

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Jollibee Foods Corp.
 BRAND : Crunchy Chicken Sandwich
 PROJECT : Project Soar Crunchy Chicken Sandwich Media Event Launch
 CE. NO. : Jollibee-PR-2025-16
 DATE : 16 June 2025

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

Tel.: 8856-7888



SERVICE	NET	VAT	TOTAL
I			
<u>MEDIA INVITATION & ON-GROUND MANAGEMENT</u>	447,944.09	53,753.29	501,697.38
<ul style="list-style-type: none"> • Includes media management and facilitation of media attendees • Key Performance Indicators (KPIs): <ul style="list-style-type: none"> - minimum 50 media maximum of 80 media attendees (headcount) - 60% PR pick-ups • Media invitation, coordination, on-ground management and post-event monitoring • Includes van rental for 80 media and mobilization (media transportation, gas, toll, parking fees, etc). 			
II			
<u>MEDIA EVENT LAUNCH MOUNTING & MANAGEMENT</u>			
<ul style="list-style-type: none"> • Includes media event launch mounting and management 			
III			
<u>One-time cost</u>	241,464.62	28,975.75	270,440.37
Known inclusions: <ul style="list-style-type: none"> - 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* - Writer - Ocular Cost and Meeting Expenses: Will cover cost for meals and transportation during the preparation period - Project Manager: Will be in-charge of the planning/preparation and execution of whole event - Project Coordinator: Will lead the manpower during the ingress, event, egress 			
IV			
<u>Venue Rental</u>	283,020.28	33,962.43	316,982.71
Known inclusions: <ul style="list-style-type: none"> - Decagon at Silver City - Rental of Tables and Chairs 			
V			
<u>Manpower</u>	189,324.00	22,718.88	212,042.88
Known inclusions: <ul style="list-style-type: none"> - Jaz Reyes - Host - 3 x Brand Ambassadors 1 per flavor - 3 x Game Attendants 1 per flavor. For game management and prize distribution. - 3 x Food Servers - 4 x Helpers Runners for setup and display assistance - 4 x Bouncers 			

VI	<u>Production Team</u>	168,431.58	20,211.79	188,643.37
	Known inclusions:			
	- Stage Manager: Will assist direction during program			
	- Video Playback: For animation of the world backgrounds			
	- Photo and Video Doc: will provide post-event photos and videos			
VII	<u>For printing</u>	38,656.43	4,638.77	43,295.20
	Known inclusions:			
	- 5 x Directional Signages A Board Signages from drop-off to event area.			
	- 3 x Callout Boards/Handheld Boards 1 Per flavor. For photo taking purposes			
VIII	<u>Photobooth</u>	234,699.74	28,163.97	262,863.71
	Known inclusions:			
	- Holobox Rental: 4-Hour Rental, Unlimited Photoprints, Softcopy of Photo and video output, 3 layouts for 3 worlds			
IX	<u>Interactive Area</u>	1,014,869.31	121,784.32	1,136,653.63
	Known inclusions:			
	- 3 x World Setup 4x4m, 2D/3D Mock-up of the worlds. All items to be produced			
	3 1			
	- 3 x Game Props for the activation per booth			
	- Sticker prizes to be given per booth when you join the game/activity (80 per booth total of 240)			
	- 3 x Timers			
	- Tally board 8x12 Tally Board with Carpet.			
	Stickers 3 inch (130 per flavor total of 390)			
	- 3 x Collapsible Booths 82 x 40 x 195 cm. With branding, for product distribution and storage of prizes.			
	- DIY Keychain/Bagtag Making Good for 130pax. Inclusive of supplier logistics.Food c/o JB.			
X	<u>Main Stage</u>	13,805.87	1,656.70	15,462.57
	Known inclusions:			
	- High Table and Chairs Rental			
XI	<u>Technicals</u>	317,534.95	38,104.19	355,639.14
	Known inclusions:			
	- Basic Lights and Sounds Setup Lights and Sounds, Comsets			
	- LED Screen 9x24 ft (2 sets)			
	- Stage Platform			
	- Cabling			
XII	<u>Logistics</u>	84,906.08	10,188.73	95,094.81
	Known inclusions:			
	- 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			

XIII	Others	66,958.46	8,035.01	74,993.47
Known inclusions:				
- Props for Andres: Cowboy Hat, Red Skateboard, Banjo Diecut				
- 5 x Trays For serving of food				
- 5 x Uniforms of BA, Game Attendants, Servers. We have existing 4. Red Tshirt with Jollibee logo.				
- Supplies: Will be used for buying tapes, paper etc. for setup				
- Contingency Fee: Will cover costs for unforeseen expenses				
*Notes:				
- Client will shoulder the event food and beverage for attendees				
- Meals for core team, production team, setup team, etc. BREAKFAST, LUNCH, SNACKS (c/o client)				
- Costing may increase depending on final concept and deliverables.				
SUB TOTAL		3,101,615.41	372,193.85	3,473,809.26
GRAND TOTAL		3,101,615.41	372,193.85	3,473,809.26

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of **PHP3,473,809.26 (VAT inclusive)** within 30 days upon receipt of 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:  Angela Santiago Brand Manager		APPROVED BY:  Pam Reyes AVP for Handhelds	

This supersedes previously signed CE dated 06/09/25