

## COST ESTIMATE

No. 64, Sir Lowry Road,  
Zonnebloem, Cape Town  
7925  
Tel: 0735640764

## BRAND INC

Cell: 0835647104 / Tel: 0214183604  
Email: [chris@brandinc.co.za](mailto:chris@brandinc.co.za)  
To: Chris Heaton

The cost estimate was sent in **AUGUST 1, 2014** with a total amount of **R 37 500,00**.

Below is the break down of the cost estimate:

Item	Description	Price
MySQL Database	Planning and creating database for properties, campaigns, communications via sms and email, approvals, etc.	R 8 000,00
Login Section	Client and sponsor agent log in and switched accordingly.	R 4 000,00
Sponsor Campaigns	Add / update a campaign's, the tournament will be an auto-complete box	R 2 000,00
Sponsor Campaigns	Add / update properties to added campaign, upload files linked to it, resize files with different sizes.	R 2 000,00
Sponsor Campaigns	Add additional properties in a campaign such as YouTube video links, Facebook posts on client Facebook page, Twitter tweets on client account as well as schedule for posting for the social media properties.	R 2 500,00
Sponsor Campaigns	Add additional properties by player for Facebook as well as Twitter as well as display currently selected player social media properties on a current campaign.	R 2 500,00
Sponsor Campaigns	List all campaigns on client log in page view	R 1 500,00
Sponsor Campaigns	Detailed view of campaign and its properties, this includes viewing approval stage of each property under the campaign.	R 2 500,00
Client Section (SARU)	View pending campaigns for approval, view all campaign content and its images. List already approved campaigns.	R 2 000,00
Client Section (SARU)	Approve or decline campaign / property, on decline, show reason for it being declined. So that it shows on the sponsor side as well.	R 1 500,00
Communication	Send out EMAIL as well as allow for browser view if images are disabled on the email client being used by the sponsor or meaning each email will be saved in the database. All emails will be customized and integrated and use database data for the receiver.	R 4 000,00
Communication	Send out SMS's to all relevant parties be it on approval notifications, campaign creation for client, approval process notifications as well.	R 5 000,00
Communication	Because this is a demo, the SMS's will be free to send out. We will start billing them when the project is approved by the client.	R 0,00
		<b>R 37 500,00</b>