

Advertising on Film Limited
49 Morehampton Road Donnybrook Dublin 4 telephone 689065



Mr. Trevor Jacobs,
Arks Ltd.,
17 Harcourt Street,
Dublin 2.

July 12th, 1982.

Dear Trevor,

GUINNESS TV 1982

Following our discussions on the scripts for the three commercials Chieftains, Don McLean and Geraldine Branagan the cost position now is as follows:

THE CHIEFTAINS	1 x 60 Sec. & 30 Sec Cut Down	68,500
DON McLEAN	1 x 40 Secs.	32,000
GERALDINE BRANAGAN	1 x 30 Secs.	<u>37,250</u>

£137,750 + VAT.

These figures are realistic but would be subject to change, dictated largely by the final logistics. Attached is a seperate explanation of the proposed treatment of each commercial, in relation to the prices above.

In Tiernan's letter of June 30th a total figure of £124,000 was mentioned, this allowed for shooting the Chieftains concert and Don McLean at home sequence in the U.S. With the Chieftains concert in the National Concert Hall, Dublin and Don McLean filmed totally in Ireland the figure becqme £117,500. The current figure, £137,750 as explained shows that the permutations are almost limitless.

As the financial advantage of putting the films together is minimal we have left the costings on an individual basis.

Weather insurance was not included for Don McLean, because of availability, but depending on final set-ups this matter should be reconsidered for the three films.

On one specific point, it would appear to be cheaper to film the Chieftains in the U.S. when there, than in a set up Dublin Concert.

TMB/H/13

Trevor Jacobs.
July 12th, 1982.

At the end of all that - to repeat - these figures are realistic but would have to be considered subject to change, up or down, when everything has been finalised.

Tiernan and myself are available for any further discussions.

Regards,



WARD FLEMING

Encl.

TMB/4/13



Date: July 12th, 1982.

"CHIEFTAINS"

- (a) Tiernan MacBride to direct, Tony Higgins to light and Morris Russell Avis to edit.

- (b) Two days shoot - Dublin. One day shoot - New York with one day set up and two days travel.

Three days previously Director and Producer, in New York casting and location recce.

- (c) Dublin - Marquee Concert and Product Studio day.
Chieftains to arrange concert promotion.

New York - Bar scene and Chieftains on location.

- (d) Agency to pay Chieftains, production company to cast in Dublin and New York and pay all other artistes, including 100 extras at concert.

- (e) Weather Cover insurance allowed for New York exteriors - £1,000.

- (f) All other production and post production up to and including A/P's and G Spools for 60 Sec. and 30 Sec. cut down.

TMB/H/13



Date: July 12th, 1982.

"DON McLEAN"

- (a) Tiernan MacBride to direct, Tony Higgins to light and Morris Russell Avis to edit.
- (b) One full day shoot in Dublin Area covering say Stephens Green, Theatre Stage and Dressing Room and Pub scene and pick up shot of horse sequence the following - or previous - day in Phoenix Park.
- (c) Agency to pay Don McLean, production company to cast and pay all other artistes.
- (d) Weather insurance not allowed for.
- (e) All other production and post production up to and including 40 Sec. answer print and G. Spool.



Date: July 12th, 1982.

"GERALDINE BRANAGAN"

- (a) Tiernan MacBride to direct, Tony Higgins to light and Morris Russell Avis to edit.
- (b) Two day shoot on location in Dublin Area.
- (c) Helicopter, painted in military style, provided with 12 soldiers - Mid-Atlantic - and army jeep.
- (d) Water Skier stand in and camera boat in addition to ski-boat.
- (e) Agency to pay Geraldine Branagan, production company to cast and pay all other artistes.
- (f) Weather insurance for one day re set up allowed for.
- (g) All other production and post production up to and including 30 Sec. A/P and G. Spool.