

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : DEPARTMENT OF TOURISM
 BRAND : SOCIAL MEDIA
 PROJECT: : REGIONAL PRODUCTION SHOOT
 CE. NO. : DOT-2021-0026
 DATE : 22 October 2021

16/F Two World Square
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

SERVICE	NET	ASF	VAT	TOTAL
I	5,459,200.00	655,104.00		6,114,304.00
PRODUCTION OUTPUT				
1. Video (1 aspect ratio) x 10s-15s x 20 videos per region				
2. Photo (1 aspect ratio) x 50 photos per province (final allotment across destinations to be discussed)				
3. B-Rolls for material turnover in HDD				
PRODUCTION SCOPE				
1. Production Personnel including allocation for 1 DOT Representative				
2. Production (Pre-production, equipment, logistics, permits, production design, transportation, board & lodging, insurance and Covid-19 health & safety protocols)				
3. Post Production				
4. Agency Project Management				
5. Travel Expenses				
DESTINATIONS: (following provided list, to be finalized following regional pandemic guidelines)				
- Region 1 (Ilocos Norte, Ilocos Sur, La Union, Pangasinan)				
- Region 10 (Lanao del Norte, Misamis Occidental)				
- Region 12 (Cotobato)				
SUB TOTAL	5,459,200.00	655,104.00	0.00	6,114,304.00
12% VAT				733,716.48
GRAND TOTAL	5,459,200.00	655,104.00	0.00	6,848,020.48

TERMS :

Rights for the images, videos and talents:

All mediums without limit. May include, but not limited to TV Commercials, Digital Posts, OOH, POS, On-ground and Trade Events, Merchandising and Behind the Scenes (BTS), news outlets, or 3rd party content creators with no tie up to any specific brand

Terms of Payment:

50% downpayment upon approval of project

50% balance upon completion and full turnover of materials

DOT reserves the right to discontinue the services of the awarded supplier for this project after post evaluation per leg. Should this be the case, the package cost will be voided and the cost of production will be as follows (net of agency fees and taxes):

REGION 1 - 2,717,600

REGION 10 - 1,935,800

REGION 12 - 1,129,500

Not included in the Cost Estimate

**Possible quarantine expenses in case provinces will require this from the team before being allowed to shoot (additional meals, accommodation, extension of rental for service vans, and swab test if required)*

VERIFIED BY:



Jinky Salac

Finance Manager

NOTED BY:



Reg Cabanban

Managing Partner

APPROVED BY:



ASEC Howard Lance Uyking

ASEC for Branding and Marketing Communications