

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
 BRAND : Corporate
 PROJECT : NAI Corp Christmas (Raw,Post Prod,Prod Design,Logi)
 CE. NO. : NUTRIASIA-2020-CORPORATE-0069
 DATE : 16 October 2020

16/F Two World Squire
 McKinley Hill, The Fort
 Taguig City, Philippines
 Tel.: 8856-7888
 Fax: 8856-9316

	SERVICE	NET	VAT	TOTAL
I	RAWSTOCK & PROCESSING	16,500.00	1,980.00	18,480.00
	Negatives up to Rushes			
	Hard drive			
	TVExpress			
II	PRODUCTION DESIGN	1,149,500.00	137,940.00	1,287,440.00
	Studio			
	Location			
	Set Construction (Materials & Labor)			
	Props			
	Costumes & Wardrobe			
	Car prop - tricycle / delivery motor/truck			
	Food Ingredients			
III	POST-PRODUCTION - In-house	544,500.00	65,340.00	609,840.00
	Offline/Grading/online editing			
	Music production , mix, lay-inn/ recording jingle			
IV	LOGISTICS	561,000.00	67,320.00	628,320.00
	Food			
	Transportation (Vehicles & Gas)			
	Miscellaneous & Contingency Expenses			
	Covid-19 safety related expenses (Rapid			
	Swab/PPEs/masks etc			
V	12% ASF	272,580.00	32,709.60	305,289.60
	SUB TOTAL	2,544,080.00	305,289.60	2,849,369.60
	GRAND TOTAL	2,544,080.00	305,289.60	2,849,369.60

TERMS :

NOTES:

1. A working day max of 12 hours must be enforced in all stages of production.This is computed from ingress to egress.
2. All meetings and prepwork will be done virtually via video-conferencing

PRODUCTION STAFF:

Director: Sid Maderazo x Raffy Francisco

DOP: Riel Manuel or equivalent

Production Designer: Jong Fernandez

Food Stylist: Tess Cadag

Propsman: Anthony Peconcillo

II. NO. OF SHOOTING DAYS:

• One (1) shooting day III. EQUIPMENT:

Black Magic or URSA Mini cameras with complete lenses and accessories

Lights and grips

Live sound

2nd and 3rd unit

III. OTHERS:

Assumes agency and client – remote monitoring of the shoot

Food and transportation for all project related activities – production team

Rapid Antigen Test for shoot attendees – on the day of the shoot

Provision for nurse and safety officer during shoot

Provision for Covid-19 related expenses – protective gears, disinfectants and sanitation

Freelance Caster

Music and composition

Soundtrack – mix, dubbing and lay-inn

VO talent

IV. COST EXCLUSIONS:

Actual products/labels for shoot, product demo, final artguides/artworks/logos

Product and pack mock-up

TVCX/IMD transmissions (for TVC release)

KV and print shoot

Freelance Producer's fee

PCR Swab test if needed

Covid-19 insurance

Phantom and test shoot for product shots

Fallback talents and fees for lead and support in-case of positive result in Rapid Antigen

ASC processing and fees

HD for agency and client's if needed

Radio ad production and release

V. TERMS OF PAYMENT & CONDITIONS:

50% downpayment before shoot and 50% balance payment after delivery of approved materials.

This proposal is valid for 30 days only.

Territorial coverage: Philippines airing only; Should the commercial, in whole or in part, in its original or modified form, be aired outside the Philippines, CLIENT will be charged 20% of the original total production cost for each and every country of airing.

Additional cost for Director, talents, music and post will incur once clients decide to broadcast the final digital material/s through TVC release.

Sidekick will require a PO/signed conforme upon acceptance of this proposal. BILLING INVOICES/TERMS AND PAYMENTS

1. Paperless and non-transactional billings and payments are encouraged to minimize contamination. ?

1. Option 1: cost applies if DP is released prior to 1st day of shoot. ?

2. Additional 5% cost applies if DP is released after shoot and before the release of the first material (if series) ?

3. Balance payment is due 30 days after submission of invoice. ?

2. Direct payments (from mAdvertisers to Production Houses) is preferred to facilitate release. ?

VI. CANCELLATION:





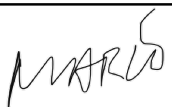
After pre-production meeting and one day before shoot, 25% of production cost plus actual expenses, mark-up and VAT.

After shoot, 75% of production cost or actual expenses whichever is higher plus mark-up and VAT.

In the event of an extra shooting day due to inclement weather or any unforeseen events, additional cost per shooting day will be charged.

VII. COVID-19 CONTINGENCY:

In the event of an extra shooting day due to sudden changes or updates related to Covid-19 that will affect production, additional cost will be submitted. Please let us know should you have questions.

SUBMITTED BY:  Bea Co Senior Account Manager	VERIFIED BY:  Jinky Salac Finance Manager	
NOTED BY:  Reg Cabanban Managing Partner		
APPROVED BY: James Lim 	APPROVED BY: Mario Mendoza 	APPROVED BY: Ampy Ric 