

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



**CLIENT** : NUTRIASIA, INC.  
**BRAND** : UFC Spag Sauce  
**PROJECT:** : UFC Spag Sauce Project Luca  
**CE. NO.** : NUTRIASIA-UFC-MF-2022-0042  
**DATE** : 19 October 2022

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

	SERVICE	NET	VAT	TOTAL
I	<b>CREATIVE FEES</b>	862,800.00	103,536.00	<b>966,336.00</b>
	Creative Conceptualization			
	Campaign Key Visual (exclusive of layered file)			
	Video Storyboards (3 15s)			
	PR Kit Design (exclusive of production)			
	Social Content Creation (additional 2 animated materials per month, 3 months, exclusive of production fees)			
	Influencer Research & Management (3 months)			
	Project Management Fee			
II	<b>PRODUCTION FEES</b>	1,575,000.00	189,000.00	<b>1,764,000.00</b>
	Digital only, 3x15s			
	50% DOWNPAYMENT (inclusive of 12% ASF)			
	50% BALANCE, 30 DAYS UPON COMPLETION OF PROJECT (inclusive of 12% ASF)			
	<b>Pre-Production</b>			
	Location Surveys & Ocular			
	Shoot preps (Transportation & Gas, Meals)			
	<b>Production Personnel</b>			
	1 Day Shoot			
	Producer			
	Director			
	Director of Photography Assistant Director			
	Gaffer			
	Keygrip			
	Technical Assistants Digital Imaging Technician			
	Production Manager			
	Location Manager			
	Production Assistant			
	Utility			
	Hair and Makeup			
	<b>Production Design</b>			
	Production Designer			
	Stylist, Setmen, Props and Set Wardrobe			
	Food Styling			
	Food Stylist			
	Stylist Assistants			
	Tools and Ingredients			

- III **Casting**
- Caster
- Family (Mom, Dad, Ate, Kuya, Bunso)
- Male Voice Over Talent
- \*No talent lockout\*
- Equipment**
- Camera and Lenses
- Camera Accessories
- Lights and Grips
- Monitors
- Other Rentals (Tables and chairs, blowers, etc)
- Location**
- Location (Preset and Shoot Day - House)
- Permits

- IV **Post Production**
- Video:
- 3x15s
- Offline Editor
- Online Editor
- Color Grading
- Network Music
- \*branded assets c/o agency\*
- Audio:
- 3x15s
- Network Music
- Sound Design
- Cleanups
- Mixing and Mastering
- Logistics**
- Production Vehicles
- Gas
- Shoot Meals (Breakfast, lunch, snack and dinner)
- Production and Technical Supplies Storage Drives
- Health & Safety**
- Safety Officer | Medic Antigen Tests

V	<b>12% ASF On items number II</b>	<b>189,000.00</b>	<b>22,680.00</b>	<b>211,680.00</b>
	<b>SUB TOTAL</b>	<b>2,626,800.00</b>	<b>315,216.00</b>	<b>2,942,016.00</b>
	<b>GRAND TOTAL</b>	<b>2,626,800.00</b>	<b>315,216.00</b>	<b>2,942,016.00</b>

**TERMS :**

**PAYMENT TERMS:**

- 50% PRODUCTION FEE DOWNPAYMENT, 1 WEEK BEFORE SHOOT DATE (PHP PHP 882,000.00 - inclusive of 12% ASF, NET of VAT)
- 50% PRODUCTION FEE BALANCE, 30 DAYS UPON COMPLETION OF PROJECT\* (PHP PHP 882,000.00 - inclusive of 12% ASF, NET of VAT)
- 100% CREATIVE FEES (PHP PHP 862,800.00 NET of VAT)

\*Project completion is defined as the day the final artworks (RAW: .psd, .ai or IMAGES: .jpeg, .gif, .tiff, .png or VIDEOS: .mov) are submitted to client or upon submission of the first pass/draft of the video.

Exclusive of any advancing fees

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.

SUBMITTED BY:  <b>Bea Co</b> <b>Senior Account Manager</b>		
NOTED BY:  <b>Reg Cabanban</b> <b>Managing Partner</b>		
APPROVED BY:  <b>Julie Ann Climacosa</b>	APPROVED BY:  <b>Gretchen King</b>	APPROVED BY:  <b>Ampy Rio</b>