

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : East West Bank  
**BRAND** : EastWest Bank  
**PROJECT:** : EastWest Bank Eco Briefing and Beaufort Unveiling Media Roundtable Sessions  
**CE. NO.** : BMCC-PR-2024-15  
**DATE** : 03 October 2024


16/F Two World Square,  
 #22 Upper Mckinley Road,  
 Mckinley Hill, Fort Bonifacio,  
 Taguig City, 1634

Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
<b>I Eco Briefing in Solaire North, NCR (October 15)</b> • Inclusive of pre-event media mobilization and on-ground management of 10 media outlets for one (1) event in Solaire North, NCR • Moderator for roundtable discussion • Assignment of up to two (2) client servicing and media relations team members to facilitate and manage overall on-ground activities and scope. • Rates are exclusive of event staging, program script, and out-of-pocket expenses	171,281.48		171,281.48
<b>II Eco Briefing in Citadines, Bacolod (October 16)</b> • Inclusive of pre-event media mobilization and remote management of 5 media outlets for one (1) event in Citadines, Bacolod • Rates are exclusive of event staging, program script, and out-of-pocket expenses	130,143.58		130,143.58
<b>III Beaufort Unveiling in Beaufort, NCR (October-November TBC)</b> • Inclusive of pre-event media mobilization and on-ground management of 5-8 media outlets for one (1) event in Beaufort, NCR. • Assignment of up to two (2) client servicing and media relations team members to facilitate and manage overall on-ground activities and scope. • Rates are exclusive of media roundtable, event staging, program script, and out-of-pocket expenses	144,751.48		144,751.48
<b>SUB TOTAL</b>	<b>446,176.54</b>	<b>0.00</b>	<b>446,176.54</b>
<b>12% VAT</b>			<b>53,541.18</b>
<b>GRAND TOTAL</b>	<b>446,176.54</b>	<b>0.00</b>	<b>499,717.72</b>

**TERMS :**

This is to ensure commitment to pay Ripple8, Inc. for the total cost indicated in this CE within 30 days upon receipt of its official invoice.

NOTED BY:   
**Jed Michael A. Balatbat**  
 Account Director

APPROVED BY:



Me-Anne Bandalian

VP & Head - Business Segment | Bank Marketing & Corporate Communications