

**PUBLIC RELATIONS
SERVICES COST ESTIMATE**



RIPPLE, 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: **St. Peter**
PROJECT: **2025-2026 PR & Events Retainer**

C.E. NO.:	ST PETER-2025-01		
DATE:	8	AUGUST	2025

Regular Coverage Period (September 2025 – August 2026)	NET	VAT	TOTAL
<p>I. Account Management</p> <ul style="list-style-type: none"> Agency will assign a dedicated full-service team, including an Account Director & Account Manager to lead strategy, and specialists in PR and events. Account Director and Account Manager will serve as the primary client contact for PR & events planning and execution for twelve (12) months. Includes day to day client servicing and coordination, gathering of feedback, alignment with of internal (agency) and implementation of agreed direction. Deliver regular performance reports and strategic recommendations. 	PHP 1,546,639.73	PHP 185,596.77	PHP 1,732,236.50
<p>II. PR Strategy</p> <ul style="list-style-type: none"> One time fee for a one-year PR strategy plan based on market studies and consumer research for St. Peter's corporate and product components, as part of the company's marketing communications plans. Covers end-to-end strategy and campaign planning for influencer marketing, including landscape mapping, influencer tiering, content direction, budget allocation, casting recommendations, and rollout timelines. Includes up to two (2) rounds of revisions. Any additional revisions will be charged separately through an addendum cost estimate. 	PHP 250,000.00	PHP 30,000.00	PHP 280,000.00
<p>III. Media Relations and Editorial Requirements</p> <p>a. Media Relations:</p> <ul style="list-style-type: none"> PR seeding, monitoring, and reporting on a weekly and monthly basis. Generate a minimum of ten (10) cumulative pickups across print including broadcast and online media per story Monthly media analytics report covering media performance, key topics by count and AVE, top publishers and authors, SOV ranking (main and mention), brand analysis, comparison, and tonality breakdown. KPIs: sentiment analysis, share of voice, awareness of the CTA in article pickups. <p>b. Editorial Requirements:</p> <ul style="list-style-type: none"> Drafting of eight (8) editorial content (i.e. press materials, speeches, or talk points) PR seeding, monitoring and reporting on a weekly and monthly basis Maximum of two (2) revisions per editorial content <p>Notes:</p> <ul style="list-style-type: none"> Content partnerships may be required to meet sales-related traffic KPIs. These will be costed out in a separate addendum CE as needed. Rates are exclusive of event staging, program host, program script, media tokens, and out-of-pocket expenses 	PHP 1,443,256.79	PHP 173,190.81	PHP 1,616,447.60
<p>IV. Webinars</p> <p>a. Event Staffing Package:</p> <ul style="list-style-type: none"> Overall Project Lead and Production Manager for two (2) Zoom webinars for one year. KPI: Leads captured, sales from webinar attendees <p>b. Show Concept:</p> <ul style="list-style-type: none"> Overall concept / title / creative handle / thematic treatment / Preproduction Deck <p>c. Event Scriptwriting/Program Flow</p> <p>d. Graphic Design Fee:</p> <ul style="list-style-type: none"> Key visual, Evites, Event poster, Basic skinning, Zoom Background, Lower Thirds <p>e. Specialized Manpower:</p> <ul style="list-style-type: none"> Event Director Audio Spinner Visual Spinner for all visuals and powerpoint <p>f. Talents:</p> <ul style="list-style-type: none"> 1 Professional Host (max 4hrs only) per webinar - via online 1 Professional Speaker per webinar - Honorarium <p>g. Venue Requirements:</p> <ul style="list-style-type: none"> Zoom Background Zoom Webinar PRO account Large Meeting good for 100pax max attendees Local & 10GB cloud (per license) Max of 30hours meeting duration Waiting Room Built into Zoom for home devices 12 months subscription Backend Software access Good for 10pax max for all showteam and speakers <p>Note: Rates are exclusive of Facebook livestreaming and will require an addendum CE if needed.</p> <p>h. Visual Requirements:</p> <ul style="list-style-type: none"> KV Animation, Logo Loop, Background Skinning /Visualizers & Name Bumper <p>Note: AVP / Moodsetter Video c/o client.</p>	PHP 777,960.63	PHP 93,355.28	PHP 871,315.90

i. Logistics:

- Production Meals and Water or the Working team and speakers
- Telecommunication Expenses

RATE CARD COST

PHP 4,593,515.09 PHP 551,221.81 PHP 5,144,736.90

DISCOUNTED COST

PHP 4,017,857.14 PHP 482,142.86 PHP 4,500,000.00

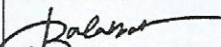
SAVINGS

PHP 575,657.95 PHP 69,078.95 PHP 644,736.90

PAYMENT TERMS:

PAYMENT TERM:	MONTH	PAYMENT PERCENTAGE	NET	VAT	TOTAL AMOUNT
Monthly billing for retainer.	Sep-25	14%	PHP 563,988.10	PHP 67,678.57	PHP 631,666.67
One-time fee for PR Strategy.					
Monthly billing for retainer.	Oct-25	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	Nov-25	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	Dec-25	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	Jan-26	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	Feb-26	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	Mar-26	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	Apr-26	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	May-26	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	Jun-26	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	Jul-26	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
Monthly billing for retainer.	Aug-26	8%	PHP 313,988.10	PHP 37,678.57	PHP 351,666.67
		100%	PHP 4,017,857.14	PHP 482,142.86	PHP 4,500,000.00

PREPARED BY:


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NOTED BY:


BOBBY VITO
 MANAGING DIRECTOR

APPROVED BY:


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 AVP - MARKETING COMMUNICATIONS