

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



A DDB Group Company

CLIENT : Jollibee Foods Corp.
BRAND : Jollibee Philippines
PROJECT : Proj. Cadillac (Chicken Nuggets) - Event Management
CE. NO. : Jollibee-PR-2024-27
DATE : 27 March 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 MANAGEMENT Inclusions: - Manpower (Event Director, Technical Director, Stage Manager, Audio and Video Spinner, Photographer, Marshalls, and Brand Ambassadors) from pre-production to post-production - Overall concept / title / creative handle / thematic treatment / deck - Event scriptwriting - Graphic design fees for the key visual, e-vites, event poster, basic skinning, 3D renders - Permitting - Fabrication of signages, stage, photowall, and four (4) experience zones - Technical requirements such as power generator for ingress and egress, professional lights and sounds system, TV rental - Logistics (transportation, meals, alcohol) - Exclusive of host and brand ambassador management	2,078,531.29	249,423.75	2,327,955.04
SUB TOTAL	2,078,531.29	249,423.75	2,327,955.04
GRAND TOTAL	2,078,531.29	249,423.75	2,327,955.04

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of **PHP 2,327,955.04** (VAT inclusive) within 30 days upon receipt of its official invoice.

PREPARED BY: Shane Torres 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: Pamela Grace Cruz Senior Marketing Manager	APPROVED BY: Martina Francisco Assistant Brand Manager	

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ANNEX A: COST BREAKDOWN

PARTICULARS	DETAILS	PACKAGED COST	12% VAT	TOTAL COST
EVENT STAFFING PACKAGE	<i>From event conceptualization, pre-work, and event day.</i>			
	1 x Overall Project Lead	55,758.45	6,691.01	62,449.46
	1 x Production Manager	55,758.45	6,691.01	62,449.46
	1 x Production Coordinator	46,842.14	5,621.06	52,463.19
	1 x Inventory Head	5,861.55	703.39	6,564.93
	4 x Helpers/Runners	15,535.08	1,864.21	17,399.29
SHOW CONCEPT	Overall concept, title, creative handle, thematic treatment, deck, and pre-production deck	90,812.73	10,897.53	101,710.25
SCRIPTWRITER/PROGRAM FLOW	Event scriptwriting and onsite writing	29,253.90	3,510.47	32,764.37
GRAPHIC DESIGN FEE	Key visual, e-vites, event poster, basic skinning and other collaterals, and 3D renders	73,224.49	8,786.94	82,011.43
EVENT PROPER - SPECIALIZED MANPOWER	<i>Main event onground</i>			
	1 x Event Director	64,430.37	7,731.64	72,162.02
	1x Technical Director	64,430.37	7,731.64	72,162.02
	1 x Stage Manager	23,977.43	2,877.29	26,854.72
	1x Audio Spinner	29,253.90	3,510.47	32,764.37
	1 x Video Spinner / Multimedia Playback	23,977.43	2,877.29	26,854.72
	1x Photoman (good for 3 hours)	23,977.43	2,877.29	26,854.72
	Photog, Video, and SDE Team (with 1 video output; 2-3 minutes)	125,989.20	15,118.70	141,107.90
	Marshalls x 4 Experience Zones	13,424.49	1,610.94	15,035.43
VENUE REQUIREMENTS & SETUP	Venue: Jollibee Katipunan Special event Permit and LGU Permit Talent Holding Area Production Holding Area 4 x Event Security Deployment / Bouncers	<i>Venue and food are c/o Jollibee Client</i>		
	<i>Registration Area</i>			
	A4 Sintra Board for signage (A Stand)	6,389.20	766.70	7,155.90
	Registration Skirting (Tarpaulin with wood framing) - 6'2" X 2'8"	46,842.14	5,621.06	52,463.19
	<i>Stage Area</i>			
	Ingress and Egress Manpower	90,812.73	10,897.53	101,710.25
	Thematic Backdrop - Printed Sticker on Wood	64,430.37	7,731.64	72,162.02
	Accents (Trees and Lights) made of sintra cut-outs	66,189.20	7,942.70	74,131.90
	<i>Photowall Area</i>			
	8X8ft Thematic Photowall -Tarpaulin Printed Material	64,430.37	7,731.64	72,162.02
	Handheld Props	16,942.14	2,033.06	18,975.19
	Accents (Trees and Lights) made of sintra cut-outs	34,530.37	4,143.64	38,674.02
	<i>On-the-Plunge Experience Zone</i>			
	8ft x 16ft Thematic Photowall -Tarpaulin Printed Material	64,430.37	7,731.64	72,162.02
	Accents and other Materials	46,842.14	5,621.06	52,463.19
	Beach Chair	20,459.78	2,455.17	22,914.96
	Floater and Inflatables	20,459.78	2,455.17	22,914.96
	<i>On-the-Grind Experience Zone</i>			
	Thematic Backdrop Tarpaulin on Wood	64,430.37	7,731.64	72,162.02
	Office Materials	20,459.78	2,455.17	22,914.96
	Office Chairs - Rental	16,942.14	2,033.06	18,975.19
	Office Partition for Fabrication	55,636.25	6,676.35	62,312.61
	<i>On-the-Game Experience Zone</i>			
	Thematic Backdrop Tarpaulin on Wood	64,430.37	7,731.64	72,162.02
Slide Accents and other materials	38,048.02	4,565.76	42,613.78	
<i>On-the-Hike</i>				
Thematic Backdrop Tarpaulin on Wood	64,430.37	7,731.64	72,162.02	
Slide Accents and other materials	29,253.90	3,510.47	32,764.37	
Camping Materials	29,253.90	3,510.47	32,764.37	
Black Cloth Masking	20,459.78	2,455.17	22,914.96	
VISUAL REQUIREMENTS	KV Animation, Logo Loop, Background Skinning /Visualizers & Name Bumper	22,218.61	2,666.23	24,884.84
TECHNICAL REQUIREMENTS	Professional Lights and Sounds System	143,577.43	17,229.29	160,806.72
	55-60inches TV Rental	55,636.25	6,676.35	62,312.61
	Radio Rental for Communication	WAIVED		
	Laptop Rental for Visuals	WAIVED		
	Tech Booth board up	20,459.78	2,455.17	22,914.96
	Power Generator (For Ingress, During Event and Egress; Electrical Tapping at the venue)	64,430.37	7,731.64	72,162.02
LOGISTICS	Production Meals and Water	<i>c/o Jollibee Client (venue)</i>		
	Production Land Transportation	11,665.67	1,399.88	13,065.55
	Truck Rental (Ingress & Egress)	55,636.25	6,676.35	62,312.61
	Telecommunication Expenses	4,630.37	555.64	5,186.02
	Event Supplies (Caution Tape, Markers, Supplies, Masks and Alcohol)	11,665.67	1,399.88	13,065.55
EVENTS SUB-TOTAL		2,078,531.29	249,423.75	2,327,955.04
GRAND TOTAL		2,078,531.29	249,423.75	2,327,955.04

OTHER REMINDERS:

- Event Venue - Jollibee Katipunan
- Onground 1-Day Event
- Ingress - April 1 (9pm)
- Antigen test for suppliers not included
- Disinfecting team not included
- Jollibee GCs as media token not included (this is c/o the client)
- Meals for core team, production team, setup team, etc. BREAKFAST, LUNCH, SNACKS c/o of client / venue