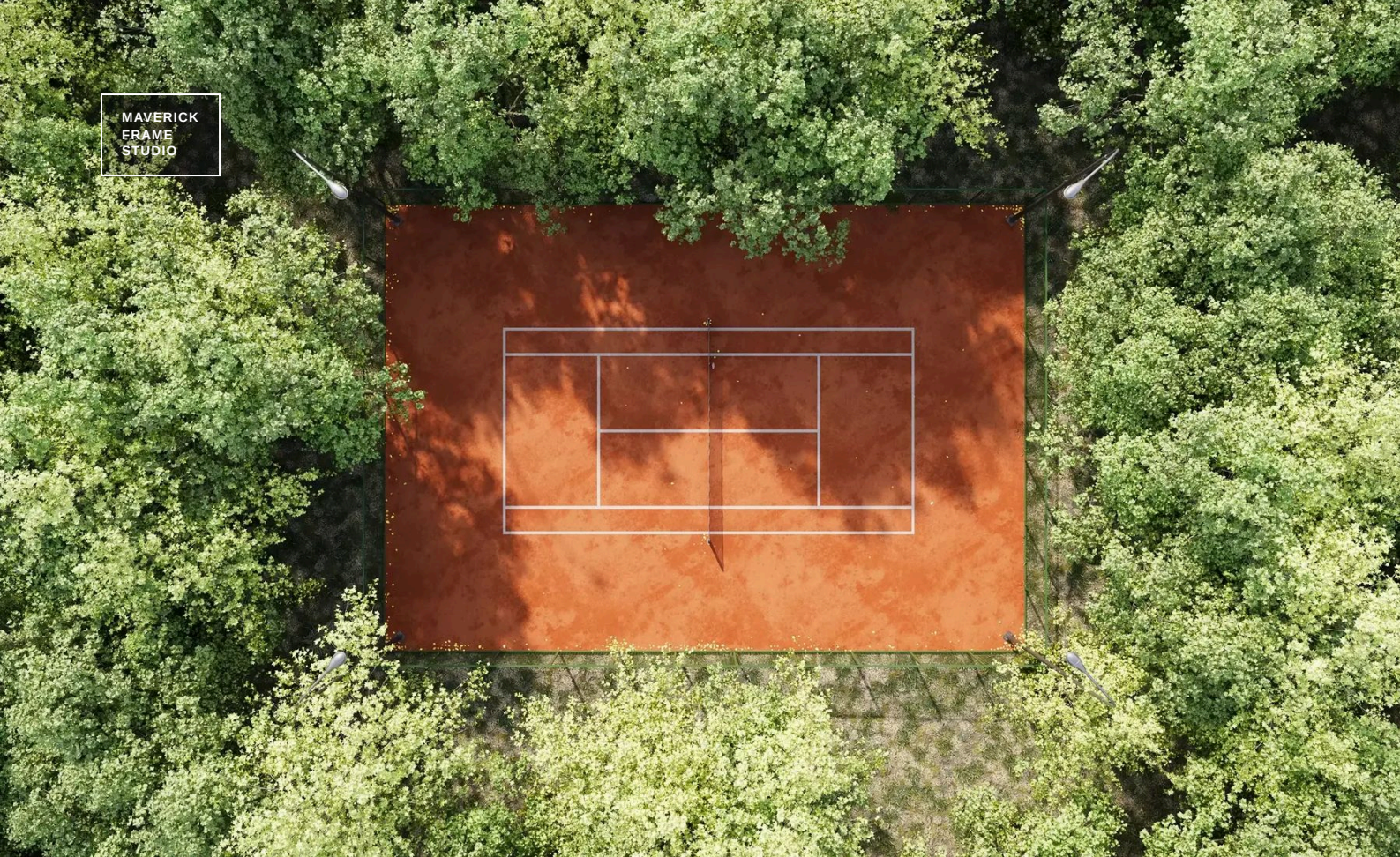




FIELD GUIDE / 2026 EDITION

Five Stages. One Facility Model. Modelled Once, Not Five.

Which sports facility visuals to order from concept to opening, what the 3D model of the site and courts carries over, and the budget per stage, priced at mid-market studio rates.

START HERE

Five vendors, five looks, one facility

Most sports facility projects buy visuals one stage at a time. A concept view from one freelancer, investor images from another, permit views from the architect, presale content from an agency and the opening film from a drone crew.

Each of them models the same site and courts again, from the same drawings, and each makes them look slightly different. Members see five clubs where you open one, and you pay for the model five times.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	The site and courts are modelled again for every new set	The facility is modelled once and updated as the design changes
02	Surface and lighting options are new renders with new cameras	Options are material and light swaps from fixed cameras
03	Aerials, presale content and film look like other projects	One look across stills, aerials, social content and film

The model is the asset. The images are the output.

A facility built in 3D from your drawings, with the courts, run-offs, glass and floodlights where your architect and court builder put them, is the largest cost in any sports facility visual. If it stays with one studio, every later set is lighting, cameras and rendering rather than modelling.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

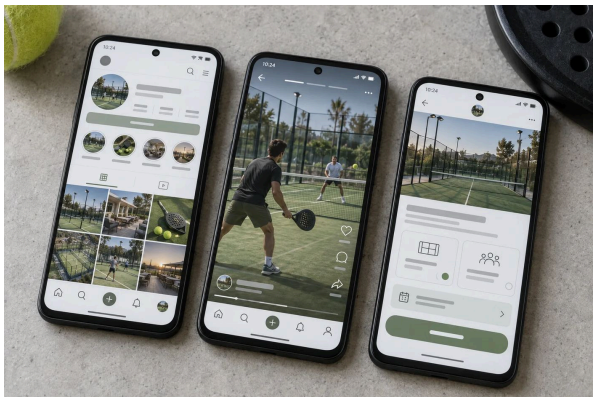
Five stages, in the order most sports facility projects meet them. Each row says what to order, who will look at it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	Concept design, court layout, site plan and a first concept view	Your own team, the go decision	The site and court model
Funding	Arrival, courts, clubhouse and the whole site from above	Investors, lenders, partners	The cameras and the clubhouse
Permit	Accurate massing in its street context, day and night with floodlights	The planning authority, the council, neighbours	The context model
Pre-sales	Lifestyle stills with players, interiors, social and ad formats	Founding members, the website, ads	The light and the styling
Opening	Flyover film, new courts and extra phases	Members, press, the next location	A scene library for the next site

Start where you are

If the investor meeting is next month, order the funding set now, and ask for the facility to be kept as one scene with fixed cameras on file. That is what lets the permit views, the presale content and the opening film reuse it rather than start again.

Not every project passes through all five stages. A private court may skip Funding and Pre-sales; an operator adding courts may start at Permit. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



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WHAT IT COSTS

One facility, five stages, line by line

A composite of a typical six-court padel club with a clubhouse, priced at mid-market studio rates. Your numbers will differ; the proportions and the saving from reusing the model usually do not.

LINE ITEM	BASIS	AT STUDIO RATES
01 Concept: 3D model of the site, courts and clubhouse from sketches or drawings	build, once	\$2,000
02 Concept: first court view and site aerial for the go decision	\$624 + \$936, model reused	\$1,560
03 Funding: arrival and court views, day and dusk, for the investor deck	3 x \$624, model reused	\$1,872
04 Funding: clubhouse lounge view	1 x \$390, model reused	\$390
05 Funding: whole-site aerial	1 x \$936, model reused	\$936
06 Permit: context model of the street and neighbours	build, once	\$900
07 Permit: street views with floodlights, day and night	2 x \$624, models reused	\$1,248
08 Pre-sales: lifestyle stills with players	4 x \$624, model reused	\$2,496
09 Pre-sales: clubhouse, lounge and changing room interiors	3 x \$390, model reused	\$1,170
10 Pre-sales: social media and ad formats	10 x \$60, renders reused	\$600
11 Opening: flyover film	1 min x \$4,000	\$4,000
12 Opening: views of the next court phase	2 x \$624, cameras reused	\$1,248
Concept subtotal		\$3,560
Funding subtotal		\$3,198
Permit subtotal		\$2,148
Pre-sales subtotal		\$4,266
Opening subtotal		\$5,248

Planned as one roadmap \$18,420

The same visuals bought stage by stage, from scratch \$26,420



From scratch means the same lines plus \$8,000: the \$2,000 facility model built again at Funding, Permit, Pre-sales and Opening. Shares above are of the \$18,420 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	Concept: the brief	A sketch, a site plan or the court count, plus who the club is for. No finished design is needed.
02	Funding: the audience	Who sees the deck first: investors, a lender, a partner or a landowner.
03	Permit: the context	The site in its street, the neighbours, floodlight positions and what the authority asks to see.
04	Pre-sales: the drawings	The court layout, the clubhouse drawings and the finish schedule.
05	Pre-sales: the styling	Who the club is furnished for, and two references for the mood.
06	Pre-sales: the channels	Where the visuals will run: website, membership presale, social media, ads, local press.
07	Opening: the next phase	New courts, a second location or the flyover script, and the opening date.
08	Every stage: the budget	A figure or a range per stage. It is the quickest way to a scope that fits, and it is not a weakness.

Change stage, keep the scene

If we built your facility at an earlier stage, reopening it takes one email: name the stage, the new deliverables and any changes since. The model is on file, so the quote starts from rendering, not modelling.

Our terms are on the next page

Market rates, timelines and what counts as a revision round are set out on page 06. The composite on page 04 is priced at the same mid-market studio rates.



Maverick Frame production render.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us what you already have

Plans, a model, photographs or a draft brief, in whatever state they are in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Sports facility work	maverickframe.com/solutions/sports-facility-rendering/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.