

24 February 2015



FELICITO R. BAUTISTA

President

ROTARY CLUB OF CLARK FIELD

Thru: **DANIEL REDONA, M.D.**

ROTARY CLUB'S ANTI-DENGUE CAMPAIGN

Dear Mr. Bautista,

Amazing day to you!

Thank you very much for your expression of interest in our services. As we discussed in our previous meeting, we are submitting to you our cost estimate for the production of an Anti-Dengue Campaign.

CAMPAIGN TREATMENT

As per our discussion, we will produce a series of *infomercials* aimed at stopping the spread of dengue. In order to effectively spread the message, we will have three distinct but related themes aimed at different audiences. The three components will be as follows;

1. **PREVENTION** - This ad will be speaking directly to children, who are more often than not, the primary victims of dengue, since they are often outdoors playing and are exposed to the deadly disease. The aim of the ad to make the children aware of how to prevent the spread of dengue by instilling simple yet effective reminders.
2. **DETECTION** –The second ad in the series will be speaking to parents and guardians. The primary purpose of the ad is to equip them with the basic skills and know-how to detect the onset of dengue, and the appropriate steps they need to take to address it. Early detection is key in combating this disease.
3. **MANAGEMENT** – The last ad in the campaign is again directed at parents/guardians. The aim is to instill in them that dengue, though deadly if not treated, can be managed and defeated through timely administering of medication.

In order to get our messages across, we are recommending the Ad Campaign approach so as to make the messages as brief and concise as possible. In doing so, it can be easily digested and retained by the viewers. Consequently, if this approach is used, it can be uploaded on the internet because of its brevity.

TALENT

We recommend using a talent for the campaign that can effectively communicate our message across our different target audiences. As such we recommend using RYZZA MAE as the face of our campaign. Children view her as non-threatening and adults find her entertaining.

EXECUTION

In order to shoot the Ad Campaign efficiently, we will do it with our talent against a *Greenscreen*. Doing so will allow us to insert different animations and graphics onto her background, allowing for more flexibility on our approach.

We will supply the necessary Talents, Manpower and equipment needed to successfully complete the campaign:

QUOTATIONS are subject to the following provisions;

PRODUCTION
Manpower: The necessary manpower and talents to complete the project. <ul style="list-style-type: none">• Talent (<i>Ryzza Mae</i>)• Director• Writer• Production Manager• Director-of-Photography• Lighting Director• Sound Engineer/Recordist• Production Assistant• Make-up Artist• Assistant Make-up Artist• 3 x Gaffers• 2 x Utility
Equipment: Panasonic AG-AF100 Digital Cinema Camera Recording in AVCHD <ul style="list-style-type: none">• SDXC Cards• Dumping Workstation• Fluidhead Tripods• Soft Lighting Set• Studio Teleprompter• Lighting Stands• Reference Monitors• 1 x Lapel Mic• 1 x Boom Mic• 4 x ARRI 650w Blueheads• 2 x ARRI 2Kw Blueheads• 3 x 40" KINOFLO• 4 x DEDO Lights• Lot of Electrical Cables• Reflectors
Location: CHROMA (<i>Greenscreen</i>) Studio
POST-PRODUCTION AND EDITING REQUIREMENT
Post production, which includes <ul style="list-style-type: none">• Master Editor• Off-line & On-line Editors• Graphics Artist• Power Macintosh Dual Quad-processor platform• Final Cut Pro 7.3 HD Studio, Motion3, Color• Adobe After Effects, Photoshop• LiveType• Off-line & On-line Editing• Audio Sweetening & Color correction

PRODUCTION COST FOR AD CAMPAIGN **PhP 1,000,000.00**

TERMS AND CONDITIONS

- Above costs are **EXCLUSIVE of 12% VAT.**

Unit 1609 Futurepoint Plaza, 112 Panay Avenue, South Triangle, Quezon City
Telephone No. (632)975.1050 E-Mail: brian.galagnara@gmail.com

- Client is entitled to two (2) revisions based on the script, any additional revisions based on additional material not included in approved script shall be considered as an additional cost to the project and shall be charged appropriately.
- Fifty Percent (50%) down payment upon acceptance of this proposal.
- Balance upon delivery and acceptance of final copy of edited master.
- Final edited material shall be submitted in DVD Format.
- All check payments shall be made to **ANNA VITTA LIM-GALAGNARA**.

If this Proposal Contract is acceptable to you, please sign the CONFORME on the space provided for below.

Thank you very much, and we hope to work with you soon.

Sincerely,
(Signed)
BRIAN G.GALAGNARA
In-house Director

CONFORME:

Signature over Printed Name