

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.  
 BRAND : Corporate  
 PROJECT: : NAI Corp Christmas (PreProd,Personnel,Eqpt)  
 CE. NO. : NUTRIASIA-2020-CORPORATE-0071  
 DATE : 16 October 2020

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

	SERVICE	NET	VAT	TOTAL
I	<b>PRE-PRODUCTION EXPENSES</b> (meetings, storyboard, casting and other preparations)	27,500.00	3,300.00	<b>30,800.00</b>
II	<b>PRODUCTION PERSONNEL</b> Key Production Staff Director 2nd unit directors DOP Assistant director Production Designer Food Stylist Other Production Staff (PMs/Pas,Gaffer, Asst. Cameraman, Make-up Artist Soundman, Propsman, Lighting and Grip Crew, Set Crew & Caretakers)	1,464,711.11	175,765.33	<b>1,640,476.44</b>
III	<b>EQUIPMENT</b> Camera (includes lenses, filters, video assist, monitors, tripods, etc.) Lighting and Grip (includes generator, stands, reflectors, butterflies, overheads, etc.) Other Equipment (includes camera support systems, such as dollies, cranes, etc.) Special Equipment (live sound)	385,000.00	46,200.00	<b>431,200.00</b>
IV	12% ASF	225,265.00	27,031.80	<b>252,296.80</b>
	<b>SUB TOTAL</b>	<b>2,102,476.11</b>	<b>252,297.13</b>	<b>2,354,773.24</b>
	<b>GRAND TOTAL</b>	<b>2,102,476.11</b>	<b>252,297.13</b>	<b>2,354,773.24</b>

**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 relates 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. Paperlessandnon-transactionalbillingsandpaymentsareencouragedtominimize contamination. ?
  1. Option1: 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:  <b>Bea Co</b> Senior Account Manager	VERIFIED BY:  <b>Reg Cabanban</b> Managing Partner	
NOTED BY:  <b>Jinky Salac</b> Finance Manager		
APPROVED BY:  <b>James Lim</b>	APPROVED BY:  <b>Mario Mendoza</b>	APPROVED BY:  <b>Ampy Rio</b>