms and the two LED walls from Video, Audio & Management up. Lighting, power distribution, truss and rigging in Full Production. Vendor coordination in all three.

EXISTING PARTNERS PROVIDE

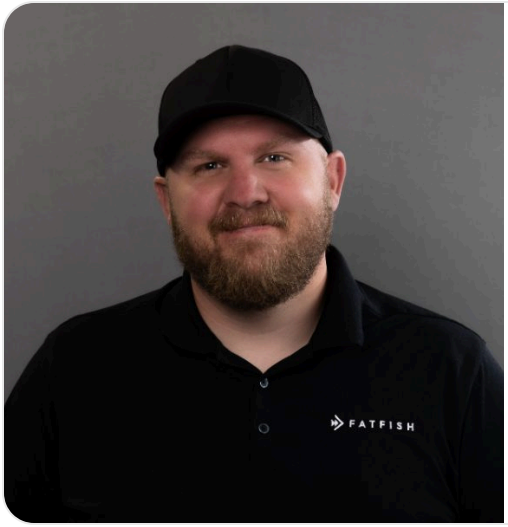
What we book and run for you

Hollywood on lighting, power, drape and stagehands wherever those sit outside the option you choose. ASL interpreters. Grad Images on photography.

The Fat Fish column reflects the Full Production scope. Under Video, Audio & Management, lighting, power and rigging stay with your partners; under Broadcast & Management, so do the walls and room audio. The option cards are the commercial commitment.

Your production team.

Bubba Palmer is your point of contact. He runs the quote, the production and the week in the building, and he is the one who picks up the phone.



YOUR POINT OF CONTACT

Bubba Palmer

PRODUCER / ACCOUNT EXECUTIVE

Production lead with a talent for immersive tech. Former Head Carpenter for the Lindsey Stirling Tour. Bubba is the one who picks up the phone.

Email bubba@fatfishmedia.com

Phone 385.419.1336 ext. 203



Isaac Gonzalez

CMO / FOUNDER

Built Fat Fish into a standout in experience design for Adidas, Meta and Amazon. Sets the direction and how the room feels.



Richard Payson

CEO / CO-OWNER

More than ten years in AV, including eight as lighting designer for The Piano Guys. Signs off on the plan.



Cynthia Wainscott

CREATIVE DIRECTOR

Leads the creative. Eight years making scenic ideas real. Owns the graphics package, the lower-thirds and what the walls look like on the day.

Choose the scope. Confirm the plan.

Pricing is on pages 2 to 4. Three actions take us from this document to a signed plan.

1

Review the option

Pick Broadcast & Management, Video, Audio & Management, or Full Production. Thirty minutes with Bubba closes the open questions below.

2

Walk the venue

A site visit at the Chiles Center with the rigging plot, the CAD and Hollywood, so the wall size and the Friday truss are settled.

3

Develop the run of show

We draft it with Sean from the 2026 ROS and run Thursday's rehearsal off it. Then we walk through it together before show week.

OPEN QUESTIONS FOR SEAN AND TARA

- Confirmed 2027 ceremony dates and order
- Cvent export format for the name feed
- Which of the remaining 40 CAD files cover the east end and the roof
- Wall size versus the upstage truss, and whether the truss can move
- Caption vendor preference, or we bring ours

Sean, Tara: tell us what we missed.

If any of this reads differently from the call, say so and we will update it before anything is signed.

Email Bubba

bubba@fatfishmedia.com · 385.419.1336 ext. 203

LET'S TALK *EVERY GRADUATE SEES THEIR NAME.*

fatfishmedia.com · October 2026 · www.fatfishmedia.com/presentations/isaac/university-of-portland

FATFISH