

WORK ORDER TO MASTER CONSULTING AND PROFESSIONAL SERVICES AGREEMENT

THIS WORK ORDER is issued this 9th day of September, 2024 by Octagon, Inc. ("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. ("Consultant") and [REDACTED] (the "Agreement").

1. **SCOPE OF WORK** [REDACTED] hereby requests Octagon to provide event logistics and hospitality services to manage the planning and execution of the 2025 Masters Tournament [REDACTED] customer engagement programs. In addition to all pre-planning and on-site logistic elements, Octagon will work with the [REDACTED] Sponsorship team and external vendors to coordinate registration and travel bookings. Additionally, Octagon shall conduct pre-planning for the 2026 Masters customer engagement programs including site visits and vendor coordination and contracting. All services shall be performed by personnel as outlined in this Work Order.

2. TASKS

2.1 Hospitality Management fees for planning and execution of the 2025 Masters Tournament and pre-planning for the 2026 Masters Tournament

- 2.1.1 Provide detailed plans and execute four (4) multi-wave hosting programs at the 2025 Masters tournament in Atlanta and Augusta. Service will include developing the following elements:
 - a. Budget oversight and reconciliation
 - b. Program timelines
 - c. Staffing Plan
 - d. Pre-program site inspections
 - e. Customer communications copy including but not limited to invite copy, registration website and email copy, know-before-you-go documents, pre-program packs
 - f. Executive communication and updates
 - g. Run of Show documents for guests, hosts and executives
 - h. Pre-and post-program reporting
- 2.1.2 Coordinate all program logistics for [REDACTED] guests, hosts, and executives
- 2.1.3 Manage and ensure implementation of any necessary Covid-19 measures throughout the operational elements of the programming, including reporting management of Vault COVID testing results, as needed.
- 2.1.4 Contract and manage accommodations for [REDACTED] guests, hosts and executives.
- 2.1.5 Review security protocols with properties, venues and hotel(s) to ensure guest safety and liaise with [REDACTED] Global security as needed.
- 2.1.6 Manage program transportation and vendors.
- 2.1.7 Manage airline booking with [REDACTED] AmEx travel partners for attendees.
- 2.1.8 Manage guest, host and executive registration process with [REDACTED] approved vendors, as needed
- 2.1.9 Manage vendor registration site tools/capabilities to update registration sites, create new sites or leverage the tool for registration needs as needed, with [REDACTED]-hired vendors, including the creation of registration site copy and registration site imagery sourcing.
- 2.1.10 Manage customer registration site needs within [REDACTED] ticket management asset system to support customer registration process.

- 2.1.11 Coordinate and execute a pre-program site inspections, meetings and logistics within the overall program budget
- 2.1.12 Coordinate onsite activities with partners and [REDACTED] guests, hosts and executives.
- 2.1.13 Coordinate and managing on and off-site Masters hospitality venues
- 2.1.14 Coordinate activities with host venues – contracts, hospitality suite, room drops, food/beverage, billing, shipping, security
- 2.1.15 Coordinate additional program functions as required, including, but not limited to, business sessions, dinners, excursions, tours, talent appearances, meetings
- 2.1.16 Confirm guests, hosts and executives, assemble materials and ticket packages for all days/waves, and remaining program details as needed
- 2.1.17 Implement [REDACTED] branding and signage throughout each experience
- 2.1.18 Coordinate merchandise and branded gifting items for guests, hosts and executives
- 2.1.19 Support sourcing [REDACTED] ambassadors and additional talent for appearances during the program.
- 2.1.20 Manage ticket distribution
- 2.1.21 Utilize a GDPR-compliant registration process to ensure guests are registered and data is properly managed
- 2.1.22 Assign a Program Registration Manager to manage a guest services and accommodate requests through a dedicated Octagon email address
- 2.1.23 Collect and report guest information on a regular basis
- 2.1.24 Travel as needed for pre-program planning sessions and on onsite program execution support in Augusta, GA
- 2.1.25 Support accounting and budgeting services including but not limited to budget management, hiring, securing and paying vendors with [REDACTED] funds as directed, and providing regular reporting to [REDACTED] stakeholders.
- 2.1.26 Manage post-program budget reconciliation
- 2.1.27 Produce program recaps and measurement documents based upon agreed upon KPIs
- 2.1.28 Post-program results recap and post-program participant survey creation and distribution
- 2.1.29 Secure and manage talent for program.
- 2.1.30 Secure additional staff to support program activations during tournament week as needed. Any additional staff will be billed at a day rate and will be paid for out of program expenses listed in section 7.4, subject to prior approval by [REDACTED]
- 2.1.31 Work Completed by:
 - a. **Senior Vice President:** Provide global golf hospitality oversight. Work with relevant rights holders to identify partnership opportunities and manage senior leadership. Advise on POVs and industry updates.
 - i. 2024 - 30 hours, [REDACTED]
 - ii. 2025 - 135 hours, [REDACTED]
 - b. **Senior Hospitality Director:** Serve as day-to-day hospitality lead overseeing strategy and implantation of hospitality program and activations. Oversee performance management and reporting, budget creation and reconciliation, ensure hospitality best practices, and manage partnership. Act as implementation lead for in-market hospitality and tournament programming, overseeing development of any toolkits of manuals needed and managing routine account functions.
 - i. 2024 – 202.50 hours, [REDACTED]
 - ii. 2025 - 622.50 hours, [REDACTED]

- c. **Hospitality Director:** Support the Senior Hospitality Director in the day-to-day implementation of the hospitality strategy and program activations. Assist in performance management and reporting, budget reconciliation, and management of the partnership. Assist Senior Hospitality Director with in-market hospitality and tournament programming.
- i. 2025 – 457.50 hours; [REDACTED]
- d. **Hospitality Manager:** Support the day-to-day planning and implementation of the program alongside the Senior Hospitality Director. Support project management, budget tracking, and overall planning movement. Lead elements that directly impact the guest experience such as accommodations hotel management, transportation, food & beverage programs, gifting, and oversee guest registration & communications.
- i. 2024 – 352.50 hours; [REDACTED]
- ii. 2025 – 1035 hours; [REDACTED]
- e. **Senior Account Executive:** Support the Senior Hospitality Manager in guest-facing elements such as accommodations management, transportation, food & beverage programs, gifting, and lead guest registration & communications.
- i. 2024 – 352.5 hours; [REDACTED]
- ii. 2025 – 1020 hours; [REDACTED]

2.2 **Additional Services.** Any additional or incremental services, including additional on-site staff to support tasks, may be subject to additional fees to be mutually agreed upon.

3 DELIVERABLES AND WORK PRODUCT

3.1 Manage execution of the 2025 Masters Tournament [REDACTED] customer engagement including site visits, planning documents, creating status reports, timelines, and budgets and contracting with paying approved 3rd party vendors as requested by [REDACTED]. Manage pre-planning for the 2026 Masters Tournament [REDACTED]

4 TEAM COMPOSITION

| # of FTE | Job Titles (or equivalent role) | Hours | Rates/Hr. | Total Cost |
|---|---------------------------------|--------|------------|------------|
| September – December 2024; 2025 Masters Hospitality Planning | | | | |
| 1 | Sr. Vice President | 30 | [REDACTED] | [REDACTED] |
| 1 | Sr. Hospitality Director | 205.50 | [REDACTED] | [REDACTED] |
| 1 | Account Manager | 352.50 | [REDACTED] | [REDACTED] |
| 1 | Sr. Account Executive | 352.50 | [REDACTED] | [REDACTED] |
| January – December 2025; 2025 Masters Hospitality Planning and Execution; 2026 Masters Planning | | | | |
| 1 | Sr. Vice President | 135 | [REDACTED] | [REDACTED] |
| 1 | Sr. Hospitality Director | 622.5 | [REDACTED] | [REDACTED] |
| 1 | Hospitality Director | 457.5 | [REDACTED] | [REDACTED] |
| 1 | Hospitality Manager | 1035 | [REDACTED] | [REDACTED] |
| 1 | Sr. Account Executive | 1020 | [REDACTED] | [REDACTED] |

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

5.1. [REDACTED] shall be invoiced for 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. [REDACTED] shall be invoiced for approved budget to cover program expenses for all vendors. The total estimated hospitality program expenses associated with this Work Order shall not exceed [REDACTED] in accordance with section 7.4 below. A credit of [REDACTED] will be applied to the estimated hospitality budget from the Masters 2024 Hospitality program final reconciliation held by Company in the following [REDACTED] project code: 1286650 .

5.3. 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.

6 **INVOICES.** All invoices to [REDACTED] for fees or expenses in connection with the services performed under this work order shall be invoiced in accordance with Section 7 of this Work Order and sent to the following:

[REDACTED]

7 **PROJECT SCHEDULE AND MILETONES**

7.1 The term for services for this Work Order will commence September 9, 2024 and will end December 31, 2025.






7.2 Summary of fees by deliverable:

| DELIVERABLE | AGENCY FEES |
|---|-------------|
| 1. 2024 Hospitality Management (September 2024 – December 2024) | [REDACTED] |
| 2. 2025 Hospitality Management (January 2025 – December 2025) | [REDACTED] |
| TOTAL | [REDACTED] |


7.3 Project schedule and milestones for deliverables related to fees are set below:








2024 Calendar Year

| Deliverable | Date of Delivery | Invoice Date | Invoice Amount |
|-------------|------------------|--------------|----------------|
| [REDACTED] | | | |

| | | | | |
|--------------|--|--------------------|----------------|---|
| 1 | Hospitality Pre-Program: Begin 2025 Masters customer engagement planning, build project management tools and budget to drive the planning process. Determine and begin sourcing accommodation elements. | September 30, 2024 | Upon execution |  |
| 2 | Hospitality Pre-Program: Secure remaining accommodations, transportation, and catering vendors. Identify total number of assets. | October 30, 2024 | 9/15/2023 |  |
| 3 | Hospitality Pre-Program: Finalize registration system content elements for review. Site testing begins and edits are made to the registration system copy as requested by the client. Engage with transportation, décor and F&B vendors begins. | November 30, 2024 | 10/15/2024 |  |
| 4 | Hospitality: Gifting options are presented to the client for review. Transportation, F&B, and ancillary activity vendors are confirmed. Site visit to Augusta to meet with vendors and continue planning. Initial guest list is determined and shared with Octagon and the registration system is launched, with the first wave of invitations sent out. | December 30, 2024 | 11/15/2024 |  |
| Total | | | |  |

2025 Calendar Year

| | Deliverable | Date of Delivery | Invoice Date | Invoice Amount |
|---|--|-------------------------|---------------------|---|
| 1 | Gifting order is placed, on-going conversations with F&B and ancillary activity vendors. On-going guest management | Jan 30, 2025 | 12/15/2024 |  |

| | | | | |
|---|---|-------------------|-----------|---|
| | and communications as guest invitations are sent on a rolling basis. | | | |
| 2 | Hospitality: Frequent guest communications sent to confirmed attendees. Attendee reports from the registration system are reviewed to drive decisions on hospitality elements and help build out the transportation manifest. | February 28, 2025 | 1/15/2025 |  |
| 3 | Hospitality: Program logistics are finalized, and team arrives on-site to execute program. Post-program, team begins to develop questions for guest survey. | March 30, 2025 | 2/15/2025 |  |
| 4 | Hospitality Post-Program: Guest survey is sent out to all attendees, results are analysed and included in recap documents. A comprehensive recap is presented to clients. | April 30, 2025 | 3/15/2025 |  |
| 5 | Hospitality Post-Program: 2025 Masters customer engagement. 2026 Masters Planning: budget forecasting, program recommendations | May 30, 2025 | 4/15/2025 |  |
| 6 | Hospitality: 2025 Masters budget reconciliation is completed. 2026 Masters Planning: budget forecasting, program recommendations | June 30, 2025 | 5/15/2025 |  |
| 7 | Hospitality: Engagement with Augusta National begin for 2026 planning. | July 30, 2025 | 6/15/2025 |  |
| 8 | Hospitality: Build 2026 Masters project management tools and budget to drive planning for the process. Determine and begin sourcing accommodation elements. | August 30, 2025 | 7/15/2025 |  |

| | | | | |
|--------------|--|--------------------|------------|--|
| 9 | Hospitality Pre-Program: Finalize accommodation recommendations and overall project plan to client for approval. Develop invitation documents for approval | September 30, 2025 | 8/15/2025 | |
| 10 | Hospitality Pre-Program: Secure remaining accommodations, transportation, and catering vendors. Identify total number of assets. | October 30, 2025 | 9/15/2025 | |
| 11 | Hospitality Pre-Program: Finalize registration system content elements for review. Site testing begins and edits are made to the registration system copy as requested by the client. Engage with transportation, décor and F&B vendors begins | November 30, 2025 | 10/15/2025 | |
| 12 | Hospitality: Gifting options are presented to the client for review. Transportation, F&B, and ancillary activity vendors are confirmed. Site visit to Augusta to meet with vendors and continue planning. Initial guest list is determined and shared with Octagon and the registration system is launched, with the first wave of invitations sent out. | December 30, 2025 | 11/15/2025 | |
| Total | | | | |

7.4 Project schedule and milestones for deliverables related to expenses are set forth below:

| | Deliverable / Milestone | Date of Delivery | Invoice Date | Invoice Amount |
|---|--|-------------------------|---------------------|-----------------------|
| 1 | Pre-program: secure third-party vendors deposits: accommodations, transportation, catering, registration system, site inspections, accommodation deposits (Note: | September 30, 2024 | Upon execution | |

| | | | | |
|---|--|-------------------|------------|--|
| | Credit from 2024 Masters Hospitality Program will be applied to this invoice) | | | |
| 2 | Pre-program: Secure third-party vendor deposits and final payments accommodations, transportation, and catering, gifting, ancillary activities, décor – contract all vendors. Site Inspections | November 29, 2024 | 10/15/2024 | |
| 3 | On-site expenses: Staff T&E, program supplies, printing documents, talent inclusions, added on-site expenses (accommodations, decor and transportation, gratuities), | March 28, 2025 | 2/15/2025 | |
| 4 | On-Site Expenses: On-Site Support Staff | April 30, 2025 | 3/15/2025 | |
| 5 | Post-Program: Vendor and budget reconciliation. 2025 planning (site inspections, vendor deposits), as needed | April 30, 2025 | 3/15/2025 | |
| | Total | | | |

8 WORK ORDER MANAGERS

The Work Order Manager for [REDACTED]
The Work Order Manager for Octagon is Matthew Perez

9 ACCEPTANCE CRITERIA

[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 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.

[REDACTED]

DocuSigned by:

Matthew Perez

03B1518F22104B4...

Signature: _____

Matthew Perez


Printed Name: _____

Vice President


Title: _____

10/7/2024 | 6:51 PM PDT


Date: _____



Signature: _____



Printed Name: _____



Title: _____

10/8/2024 | 5:12 AM PDT

Date: _____