

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : NUTRIASIA, INC.
 BRAND : Datu Puti
 PROJECT: : Datu Puti Mukhasim Nation GWR Event Mounting & PR
 CE. NO. : NUTRIASIA-DATU-PUTI-2021-0091
 DATE : 05 January 2021

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

	SERVICE	NET	VAT	TOTAL
I	<p>ONLINE EVENT MANAGEMENT</p> <p>1 hour online event with FB live broadcast Maximum of 250 event participants Inclusions:</p> <p>*Day-to-day coordination *Creation of back end platforms *Preparation of technical materials</p> <p>*Monitoring of attendees and participation *Overall management and conduct of the event with the production team</p> <p>*Preparation, briefing, and assistance for technical aspects/back end</p> <p>*Preparation of event report</p> <p>NOTE: Hosts, KOLs, and Facilitators must provide their own laptops and lapel microphones</p> <p>VENUE FOR PRODUCTION SETUP</p> <p>Venue c/o client. Must have high-speed internet connection</p> <p>NOTE: Agency will turnover the following reports to client</p> <p>1. Official list of participants</p> <p>2. Full video recording of event including the breakout rooms</p> <p>3. Post-mortem report</p>	154,691.25	18,562.95	173,254.20
II	<p>MANPOWER</p> <p>*One (1) Producer</p> <p>*One (1) Event Director</p> <p>*One (1) Technical Director</p> <p>*One (1) Production Manager *Registration/Event</p> <p>Manpower composed of:</p> <p>One (1) Team Lead</p> <p>One (1) Team Coordinator One (1) Team Assistant</p> <p>*Six (6) Recorders</p> <p>*Event Production Team composed of:</p> <p>Cameraman</p> <p>PA for Set up of green screen</p> <p>Equipment (lights, camera, switchboard, etc.)</p>	308,700.00	37,044.00	345,744.00

III	CREATIVES *Creative materials translation from the KV design Virtual Backgrounds, Stills, Supers & PPT	21,000.00	2,520.00	23,520.00
IV	HEALTH PROTOCOLS *PPE and Rapid Test Requirements for Host, Client, Facilitators, Recorders, Agency, and Production Team *Provision for a total of 35 pax	128,625.00	15,435.00	144,060.00
V	ALLOWANCES *Fund for meals, communication, transportation and contingency	59,062.50	7,087.50	66,150.00
VI	CONTINGENCY FUND *For unforeseen expenses, subject to liquidation	52,500.00	6,300.00	58,800.00
VII	ZOOM SUBSCRIPTION *Use of agency subscriptions for 1 event *Zoom Platform with the ff features: A. Polling - allows to create single or multiple choice polling questions for meetings. B. Q&A - feature is available for Webinars. Attendees can ask questions while hosts, co-hosts will be able to answer in real-time. *Pro Subscription *Can accommodate a maximum of 500 participants	4,200.00	504.00	4,704.00
VIII	EVENT HOST: SAM YG Scope of Work includes: *One (1) hour event hosting *Applicable socmed postings *Must be physically present at backend room on event day *Must attend dry run	352,941.18	42,352.94	395,294.12
IX	FACILITATORS *Talent Fee of five (5) hosts who will act as facilitators during event day Scope of Work includes: *One (1) hour event hosting *Applicable socmed postings *Must be physically present at backend room on event day *Must attend dry run	182,352.94	21,882.35	204,235.29
X	FULL SETUP DRY RUN *Inclusive of event production team and equipment setup at the designated backend room *Rehearsal of host and facilitators via Zoom	80,850.00	9,702.00	90,552.00
XI	THIRD-PARTY WITNESSES *Honorarium for the attendance of six (6) third-party witnesses during event day	13,216.00	1,585.92	14,801.92

XII	EDITORIAL SERVICES	152,000.00	18,240.00	170,240.00
	Inclusions: *Writing, Seeding, and Monitoring of two (2) Press Releases (Pre-Event PR & Post-Event PR) KPI: Minimum 6 pick-ups Media Monitoring: Media Meter *Event Script Writing Program script for Host Program script for Sub-host/Facilitator			
XIII	MEDIA EVENT MANAGEMENT	115,000.00	13,800.00	128,800.00
	*Inclusive of pre-event media mobilization, online management, and post-event follow-ups KPI: Maximum ten (10) media outfits			
XIV	MEDIA BLITZ	227,092.30	27,251.08	254,343.38
	Procurement, Assembly, and Delivery of 60 sets of PR Blitz Inclusions per set: *Datu Puti Suka Variants (c/o client) *One (1) 300g Chicharon *One (1) 200g Danggit/Dried Pusit *3x3" one-side print Note Card *16x10x9 inches wooden crate with DP Logo engraved			
XV	TRIBAL PROJECT MANAGEMENT FEE	100,000.00	12,000.00	112,000.00
	Agency will turnover the following reports to client: 1. Official list of participants 2. Full video recording of event including the breakout rooms 3. Post-mortem report			
XVI	AGENCY SERVICE FEE (12%) On items number I, II, III, IV, V, VI, VII, VIII, IX, X, XI	182,533.86	21,904.06	204,437.93
XVI	ADVANCING FEE (15%) On items number I, II, III, IV, V, VI, VII, VIII, IX, X, XI	228,167.33	27,380.08	255,547.41
	SUB TOTAL	2,362,932.36	283,551.88	2,646,484.25
	GRAND TOTAL	2,362,932.36	283,551.88	2,646,484.25

TERMS :

100% full payment within 60 days upon receipt of official invoice with accompanying liquidation/reimbursement report and acceptable proofs of purchases and payments only if applicable.

Note: Penalty charges of 2% will be added per month on the unpaid amount, until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty-five (45 days) after the due date.

<p>SUBMITTED BY:  Bea Co Senior Account Manager</p>
<p>NOTED BY:  Reg Cabanban Managing Partner</p>

APPROVED BY: Debbie Reyes 	APPROVED BY:  Mario Mendoza	APPROVED BY: Ampy Rio
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