附件1

采购需求清单

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **1主持+1职业规划师+1嘉宾出镜** | | | | | | | |
| **服务类别** | **资源名称** | **资源详情** | **数量/单位** | **活动场数** | **服务单价** | **服务总价** | **项目总价** |
| 直播访谈 | 设备租赁 | 双摄像、补光灯、推流器、导播台、收音麦等设备 | 1 | 8 |  |  |  |
| 物料制作费 | 展架、堆头等材料 | 1 | 8 |  |  |
| 内容策划费用 | 活动内容策划费用 | 1 | 8 |  |  |
| 设计服务 | 设计及内容延展 | 版权元素购买，主KV设计及延展 | 1 | 1 |  |  |  |
| 总价合计 | | | | |  | | |