



INTERNAL MEMO

TO: The Chairman
THROUGH: Head, Growth Department
FROM: Head, Media & Corporate Comms
DATE: 16th May, 2023
SUBJECT: **REQUEST FOR E-NSIFT EMPLOYER SELF SERVICE PORTAL ANIMATION VIDEO**

With the development of the employer self-service portal, animation graphics highlighting the features and benefits of the portal for employers has been set in motion. We have developed a script and contacted an animator that specializes in creating engaging and informative videos that effectively communicates the intended message to the target audience.

The cost of producing the E-NSIFT animation video, which is intended to be aired for the general public, is N600,000. This cost includes the voice over and animations required for the production. We have reviewed the production budget and believe that this cost is reasonable given the level of quality we require for the video.

We humbly request that the sum of **N600,000 (Six hundred thousand naira)** is approved for the production of the video to commence. Kindly find attached an invoice and a link to the sample video

<https://www.instagram.com/tv/CcdSENGsAhz/?igshid=NTc4MTIwNjQ2YQ==>

Thank you, Sir.

Kind Regards.

Angel Ughanze

Head, Media & Corporate comms.

No. 4, Pretoria Close
Off Tunis Street, Zone 6
FCT, Abuja, Nigeria

QUOTATION

CLIENT:

P2E Technologies

PROJECT:

E-NSITF ESSP 60s Animated Infomercial

TIMELINE:

2 Weeks

				DATE	INVOICE NO.
				16/05/23	INV20230516/01
S/N	SERVICE	DESCRIPTION	UNIT PRICE (₦)	QUANTITIY	TOTAL COST (₦)
1	Conceptualization	--	20,000	--	20,000
2	2D Asset Creation	--	50,000	--	50,000
3	3D Asset Creation	--	100,000	--	100,000
6	3D Animation	--	200,000	--	200,000
8	Motion Graphics	--	80,000	--	80,000
9	Compositing & NLE	--	50,000	--	50,000
10	Voice overs	--	50,000	--	50,000
11	Soundtrack	--	50,000	--	50,000

PAYMENT TERMS

50% of total cost shall be paid as initial deposit before commencement, 50% balance to be paid before final delivery. Maximum number of samples is with 2 iterations allowed on selected samples. Use of animation and assets created shall be restricted to purpose specified above. Additional charges shall apply to more iterations, major alterations and any use other than for purpose specified above. All funds are non-refundable.

SUBTOTAL: ₦ 600,000.00

TOTAL: ₦600,000.00

PAYMENT METHOD

ACC NO.: 004 055 8388

ACC NAME: Havilah Agada

BANK: Access Bank



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RC1431130

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**Silahub Technologies**

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To**Angel PGL**

ABUJA

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08028885680

ughanzeangel@gmail.com

PRO-000002

Video Proposal

Date: 2023-05-12

Open Till: 2023-05-19

Dear Angel,

Thank you for considering our animation and video services! We are excited to present you with a proposal for your upcoming animation project. Our team of skilled animators and designers is committed to delivering high-quality and engaging animated videos tailored to your specific needs.

Project Overview:

We understand that you require an animation video that effectively communicates your message and captivates your target audience. Our proposal outlines the key elements and pricing details for your project.

1. Project Description:

- Video Type: Explainer Animation Video
- Duration: 1 min-1:30s
- Style: Cartoonish
- Script: Specified they have a script ready or if you would like us to develop one
- Voiceover: We will provide professional voiceover service

1. Concept Development:

- Storyboarding: We will create a storyboard to visualize the narrative and flow of the animation.
- Character Design: Our talented designers will develop unique characters that align with your brand and message.

1. Animation Production:

- Animation: Our skilled animators will bring your storyboard and characters to life with smooth and captivating animations.
- Visual Effects: We will incorporate visual effects to enhance the overall appeal of the video.
- Background Music and Sound Effects: We will select suitable background music and sound effects to complement the animation.

1. Revisions and Feedback:

- We offer 2 rounds of revisions to ensure your satisfaction with the final product.

- Your feedback during the revision process is invaluable to us, and we encourage open communication to meet your expectations.

Pricing:

Based on the project description provided, the estimated cost for your animation video is [total cost]. Please note that this is an estimate, and the final price may vary depending on the complexity and additional requirements of the project.

Payment Terms:

We propose the following payment structure:

- 70% upfront upon project acceptance.
- 30% upon delivery of the final video.

Timeline:

The estimated timeline for the project is as follows:

- Storyboard development: one week
- Animation production: one week
- Revisions and feedback: 2 days
- Final delivery: 2 weeks 7 days (For Each Video)

#	Item	Qty	Rate	Tax	Amount
1	Storyboarding We will create a storyboard to visualize the narrative and flow of the animation.	2	78,000.00	0%	156,000.00
2	Animation Video Production Longer Videos (3-5 minutes)	1	360,000.00	0%	360,000.00
3	Animation Video Production Medium-Length Videos (1-3 minutes)	1	180,000.00	0%	180,000.00
4	Character Design/Animation/editors Our talented designers will develop unique characters that align with your brand and message.	2	150,000.00	0%	300,000.00
5	Voiceover Script Voiceover Recording	2	50,000.00	0%	100,000.00
Sub Total					₱1,096,000.00
Total					₱1,096,000.00

Terms and Conditions:

Please refer to the attached Terms and Conditions document for further details on project ownership, confidentiality, and other relevant information.

We believe that our expertise and creative approach make us the ideal choice for your animation video project. We are

confident that we can deliver an exceptional video that meets your objectives and exceeds your expectations.

Should you have any questions or require further clarification, please don't hesitate to contact us. We look forward to the opportunity to work with you.

Thank you for considering our proposal.

Authorized Signature

A handwritten signature in black ink, appearing to read "Ebutezon". The signature is written in a cursive, flowing style with a large initial 'E' and a long, sweeping tail.

Multimedia | Consulting | General Services
FOR:

PGL

📍 Number 4 Nyanya-Jikwoyi Road, Karu Abuja

☎ 0803 446 4033 | 0806 573 3884

✉ julimax234@gmail.com

🌐 julimaxmedia.com

DATE:

16/05/2023

A proforma invoice for the development of 2 Motion Graphics Animation videos for PGL

QTY.	DESCRIPTION	UNIT PRICE	TOTAL
2	Story-board Development	50,000	100,000
2	2D Assets Development	100,000	200,000
2	Soundtrack/Sound-Effects/Foley	50,000	100,000
2	Animation Frame Workflow	150,000	300,000
2	Motion Graphics	100,000	200,000
2	Composition	50,000	100,000
2	Post Production	50,000	100,000
SUBTOTAL			1,100,000
VAT			0,00
GRAND TOTAL (₦)			1,100,000

ONE MILLION, ONE HUNDRED THOUSAND NAIRA ONLY


Julius Okeke