

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : Jollibee Foods Corp.
BRAND : Cheesy Yumburger
PROJECT : Project Bonn Cheesy Yumburger Media Event Launch
CE. NO. : Jollibee-PR-2025-31
DATE : 16 September 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 MEDIA INVITATION ONGROUND MANAGEMENT Includes media management and facilitation of media attendees Key Performance Indicators (KPIs): minimum 50 media maximum of 80 media attendees (headcount) 60percent PR pickups Media invitation, coordination, onground management and postevent monitoring Includes van rental for 50 to 80 media and mobilization (media transportation, gas, toll, parking fees, etc).	447,944.09	53,753.29	501,697.38
II MEDIA EVENT LAUNCH MOUNTING MANAGEMENT Includes media event launch mounting and management			
III Onetime cost Known inclusions: Project Management Fee: Overall coordination, preparation, ingress/egress, management of event proper Creatives Fee: Will cover costs for EDITING ONLY of files to fit size structures for production Writer: For script development only Ocular Cost and Meeting Expenses: Will cover cost for meals and transportation during the preparation period Project Manager: Will be incharge of the planning/preparation and execution of whole event Project Coordinator: Will lead the manpower during the ingress, event, egress	208,358.15	25,002.98	233,361.13
IV Manpower Known inclusions: Aiyana Perlas Host 2 x Brand Ambassadors 1 per flavor 2 x Uniforms 1 per flavor 4 x Helpers Runners for setup and display assistance	291,001.05	34,920.13	325,921.17
V Production Team Known inclusions: Stage Manager: Will assist direction during program Video Playback: For animation of the video reveal Photo and Video Doc: will provide postevent photos and videos	213,610.88	25,633.31	239,244.18

VI	Structures	560,290.82	67,234.90	627,525.72
	Known inclusions: Centerstage: Semicircle platform, wooden arch, back panel Burger Wall: 3D Burger (Wood Sintra), 2 Layers, 12x16ft Back Panel, Tarp Print BINI Sintra Standee5.5 x 15ft			
VII	Photobooth	204,856.33	24,582.76	229,439.09
	Known inclusions: Structure and Software: Photobooth structure with filter programming, unlimited printouts. Callout Boards: Per flavor, KV			
VIII	Giveaways	282,421.59	33,890.59	316,312.18
	Known inclusions: Tote Bags: Puff Bag, with Zipper and Print, 6x7 inches (140 pcs) Sticker Packs: with label/packaging, with texture (140 pcs) Socks: Knitted Socks with Print, with packaging (50 pcs) for game participants Aprons: Custom sewn. 2 toned with print (3 pcs) for Jollibee mascot and for grand prize			
IX	Games	192,950.15	23,154.02	216,104.17
	Known inclusions: Burger Blocks: Rounded edges, 8 stacks for Original (5 pcs per stack, total of 40 pcs)and 4 stacks for Special (7 pcs per stack, total of 28 pcs) Cards: Printed cards, 8x11.5 inches per card			
X	Technicals	315,163.59	37,819.63	352,983.22
	Known inclusions: Basic Lights and Sounds Setup Lights and Sounds, Comsets LED Screen (2 sets) Genset			
XI	Logistics	107,680.89	12,921.71	120,602.60
	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			
XII	Others	43,772.72	5,252.73	49,025.45
	Known inclusions: Supplies: Will be used for buying tapes, paper etc. for setup Contingency Fee: Will cover costs for unforeseen expenses			
	<i>*Notes:</i> <i>Client will shoulder the event food and beverage for attendees</i> <i>Meals for core team, production team, setup team, etc. BREAKFAST, LUNCH, SNACKS (c/o client)</i> <i>Costing may increase depending on final concept and deliverables.</i>			
	SUB TOTAL	2,868,050.26	344,166.03	3,212,216.30
	GRAND TOTAL	2,868,050.26	344,166.03	3,212,216.30

TERMS :

This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totaling the amount of **PHP3,212,216.30 (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:  Pamela Reyes Assistant Vice President	 Gaby Reyes Brand Manager		