

## WORK ORDER TO MASTER CONSULTING AND PROFESSIONAL SERVICES AGREEMENT

THIS WORK ORDER is issued this 1<sup>st</sup> day of January 2025 by Octagon Inc. (“Consultant”) or (“Octagon”) to [REDACTED] pursuant to, and is subject to the terms and conditions of, the Master Consulting and Professional Services Agreement, number CW2695501, entered into on January 1, 2017, as amended, between The Martin Agency, Inc. and [REDACTED] (the “Agreement”). All references to “Consultant” in the Agreement shall mean “Octagon” as identified in this opening recital.

1. **SCOPE OF WORK.** [REDACTED] hereby requests Octagon to provide services to assist [REDACTED] in leveraging the Masters and The Ryder Cup golf partnerships to support [REDACTED] business objectives and engage target audiences in key markets for the initiatives outlined below.

Octagon will (i) provide strategic, creative, digital, analytics and program management resources to support [REDACTED] global golf sponsorship portfolio; (ii) deliver digital marketing strategy and campaigns utilizing golf rights and assets to generate revenue, increase global brand exposure, organically integrate [REDACTED] products and services, and engage and recognize employees and/or customers worldwide, and (iii) support the internal [REDACTED] hospitality team for the delivery of the Masters and Ryder Cup hospitality programs. All services shall be performed by personnel as outlined in this Work Order.

### 2. TASKS.

#### 2.1. Strategic council, market evaluations, and valuations pertaining to [REDACTED] golf sponsorships (\$65,826.00)

- 2.1.1. Provide strategic council pertaining to [REDACTED] golf sponsorships, new opportunities in golf, subject matter expertise with current and potential rights holders, negotiations with current and potential rights holders, commercial insights and competitive activity in golf, news/issues in the world of golf.
  - a. Deliver a regular golf newsletter incorporating golf industry news and relevant insights and data
  - b. Deliver a quarterly competitor and golf industry report
  - c. Provide timely insights and implications on major golf industry news including but not limited to PGA tour schedule, LIV golf, new property developments, media rights holders
- 2.1.2. Provide golf sponsorship property subject matter expertise, relationship management and coordination
  - a. Act as a liaison with sponsorship partners to manage contract fulfillment
  - b. Notify [REDACTED] of opportunities with sponsorship partners and their audience data, as well as potential new business opportunities with other sponsors or agency clients
  - c. Provide guidance for creative reviews to ensure golf audience credibility
  - d. Provide consultation and recommendations regarding compliance with sponsorship partner marketing and brand guidelines
  - e. Provide guidance on managing the various golf properties and navigating their nuances within the golf industry and their respective structures
  - f. Lead and advise [REDACTED] for contract renewals with existing sponsorship partners
- 2.1.3. Golf sponsorship market evaluations
  - a. Provide written POVs on golf sponsorship programs (The Masters and Ryder Cup) assessing the optimal target markets to activate around – analyzing brand fit, target audience fit, seasonality,

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business priority, and other factors to determine fit for [REDACTED] golf strategy

- b. Provide asset valuations for golf sponsorship renewals or new deals including line-by-line value of tangible sponsorship assets and intangible sponsorship assets such as intellectual property value. Work with designated [REDACTED] media agency to provide value of any media assets included in proposals

#### 2.1.4. Analyze Hospitality Customer Post Event Surveys

- a. Review raw data from post-event customer surveys that have been provided by [REDACTED]
- b. Analyze data to determine the performance of event against goals provided by [REDACTED], compare program performance against other previously similarly conducted events, highlight areas of improvement and/or success, and provide recommendations to [REDACTED] that will assist in future success of the events from the provided data

#### 2.1.5. Work Completed by:

- a. **SVP, Golf Consultant** – Lead golf sponsorship property relations management and coordination. Advise on all aspects of Golf properties and ambassadors including the rights, usage and key relationship holder with rights holders. SVP will also advise on POVs, industry reports, valuations, etc.
  - (i) 126 hours, [REDACTED]
- b. **Director, Valuations and Analyst, Insights** – Develop industry reports, POV's, valuations, and survey analyses. Conduct program market analyses.
  - (i) Director, Valuations – 108 hours, [REDACTED]
  - (ii) Analyst, Insights – 108 hours, [REDACTED]

### 2.2. Golf sponsorship property asset management, coordination and development of annual activation plans leveraging golf properties [REDACTED]

- 2.2.1. Develop and deliver annual golf strategy and activation plans including The Masters, the Ryder Cup and golf talent/influencers/small to medium business owners ("SMB")
- 2.2.2. Coordinate development of digital, social, hospitality and video/social components of the plans, working with digital strategy, hospitality, video/social teams, and partner agencies
- 2.2.3. Conduct regular agency-led planning sessions, status meetings, ideation sessions and recap meetings including with [REDACTED] stakeholders and other [REDACTED] agencies
- 2.2.4. Liaise and integrate with key internal and external stakeholders including advertising and media; digital; content; employee communications; customer communications; CRM; brand; business development; public relations; and [REDACTED] market segments (hi-tech, automotive, healthcare)
- 2.2.5. Assist [REDACTED] in the coordination and delivery of all [REDACTED] Shipping counter elements with partner properties at featured golf tournaments including counter design and set up, logistics, operating hours and staffing
- 2.2.6. Provide strategic insights and data-driven recommendations to engage key target audiences
- 2.2.7. If needed, coordinate talent appearances with talent's management team on schedule, imagery and merchandise signings
- 2.2.8. If needed, assist [REDACTED] in the identification, outreach, coordination and contracting of SMBs for inclusion in content in property related golf programs
- 2.2.9. Assist the [REDACTED] hospitality team with planning and managing elements of the operational delivery of

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## 2.3. Digital content strategy for [REDACTED] owned and golf partner channels ([REDACTED]) and creative planning and concepting services ([REDACTED])

- 2.3.1. Devise full year digital and social content strategy leveraging [REDACTED] golf partnership assets, [REDACTED] owned channels and golf partner channels:
- Collaborate with [REDACTED] Partnership teams to solidify digital key performance indicators and a measurement framework that will drive [REDACTED] Partnership business objectives.
  - Lead strategic communication with [REDACTED] internal stakeholders and [REDACTED] golf/agency partner teams as it relates to digital programming. Partners include: [REDACTED] Internal teams, ANG, Ryder Cup properties, Wavemaker (media agency).
  - Prepare, present, and update strategic briefs for [REDACTED] partnerships team prior to planning content and content strategy briefs for [REDACTED] Partners, The Martin Agency, and Wavemaker
  - Manage and distribute digital inventory to support social media content output supporting golf partnerships (ANG and Ryder Cup)
  - Craft social copy for owned, organic and golf partner media, including but not limited the following media inventory: Social, Programmatic, Email, Landing Page
  - In collaboration with [REDACTED] internal teams and agency partners, provide a year-end wrap-up report including, key learning and recommendations that tie back to evaluation and measurement criteria
- 2.3.2. Develop and execute up to two (2) integrated digital marketing campaigns, inclusive of but not limited to tentpole partnership events: The Masters and The Ryder Cup:
- Upon receipt of digital strategy briefs prepared by [REDACTED] Partnerships team, Octagon will follow the below framework for each campaign:
    - Creative Strategy
      - Present creative strategy, inclusive of audience data and property insights, to inform creative concept (creative concept to be led by The Martin Agency in collaboration with Octagon)
      - Prepare, present and update strategic briefs for The Martin Agency and Wavemaker
    - Creative
      - Leverage a creative brief developed by [REDACTED] focusing on SMBs and golf to concept and develop creative strategy for 2025.
      - Utilizing client-provided brief, develop creative planning brief of audience data and property insights to inform creative concepting.
      - Conduct internal creative reviews to develop, create and refine ideas to develop creative platform for 2025 that can be implemented across all assets, channels and communications
      - Utilizing approved creative strategy, develop content story, outline and scripts for production
      - Ensure creative strategy is consistent across all partnerships and developed content
    - Digital Media Planning
      - Based on [REDACTED] Partnership alignment with Octagon's proposed creative strategy, develop digital media recommendation to inform Wavemaker brief which shall include: market recommendation; audience targeting strategy; channel recommendation (could include programmatic, media partnerships, influencer, etc.); content ideation; audience and creative testing; campaign benchmarking; and/or development of [REDACTED] organic strategy in support of overall campaign
    - Brief Development and Strategy

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- 1 Assist in drafting/review [REDACTED] Sponsorship campaign briefs to pass to The Martin Agency and Wavemaker. Note: All campaigns will have allocated media spend
  - 2 Provide digital golf expertise in review of creative concepts
  - 3 Provide revisions and review for all paid media plans
- (v) Digital Media Execution
- 1 Pending ownership of creative production, traffic all creative inventory to internal teams and/or Wavemaker's media buying team designated for media delivery; trafficking will follow an agreed upon naming convention to assist in media tracking
  - 2 Confirm content launches with [REDACTED] Partnership team
- (vi) SMB/Influencer Management – Negotiate, contract, and manage up to two (2) SMB/influencer relationships as they relate to [REDACTED] and The Masters and Ryder Cup programming
- 1 Lead negotiation of budget, deliverables, campaign ideation, brand education and a proposal from each influencer
  - 2 Contract SMB/influencers for their deliverables, the agreed upon rate, timing and a period of exclusivity
  - 3 Serve as a liaison between SMB/influencers and [REDACTED] partnerships rights holder to mitigate unnecessary tasks to client and property
- (vii) Campaign/Editorial Calendar Optimization
- 1 Create an editorial calendar for each property related golf content program that features SMB/influencer-related content to ensure each unique social media post created by the SMB/influencer goes live during the agreed upon timing
    - a [REDACTED] Partnerships and property rights team teams to ensure all content provided for their approval adheres to brand and FTC guidelines.
- (viii) Measurement and Reporting
- 1 Collaborate with [REDACTED] internal teams and Wavemaker to deliver the 1x wrap up report per program – inclusive of SMB/influencer and overall campaign (event and digital) metrics
- b. 2026 Planning
- (i) Once the core 2025 campaign recaps are delivered, begin strategic planning for 2026 [REDACTED] Golf Partnership programming.
- 1 Research and present 1x deck sharing relevant and emerging trends across the digital and golf landscape to highlight future advertising opportunities for [REDACTED] golf, inclusive of audience and property-specific data, relevant trend case studies and thought starter applications for [REDACTED].

### 2.3.3. Creative Planning and Concepting work completed by:

- a. **Group Director, Creative Planning:** Senior creative planning lead to collaborate with The Martin Agency and Wavemaker on golf property and SMB-specific insights. Manage distilling strategic audience and property insights and data to inform overall creative approach. Lead brief development
- (i) 70 hours, [REDACTED]
- b. **Director, Creative:** Lead design, concepting and development of golf program creative, including story mining, development, and scripting of content as needed. Work with internal and external teams to ensure consistent creative vision across all properties and programs.
- (i) 180 hours, [REDACTED]

### 2.3.4. Digital Content Strategy work completed by\*

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- a. **SVP, Digital Strategy:** Senior digital lead to consult and have holistic oversight of 2025 strategy implementation
  - (i) 85 hours, [REDACTED]
- b. **Senior Director, Digital Strategy:** Lead oversight of digital golf partnerships and strategies. Direct digital programming and strategy, while supporting strategic communications with cross-agency stakeholders.
  - (i) 260 hours, [REDACTED]
- c. **Associate Director Digital Strategy:** Serve as day-to-day contact with [REDACTED] Partnerships team; Develop and present digital strategy efforts to relevant parties, and advise on all digital touchpoints, distribution, targeting plans and objective strategy.
  - (i) 669 hours, [REDACTED]
- d. **Strategist, Digital Strategy Manager:** Support strategic planning, and lead performance management and reporting, budget tracking, and management of partnership assets to ensure they are delivered to necessary parties
  - (i) 282.5 hours, [REDACTED]
- e. **Sr. Project Manager, Digital Strategy:** Support digital team, develop project timelines and develop resource allocation
  - (i) 31.5 hours, [REDACTED]

### 3. DELIVERABLES AND WORK PRODUCT.

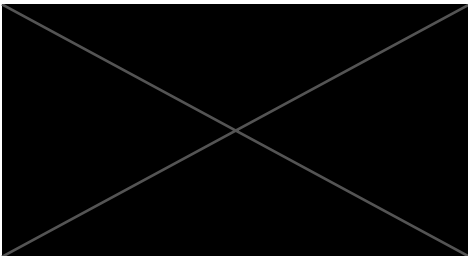
- 3.1. Provide strategic counsel pertaining [REDACTED] golf sponsorships in the form of memos, written POVs, detailed valuations, etc.
- 3.2. Manage golf sponsorship property relationships and coordination documented with regular status reports, meetings recaps, etc.
- 3.3. Deliver a digital content strategy for [REDACTED] owned and golf partner channels and develop and execute up to two integrated digital marketing campaigns.
- 3.4. Develop 2025 annual golf strategy and activation plans including The Masters and The Ryder Cup in the form of PPT or other presentations.

### 4. TEAM COMPOSITION.

# of FTE	Job Titles (or equivalent role)	Hours	Rates/Hr.	Total Cost
0.07	SVP, Golf	126	[REDACTED]	[REDACTED]
0.06	Director, Valuations	108		
0.06	Strategy, Analyst	108		
0.45	VP, Account	810		
0.20	Account Director	360		
0.40	Account Manager	720		
0.10	Sr. Account Executive	180		
0.05	SVP, Digital	85		

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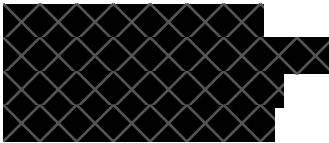
0.14	Sr. Director, Digital Strategy	260
0.38	Associate Director, Digital	615
0.10	Digital Strategist	282.5
0.05	Sr. Project Manager	31.5
0.04	Group Director, Creative Planning	70
0.10	Director, Creative	180



5. **COMPENSATION.** In full consideration for the services performed under this Work Order, [REDACTED] shall pay Octagon the following amounts:

- 5.1. [REDACTED] shall be invoiced in conformance with the table below a fixed fee incurred in support of this Work Order contingent upon [REDACTED] acceptance of Work Product. The total estimated fees associated with this Work Order shall not exceed [REDACTED]. An addendum to this Work Order shall be mutually agreed to and executed between [REDACTED] and Octagon prior to any additional work being performed or expenses incurred by Octagon. The parties shall reconcile the project fees under this Work Order in accordance with the terms of the Agreement.
- 5.2. All Out-of-Pocket (OOP) and business travel expenses must be pre-approved by [REDACTED] (on a separate OOP estimate if necessary) and in accordance with the [REDACTED] Octagon Travel and Expense Guidelines as referenced in the Agreement. In addition, approved expenses to support the execution of services within this Work Order will be issued under a separate work order.

6. **INVOICES.** All invoices to [REDACTED] for fees in connection with the services performed under this Work Order shall be invoiced in accordance with Section 7.3 of this Work Order and sent to the following:



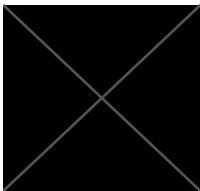
7. **PROJECT SCHEDULE AND MILESTONES.**

- 7.1. The term for services for this Work Order will commence January 1, 2025, and will end December 31, 2025
- 7.2. Summary of fees by deliverable:

**DELIVERABLE**

- 1. Strategic Counsel/Account Management
- 2. Account and Asset Management, Coordination, and Development
- 3. Digital/Social Content Strategy
- 4. Creative Planning Services

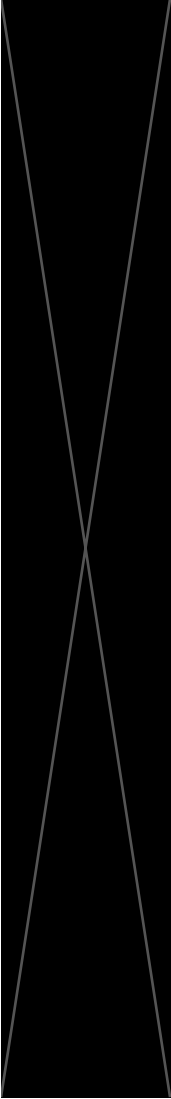
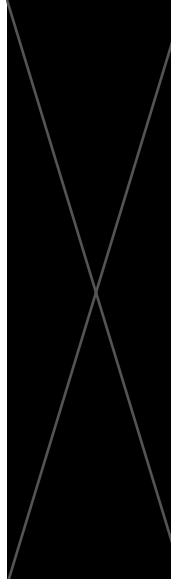
**AGENCY  
FEES**



**TOTAL**

7.3. Project Schedule and milestones for deliverables are set for below:

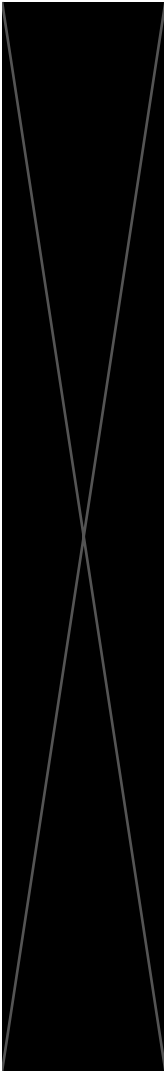
PROJECT DELIVERABLE/MILESTONE	DELIVERY	INVOICE	INVOICE
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	<b>DATE</b>	<b>DATE</b>	<b>AMOUNT</b>
Strategic counsel and account management; asset management and coordination, 2025 activation plan development and delivery, opinion pieces and competitive reports as needed, opportunity spotting.	<b>January</b>	<b>1/15/2025</b>	
Digital and creative: Masters activity development, Ryder Cup activity planning, creative support, ongoing delivery of digital strategy. Strategic counsel and account management; asset management and coordination, 2025 activation plan delivery, opinion pieces and competitive reports as needed, opportunity spotting.	<b>February</b>	<b>2/1/2025</b>	
Digital and creative: Masters activity development & finalization, Ryder Cup activity planning, creative support, ongoing delivery of digital strategy. Strategic counsel and account management; asset management and coordination, 2025 activation plan delivery, opinion pieces and competitive reports as, opportunity spotting.	<b>March</b>	<b>3/1/2025</b>	
Digital and creative: Masters activity finalization & launch, Ryder Cup activity planning, creative support, ongoing delivery of digital strategy. Strategic counsel and account management; Asset management and coordination, 2025 activation plan delivery, opinion pieces and competitive reports as needed (including post-Masters report), opportunity spotting.	<b>April</b>	<b>4/1/2025</b>	
Digital and creative: Masters activity delivery, measurement, wrap report and key learnings, Ryder Cup activity plan set, creative support, ongoing delivery of digital strategy. Strategic counsel and account management; Asset management and coordination, 2025 activation plan delivery, opinion pieces and competitive reports as needed, opportunity spotting.	<b>May</b>	<b>5/1/2025</b>	
Digital and creative: Ryder Cup activity development, creative support, ongoing delivery of digital strategy. Strategic counsel and account management; asset management and coordination, 2025 activation plan delivery, opinion pieces and competitive reports as needed, opportunity spotting.	<b>June</b>	<b>6/1/2025</b>	
Digital and creative: Ryder Cup campaign development, creative support, ongoing delivery of digital strategy. Strategic counsel and account management; asset management and coordination, 2025 activation plan delivery, opinion pieces and competitive reports as needed, opportunity spotting.	<b>July</b>	<b>7/1/2025</b>	
Digital and creative: Ryder Cup campaign development, creative support, ongoing delivery of digital strategy. Strategic counsel and account management; asset management and coordination, 2025 activation plan delivery, opinion pieces and competitive reports as needed, opportunity spotting.	<b>August</b>	<b>8/1/2025</b>	

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Digital and creative: Ryder Cup activity development, creative support, ongoing delivery of digital strategy. Strategic counsel and account management; asset management and coordination, 2025 activation plan delivery, 2026 activation plan development, opinion pieces and competitive reports as needed, opportunity spotting.	September	9/1/2025
Digital and creative: Ryder Cup activity delivery, creative support, ongoing delivery of digital strategy. Strategic counsel and account management; Asset management and coordination, 2025 activation plan delivery, 2026 activation plan development, opinion pieces and competitive reports as needed, opportunity spotting (including post Ryder Cup report).	October	10/1/2025
Digital and creative: Ryder Cup activity delivery, creative support, ongoing delivery of digital strategy, creative insights & trend delivery. Strategic counsel and account management; asset management and coordination, 2025 activation plan delivery, 2026 activation plan finalization, opinion pieces and competitive reports as needed, opportunity spotting.	November	11/1/2025
Digital and creative: Ryder Cup activity measurement, wrap report and key learnings, ongoing planning for 2026 digital strategy, creative insights & trend delivery. Strategic counsel and account management; asset management and coordination, 2026 activation plan finalization, opinion pieces and competitive reports as needed, opportunity spotting.	December	12/1/2025
Digital and creative: Ongoing planning for 2026 digital strategy, creative insights & trend delivery.		
	TOTAL	



8. PROJECT MANAGERS

The Work Order manager for [REDACTED].  
The Work Order manager for Octagon is Matt Perez.


9. ACCEPTANCE CRITERA

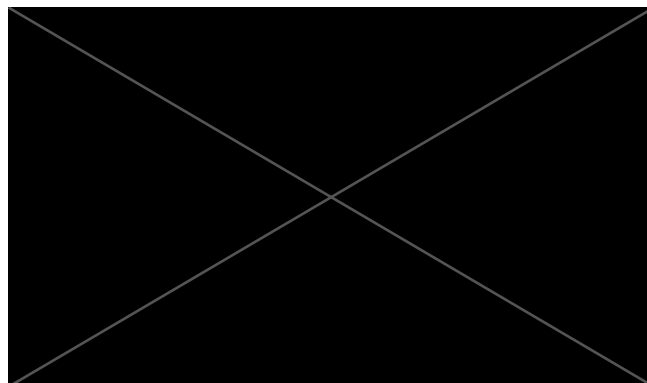
[REDACTED] shall evaluate each deliverable within (5) business days after receipt of Work Product and determine whether the acceptance criteria has been satisfied. [REDACTED] and Octagon will work together to determine any deliverables that require more or less than (5) business days for [REDACTED] evaluation. The required [REDACTED] evaluation time will be included in the project plan. If [REDACTED] determines, in its sole discretion, that a particular deliverable satisfies the corresponding acceptance criteria, the date [REDACTED] makes such determination shall be the "Acceptance

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Date" of that deliverable. If [REDACTED] rejects the Work Product, Octagon shall correct any such deficiencies and will resubmit the Work Product, as corrected, within such time as may be mutually agreed to by [REDACTED] and Octagon. [REDACTED] acknowledges that any delay in approval of a deliverable or if changes are required to a deliverable, may delay subsequent project dates. In the event approvals or changes cause a predicted delay in the production timetable, Octagon will submit a revised work plan to [REDACTED]. Octagon will make every effort to meet strategic objectives for the project within the timeframe and within budget noted above. Satisfaction of the [REDACTED] Work Order Manager must be met.

**OCTAGON, INC.**

Signature:   
Name: Matthew Perez  
Title: Vice President  
Date: 2/6/2025 | 2:42 PM PST



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