

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Jollibee Foods Corp.
BRAND : Jollibee Philippines
PROJECT : Project Donna 3 Damari Pre-launch Event Mounting and Management
CE. NO. : Jollibee-PR-2024-21
DATE : 29 February 2024

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

 Tel.: 8856-7888

SERVICE	NET	VAT	TOTAL
I			
EVENT MOUNTING AND MANAGEMENT	713,887.44	85,666.49	799,553.93
1. Overall coordination, preparation, ingress/egress, management of event proper			
2. Includes: Project Management and coordinators, Creatives Fee, Manpower, Talent: Host, Food stylist, Production team, Venue set-up of Activity area, Games and Main event set-up, Staging, Technicals, Logistics and other onground supplies.			
For the breakdown, kindly refer to ANNEX A: COST BREAKDOWN.			
SUB TOTAL	713,887.44	85,666.49	799,553.93
GRAND TOTAL	713,887.44	85,666.49	799,553.93

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost mentioned in this CE totaling invoice of **PHP 799,553.93** inclusive of VAT, within 30 days of receiving its official invoice.

SUBMITTED BY: Marianne A. Padilla Senior Account Manager		PREPARED BY: Marianne A. Padilla Senior Account Manager	
NOTED BY: Bobby T. Vito Managing Director	NOTED BY: Swayne V. Andaya Account Director	NOTED BY: Tere Isla Group Account Director	
APPROVED BY: Bea Tempongko Senior Marketing Manager			

ANNEX A: COST BREAKDOWN

PARTICULARS	DETAILS	PACKAGED COST	12% VAT	TOTAL COST
EVENT STAFFING PACKAGE	From event conceptualization, pre-work, and event day.			
	1 x Overall Project Lead	55,364.71	6,643.76	62,008.47
	1 x Production Coordinator	22,526.47	2,703.18	25,229.65
	1 x Inventory Head	2,252.65	270.32	2,522.96
	4 x Helpers/Runners	5,406.35	648.76	6,055.12
SHOW CONCEPT	Overall concept, title, creative handle, thematic treatment, deck, and pre-production deck	27,682.35	3,321.88	31,004.24
SCRIPTWRITER/PROGRAM FLOW	Event scriptwriting and onsite writing	20,761.76	2,491.41	23,253.18
GRAPHIC DESIGN FEE	Key visual, e-vites, event poster, basic skinning and other collaterals, and 3D renders	27,682.35	3,321.88	31,004.24
EVENT PROPER - SPECIALIZED MANPOWER	Main event onground			
	1 x Event Director	45,052.94	5,406.35	50,459.29
	1 x Stage Manager	18,021.18	2,162.54	20,183.72
	1 x Video Spinner / Multimedia Playback	15,017.65	1,802.12	16,819.76
	1 x Photographer	15,017.65	1,802.12	16,819.76
	1 x Professional Host (Jaz Reyes - including an hour briefing). Good for 4 hours show maximum.	83,431.38	10,011.77	93,443.14
VENUE REQUIREMENTS	Venue: Jollibee Katipunan Special event Permit and LGU Permit Talent Holding Area Production Holding Area 4 x Event Security Deployment / Bouncers		<i>c/o client or venue</i>	
VENUE REQUIREMENTS & SETUP	Registration Area			
	2 x A4 Sintra Board for signage (A Stand)	2,768.24	332.19	3,100.42
	Stage Area			
	1 x Backdrop Area with Accents	41,523.53	4,982.82	46,506.35
	1 x Banderitas	6,920.59	830.47	7,751.06
	Ingress and Egress Manpower	41,523.53	4,982.82	46,506.35
	Flatlay Area			
	Purchase Materials for the flatlay	15,017.65	1,802.12	16,819.76
	Backdrop for the flatlay and other accents	27,682.35	3,321.88	31,004.24
	3 x Handheld Props	2,768.24	332.19	3,100.42
	Food Stylist - Talent Fee (2products)	105,123.53	12,614.82	117,738.35
	Activity Area			
	2 x Pabitin material	300.35	36.04	336.40
	Chocolates and candies for "Pabitin"	750.88	90.11	840.99
	4 x Mist Fan for "Pabitin"	901.06	108.13	1,009.19
	<i>**Exclusive of Jollibee Vouchers prizes. Recommend to allocate P5,000 worth of physical GCs in P100 denomination. **Exclusive of Jollibee Products to be used for the flatlay</i>			
VISUAL REQUIREMENTS	KV animation			
TECHNICAL REQUIREMENTS	Basic lights and sounds system	69,205.88	8,304.71	77,510.59
	1 x TV rental (55 inches) with stand	20,761.76	2,491.41	23,253.18
	<i>**Exclusive of power generator for ingress, during event, and egress. Will be tapping at the venue instead.</i>			
OTHER COLLATERALS (OPTIONAL)	60 x Headband with printed products (UCP and BPS) Total of P12,000 net			
LOGISTICS	1 x Production land transportation	7,508.82	901.06	8,409.88
	1 x Trucking fee (ingress and egress)	13,841.18	1,660.94	15,502.12
	Telecommunication expenses			
	Event supplies (caution tape, markers, masks, alcohol, etc).	3,754.41	450.53	4,204.94
	<i>**Product meals and water c/o the client. Agency will provide quantity and meal flow.</i>			
	OTHER REMINDERS: 1. Event Venue - Jollibee Katipunan 2. Ongoing 1-Day Event 3. Ingress - March 3 (11pm) 4. Antigen test for suppliers not included 5. Disinfecting team not included 6. Jollibee GCs as media token not included (this is c/o the client) 7. SDE not included 8. Meals for core team, production team, setup team, etc. BREAKFAST, LUNCH, SNACKS			
	GRAND-TOTAL COST	713,887.44	85,666.49	799,553.93