

**PUBLIC RELATIONS
SERVICES COST ESTIMATE**



A ODB Group Company

CLIENT: **JOLLIBEE FOODS CORP.**
 PROJECT: **Proj Soar In-Store Sampling with Andres**
 C.E. NO.: **Jollibee-PR-2025-32**
 DATE: **17-Sep-25**
 DURATION: **1 MONTH**

16F Two World Square, 22 Upper McKinley Road,
 McKinley Hill, Fort Bonifacio, Taguig City, Philippines
 Tel. No. : 8856-7888, Fax No. : 8856-9316

PR SERVICE	SCOPE OF WORK	UNIT	NET	12% VAT	GRAND TOTAL
ONE TIME COST	Project Management Overall coordination, preparation, ingress/egress, management of event proper	1	P40,000.00	P4,800.00	P44,800.00
	Creatives Fee Will cover cost for rendering of all artwork needed for the event.	1	P30,000.00	P3,600.00	P33,600.00
	Writer For script/program flow, ideation	1	P30,000.00	P3,600.00	P33,600.00
	Ocular Cost and Meeting Expenses Covers costs for meals and transportation during the preparation period	1	P6,000.00	P720.00	P6,720.00
	Project Manager Will be in-charge of the planning/preparation and execution of whole event	1	P30,000.00	P3,600.00	P33,600.00
	Project Coordinator Will lead the manpower during the ingress, event, egress	1	P10,000.00	P1,200.00	P11,200.00
	MANPOWER	Brand Ambassadors To assist with callout boards, photo taking, and games	2	P14,000.00	P1,680.00
Sampling Staff to assist with distribution of samples		2	P4,000.00	P480.00	P4,480.00
Helpers Runners for setup and display assistance		2	P4,000.00	P480.00	P4,480.00
Bouncers		7	P54,000.00	P6,480.00	P60,480.00
Host Ballpark cost only		1	P34,000.00	P4,080.00	P38,080.00
ACTIVITY MATERIALS	Callout Boards	3	P18,000.00	P2,160.00	P20,160.00
	Stickers Existing artwork	150	P4,000.00	P480.00	P4,480.00
	Game Props For one game - to be finalized	Pending	P10,000.00	P1,200.00	P11,200.00
	Photoman Roving photoman, unlimited prints, 2 teams	2	P84,000.00	P10,080.00	P94,080.00
TECHNICALS	Basic Sound System	1	P34,000.00	P4,080.00	P38,080.00
LOGISTICS	Vehicle Hire For transport of all installations	1	P12,000.00	P1,440.00	P13,440.00
OTHERS	Uniforms	2	-	-	-
	Supplies Registration materials, setup supplies, etc.	1	P4,000.00	P480.00	P4,480.00
	Meals For core team, production team, setup team--breakfast, lunch	c/o Client	-	-	-
	Contingency Fees Will cover costs of unforeseen expenses	1	P10,000.00	P1,200.00	P11,200.00
	Allowance of Event Team Agency expenses for meetings, set checks, and event day requirements	1	P10,000.00	P1,200.00	P11,200.00
			P442,000.00	P1,200.00	P495,040.00
MEDIA MANAGEMENT	Inclusions: > Pre-event media mobilization and online management of 5-10 media outlets in Metro Manila > Transportation for 5-10 media (reimbursements) Key Performance Indicators: > Minimum of 5 media (head count) > 60% of the target media attendees or 6 PR pickups	-	P165,101.50	P19,812.18	P184,913.68
GRAND TOTAL			PHP 607,101.50	PHP 21,012.18	PHP 679,953.68

COMMITMENT TO PAY

This is to ensure commitment to pay Ripple8, Inc. for the total project cost of **PHP 679,953.68 (VAT-Inc)** within 30 days upon receipt of its official invoice.

PREPARED BY: SHANE TORRES SENIOR ACCOUNT MANAGER	NOTED BY: MA. THERESA ISLA GROUP ACCOUNT DIRECTOR	NOTED BY: BOBBY VITO MANAGING DIRECTOR	APPROVED BY: FAM REYES JOLLIBEE PHILIPPINES
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