

**PUBLIC RELATIONS
SERVICES COST ESTIMATE**



RIPPLE8, INC.
16F Two World Square, 22 Upper McKinley Road, McKinley Hill,
Fort Bonifacio, Taguig City, Philippines
Tel. No. : 8856-7888, Fax No. : 8856-9316



CLIENT: **SM Cares**
PROJECT: **PANATA Awards 2025 Addendum Cost Estimate**
C.E. NO.: **SM Cares-PR-2025-14**
DATE:

26	SEP	2025
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	NET	VAT	TOTAL	DUE RIPPLE8 (VAT INC.)	DUE SM CARES (VAT INC.)
Regular Coverage Period (1 month)					
I. Awards facilitation and creative development	PHP 44,244.50	PHP 5,309.34	PHP 49,553.84	PHP 24,776.92	PHP 24,776.92
<ul style="list-style-type: none"> • Overall facilitation of the award submission (late entry deadline: Oct 3) , including packaging and submission. • Creative fees for concept board copywriting for one (1) entry only. • Existing materials from the client will be used. • Includes up to two (2) rounds of revisions. Any additional revisions will be charged separately through an addendum cost estimate. <p>Note: Exclusive of layout/design of the concept boards.</p>					
II. Entry Fees	PHP 44,866.91	PHP 5,384.03	PHP 50,250.94	PHP 25,125.47	PHP 25,125.47
<ul style="list-style-type: none"> • Award entry fees for one (1) entry. • Global Youth Summit - Best Showcase for Local Adaptation of a Global Campaign 					
GRAND TOTAL	PHP 89,111.41	PHP 10,693.37	PHP 99,804.78	PHP 49,902.39	PHP 49,902.39

PAYMENT TERMS:

- This is to ensure commitment to pay Ripple8, Inc. for the total cost indicated in this CE within 30 days upon receipt of its official invoice.
- Cancellation fee of 30% of the initially approved costs will be applicable if the project does not proceed

<p>PREPARED BY:</p>  <p>JED BALATBAT ACCOUNT DIRECTOR</p>	<p>NOTED BY:</p>  <p>TERE ISLA GROUP ACCOUNT DIRECTOR</p>	<p>APPROVED BY:</p>  <p>Richard A. Caluyo AVP - Marketing - SM Cares, SMLC & FECI</p>
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