

**PRODUCTION & CREATIVE
SERVICES COST ESTIMATE**



16/F Two World Square
McKinley Hill, The Fort
Taguig City, Philippines
Tel.: 856-7888

CLIENT: Jollibee Foods Corp.

Fax: 856-9316

BRAND: Jollibee

PROJECT: 60th Anvil Awards - Entry Packaging & Submission

C.E. NO.:	Jollibee-PR	2024	46
DATE:	21	October	2024

**Jollibee Foods Corp.
60th Anvil Awards - Entry Packaging & Submission**

	NET	(DUE RIPPLE8)	(DUE JOLLIBEE)
I. PROJECT COOPER			
<u>Make it Christmas with Jollibee Joy</u>			
A. Entry Fee	10,000.00	5,000.00	5,000.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00
<i>*to be entered to the Marketing and Brand Communication category under PR Programs</i>			
II. PROJECT BALI			
<u>JolliBini</u>			
A. Entry Fee	10,000.00	5,000.00	5,000.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00
<i>*to be entered to the Marketing and Brand Communication category under PR Programs</i>			
III. PROJECT CURTIS			
<u>I Am A Chickenjoyer</u>			
A. Entry Fee	10,000.00	5,000.00	5,000.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00
<i>*to be entered to the Marketing and Brand Communication category under PR Programs</i>			
IV. PROJECT CURTIS			
<u>I Am A Chickenjoyer Fan Meet</u>			
A. Entry Fee	10,000.00	5,000.00	5,000.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00
<i>*to be entered to the Special Events > Milestones under PR Tools</i>			
V. PROJECT COOPER (TRADE)			
<u>Joyful Stores</u>			
A. Entry Fee	10,000.00	5,000.00	5,000.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00
<i>*to be entered to the Special Events > Milestones</i>			

category under PR Tools

VI. PROJECT BALI

JolliBini: BestFest

A. Entry Fee	10,000.00	5,000.00	5,000.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00

**to be entered to the Special Events > Launches*

category under PR Tools

VII. PROJECT BALI

JolliBini Fan Meet

A. Entry Fee	10,000.00	5,000.00	5,000.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00

**to be entered to the Special Events > Conference/Convention*

category under PR Tools

VIII. PROJECT CADILLAC

Jollibee Chicken Nuggets

A. Entry Fee	10,000.00	5,000.00	5,000.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00

**to be entered to the Special Events > Launches*

category under PR Tools

VIII. JoyZone

A. Entry Fee	10,000.00	5,000.00	5,000.00
B. Write-Up Fee	47,647.06	23,823.53	23,823.53
C. Supporting Materials, Facilitation of Entry Requirements	5,000.00	2,500.00	2,500.00

**to be entered to the Special Events*

under PR Tools

Advancing Fee (due Jollibee)

64,800.00

Ripple8 to pay the entry fees and editorial services in advance




TOTAL NET	563,823.53	281,911.76	346,711.76
VAT (12%)	67,658.82	33,829.41	41,605.41
TOTAL GROSS	631,482.35	315,741.18	388,317.18

***Total cost will be split between co-entrants Jollibee and Ripple8.**

*This is to ensure commitment to pay Ripple8, Inc. for the cost indicated in this CE totalling to the amount of **PHP 388,317.18** within 30 days upon receipt of its official invoice.*

COMMITMENT TO PAY:

This is to ensure commitment to pay Ripple8, Inc. **within 15 days upon receipt of the official invoice.**

PREPARED BY: S. TORRES 	CHECKED BY: S. ANDAYA 	APPROVED BY: DENNIS REYES 
CHECKED BY: E. RAZA	NOTED BY: B. VITO	