

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Jollibee Foods Corp.
BRAND : Coffee Blends (Iced Mocha)
PROJECT: : Project Vera Pre-launch Event Mounting & Management
CE. NO. : Jollibee-PR-2024-31
DATE : 17 April 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 & MANAGEMENT Overall coordination, preparation, ingress/egress, management of event proper Includes: Project Management and coordinators, Creatives Fee, Manpower, Talents: Brand Ambassador, etc., Production team, Venue set-up of Activity area and Main event set-up of LEDs, Staging, Technicals, Logistics and other on- ground supplies. <i>For the breakdowns kindly refer to ANNEX A: COST BREAKDOWN</i>	1,214,713.61	145,765.63	1,360,479.24
II MEDIA INVITATION & ON-GROUND MANAGEMENT Inclusions: Invitation and coordination with media Inclusive of pre-event media mobilization; on-ground management Post-event mortem report, learning and recommendation Includes all expenses and miscellaneous (media transportation, gas, toll, parking, etc.) related to this activation	450,706.75	54,084.81	504,791.56
SUB TOTAL	1,665,420.36	199,850.44	1,865,270.80
GRAND TOTAL	1,665,420.36	199,850.44	1,865,270.80

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of **PHP 1,865,270.80 (VAT inclusive)** within 30 days upon receipt of its official invoice.

PREPARED BY: Swayne V. Andaya Account Director	
NOTED BY: Bobby T. Vito Managing Director	NOTED BY: Tere Isla Group Account Director
APPROVED BY: Luis Berba Jollibee Brand Marketing Director	

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ANNEX A: COST BREAKDOWN

PARTICULARS	DETAILS	PACKAGED COST	12% VAT	TOTAL COST
EVENT STUFFING (ONETIME COST)	<i>From event conceptualization, pre-work, and event day.</i>			
	Project Management Fee: Overall coordination, preparation, ingress/egress, management of event proper			
	Creatives Fee: Will cover cost for rendering of all artwork needed for the event Project Manager: Will be in-charge of the planning/preparation and execution of whole event	125,316.18	1,623.53	25,063.24
MANPOWER	Project Coordinator: Will lead the manpower during the ingress, event, egress			
	Host: Candy Gamos			
	Brand Ambassador: 1 for Iced Mocha, 1 for Mocha Float Helpers: Runners for setup and display assistance	117,137.65	14,056.52	131,194.16
PRODUCTION TEAM	Writer: For program and script development, development of all copies needed for event materials			
	Stage Manager: Will assist direction during program	36,935.29	4,432.24	41,367.53
VENUE SET-UP	MAIN EVENT VENUE			
	Event Backdrop: Tarp on Wood - main event KV. Carpet			
	Event Mural Backdrop: Tarp on Wood - with doodles Callout Boards/Handhelds: 3 Only, 1 for each product, then 1 generic Coffee Blends 3 emojis	153,017.65	18,362.12	171,379.76
	Product Stand/Display: Cocktail Table Flatlay Area: Cocktail Table			
	TECHNICALS			
	Basic Lights and Sounds Setup: Lights and Sounds, Comsets			
	TV Rental: 55" with stand. For either side of the stage.	123,117.65	14,774.12	137,891.76
	FOOD STYLIST			
	Food Stylist: Talent fee for food stylist. 2 products. 3 items per product.	175,882.35	21,105.88	196,988.24
	LOGISTICS			
	Setup Team: Manpower for ingress and egress of all installations			
	Trucking Fee: For transport of all installations Vehicle Hire: for manpower transport and other props	81,785.29	9,814.24	91,599.53
	OTHERS			
	Registration Sheets and ID Stickers: 100 pcs ID stickers, sheets Stickers: 12 diecut stickers per pack or 1 sticker sheet. 1.5 x 1.5 inches per sticker Supplies: Will be used for buying tapes, paper etc. for setup Contingency Fee: Will cover costs for unforeseen expenses	60,955.88	7,914.71	73,870.59
	ACTIVITY AREA: LIVE T-SHIRT PRINTING			
Service Fee: 3 hours service, Setup and Teardown, Modem Cost Tshirts: for custom live printing (80pcs max) Activity Station Backdrop and Carpeting	214,576.47	25,749.18	240,325.65	
EVENTS DOCUMENTATION	Photo and Video Documentation: with post event video - max of 2 minutes	125,989.20	25,749.18	240,325.65
VENUE REQUIREMENTS & SETUP	Venue: Jollibee BGC Triangle Special event Permit and LGU Permit Talent Holding Area Production Holding Area			
EVENTS SUB-TOTAL		1,214,713.61	145,765.63	1,360,479.24
MEDIA INVITATION & ON-GROUND MANAGEMENT	MEDIA INVITATION & ON-GROUND MANAGEMENT Inclusions: - Invitation and coordination with media - Inclusive of pre-event media mobilization; on-ground management - Post-mortem report, learning and recommendation - Miscellaneous (transportation, gas, toll, parking, etc.) related to this activation			
	Key Performance Indicators: - Max of 50 attendees (headcount) - 50% or 25 PR pick-ups	450,706.75	54,084.81	504,791.56
	Added Values: - Invitation and onground management of max 10 KOLs (non-paid) based on R8 list *No guaranteed post for non-paid media and KOLs			
GRAND TOTAL		1,665,420.36	199,850.44	1,865,270.80

OTHER REMINDERS:

- Event Venue - Jollibee BGC Triangle
- Onground 1-Day Event
- Ingress - April 23 (3am)
- 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
- Jollibee Merch or Prizes per activity zone c/o client