

SECTION – E Financial Proposal

4. Bill of Quantity

Prepare and submit your best pricing offer and cost sheet. Pricing should include, but not limited to, the following scope:

| S.# | Description | Unit | Cost (PKR) |
|---------------------------|---|----------------------------------|---------------|
| 1 | <ul style="list-style-type: none"> Media Planning, Negotiation, Buying Public Relations Social Media management Content Creation & Creative Development (For detailed scope refer to Article 4 of the Technical Proposal) | On a retainership basis (annual) | 9,000,000 /- |
| Total | | | 9,000,000 /- |
| SST | | | 1,170,000 /- |
| Grand Total Amount | | | 10,170,000 /- |

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5. Additional Requirements

Please quote the rates in the following table for the services that may be assigned in addition to the core scope of services and on which the agency will be engaged on a case-to-case basis.

| Services | Regular Events (1-2 hrs.) | Per event Cost (PKR) incl all taxes | Special Events (3-4 hrs.) | Per event Cost (PKR) incl all taxes |
|----------------------|---|-------------------------------------|---|-------------------------------------|
| Photography | | | | |
| Deliverables | Digital / Soft Copy with selected fully edited, colour corrected, cropped, and straightened photos | 30,000/- | Digital primarily Printed & Pasted (only selected) | 80,000/- |
| Equipment | DSLR Cameras (Branded Canon/Nikon/Sony 2018 models onwards) with required lenses | | DSLR (Branded Canon/Nikon/Sony 2018 models onwards) with required lenses | |
| Photographer | Category B Photographer With at least two cameras | | Category A photographer With at least four cameras | |
| Videography | | | | |
| Deliverables | Unedited Footage Fully edited Footage 1-2 Testimonials fully edited | 150,000/- | 2-3 Mins Video Highlights 6-7 testimonials fully edited | 400,000/- |
| Equipment | All equipment must be 4k quality including, cameras, and cables | | All equipment must be 4k quality including, cameras, and cables | |
| Live Coverage | | | | |
| Deliverables | OB Event Video, Event highlights fully edited | 400,000/- | OB Event Video, Event highlights fully edited | 450,000/- |
| Equipment | All OB equipment must be 4k including panel, cameras, and cables (branded Magami/Canary or equivalent). Must include backup options for internet, data storage and power backup | | All OB equipment must be 4k including panel, cameras, and cables (branded Magami/Canary or equivalent). Must include backup options for internet, data storage and power backup | |
| DVCs | | | Per-minute rate (incl all taxes) | |
| Deliverables | <ul style="list-style-type: none"> 4K Video Equipment: Camera, Lighting, Sound, Power, etc. Director, DOP, Technicians, Crew & Production: Postproduction: Sound, Music, VO, Animation & Editing Location cost: IBA (FoC) Talent Cost As per requirement | | 120,000/- | |

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 Manager (HR)
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