

- v) Oversee planning and on-site execution of the [REDACTED] Pavilion including:
 - (1) Oversee vendors for site build and set up and tear down, to potentially include labor, set-up, design, and installation
 - (2) Manage all vendors for furniture and décor rentals, equipment, labor, catering needs
 - (3) Manage PGA TOUR vendor logistics (sponsorship site fees, restrooms, flooring, HVAC, tent installation, branding)
 - (4) Support integration of overall [REDACTED] technology integration elements
 - (5) Provide operational support for in-venue programming, including talent meet and greets, influencer integration, thought-leadership programming
- vi) Support development of activation plan for BMW Championship

C. PLANNING AND MANAGEMENT OF 2025 PGA TOUR HOSPITALITY

- i) Support development of overall 2025 annual hospitality calendar – tournaments, program size, timelines, budgeting and requirements.
- ii) Support development of season-long merchandise, uniform and gifting plan, including:
 - (1) Merchandise options with pricing
 - (2) Coordination of storage and shipping
 - (3) On-site merch/gifting distribution
- iii) Lead planning, management and execution of overnight program at one (1) tournament (BMW Championship) for approximately 20 people, to include:
 - (1) Support for overall development of customer program, including guest experience
 - (2) Identification, contracting and management of all hotel accommodations
 - (3) Coordination of all on-site transportation logistics, including vendor management and contracting, guest and staff transport needs (airport and event transport)
 - (4) Management of CRM (invitations, registration tracking, ticket distribution, onsite check in, post-event reporting)
 - (5) Activities, including golf outings, evening events and thought-leadership programming
 - (6) Limited branding needs onsite (via partnership with NBC)
- iv) Lead planning, management and execution for up to four (4) smaller day/regional hosting programs of 25-30 guests each. The Events are Truist Championship, PGA TOUR Championship, BMW Championship and Ryder Cup. Consultant's support to include:
 - (1) Support for overall development of customer program, including guest experience
 - (2) Identification, contracting and management of all hotel accommodations
 - (3) Coordination of all on-site transportation logistics, including vendor management and contracting, guest and staff transport needs (airport and event transport)
 - (4) Management of CRM (invitations, registration tracking, ticket distribution, onsite check in, post-event reporting)
 - (5) Support for ancillary guest activities, including golf outings, evening events and thought leadership programming (for BMW Championship only)
 - (6) Limited branding needs onsite (via partnership with NBC)

D. 2026 PLAYERS ACTIVATION PLAN DEVELOPMENT

- i) Develop overall 2026 PLAYERS strategy and activation plan including:
 - (1) Learnings from 2025 PLAYERS event
 - (2) Alignment with overall [REDACTED] marketing and [REDACTED] PGA TOUR strategy, including [REDACTED] Pavilion and [REDACTED] TOUR Top 10 platform
 - (3) In partnership with [REDACTED], strategic approach and key performance metrics
 - (4) Align 2026 PLAYERS experience journey to key personas and segments targeted by the Program
 - (5) Support for development of PLAYERS activation platform and brand messaging strategy in conjunction with a [REDACTED] creative agency to drive marketing, promotion and activations through all communication channels (e.g., mass media, on-site, and customer engagement)



- (6) Support for development of community outreach strategies and opportunities with the local community, including but not limited to charities and military personnel
- ii) Develop event management strategy, which shall include:
 - (1) Program timeline
 - (2) Budgets
 - (3) Required staffing and resources
- iii) Support development of a customer hospitality and customer engagement strategy, including
 - (1) Wave structure, experiences, staffing, timelines, status tracking reports, run of show, and budgets
 - (2) On-site activation (entertainment, food, beverage, etc.), including a detailed plan, timelines and budgets associated with the various hospitality venues.
 - (3) VIP moments for each event attendee segment (e.g. Honorary Observer experience, Agronomy tour, Trophy Ceremony behind the ropes viewing, Golf and TPC Performance Center experiences)
- iv) Develop [REDACTED] ticketing and asset strategy and plan across the various event attendee segments (current and prospective customers, employees, executives and other stakeholders)
- v) Support development of overall merchandise strategy for both PGA TOUR and third-party vendors, including guest merchandise, premiums and gifts, as well as staff uniforms and supplies – to potentially include pricing, timelines, distribution plan, vendor management
- vi) Support development of a customer and employee communication approach, including vendor management, timelines, registration site development and messaging
- vii) Develop an executive invitation strategy to all PGA TOUR-hosted events during PLAYERS, and confirming evening and day functions when executives will be invited by the PGA TOUR, to potentially include:
 - (1) Military Appreciation Concert
 - (2) Trophy Ceremony
 - (3) PGA TOUR Community Gathering
- viii) Coordinate fulfillment of the digital and social media assets for PLAYERS and consult with relevant digital agencies who are already contracted by [REDACTED] to support the development of a strategy for the event
- ix) *Additional services to be managed by [REDACTED] including internal communication/ employee management, ELT/SLT coordination, and local/regional planning and communications.*

E. OVERALL 2025 PROJECT AND ACCOUNT MANAGEMENT

- i) Manage golf platform budget, including budget estimates, tracking, and vendor payments
- ii) Lead [REDACTED] internal communications including regular calls, update documents, PPT plans and presentations
- iii) Lead development of organizational charts to identify and communicate with key stakeholders
- iv) Develop and manage all necessary tracking and project status documents to ensure alignment and deadlines
- v) Develop and manage program timelines, including key milestones and approval timing

F. GOLF EXPERTISE/INDUSTRY CONSULTATION

- i) Support evaluation and exploration/POVs for any new golf partnerships, proposals, or opportunities
- ii) Consult on overall golf industry, including trends, news and competitive activity
- iii) Deliver a weekly golf newsletter to [REDACTED] sponsorship team, incorporating golf industry news, event updates or other relevant insights and data
- iv) Provide other timely insights and implications on major golf industry news including but not limited to PGA TOUR schedule, LIV golf, new property developments and media rights holders
- v) Provide asset evaluations and POVs for golf sponsorship renewals or new deals and working with designated media agency to receive value of any media assets included in proposals



Miscellaneous Services

During the Statement of Work Term, Consultant shall also provide other Services as mutually agreed upon by the Parties, with the understanding that any additional Services not specifically assigned in this SOW may require additional fees, which shall in all events be subject to [REDACTED] prior written approval via a Change Order to this SOW.

2. Deliverables to be provided, if any:

<u>Deliverable</u>	<u>Deliverable Due Date</u>
2025 Calendar and activation plan	April 2025
2025 [REDACTED] Pavilion at PLAYERS recap	April 2025
Project management documents – org charts, status reports, asset trackers, etc.	Ongoing / as requested by [REDACTED]
Activation plan for 2025 BMW Championship	June 2025
2026 PGA TOUR partnership initial recommendation	August 2025
PLAYERS 2026 activation plan	August 2025
2025 BMW Championship recap	September 2025
2026 PGA TOUR partnership activation plan	September 2025
2025 PGA TOUR partnership recap	October 2025
2025 PGA TOUR budget reconciliation	December 2025
Golf newsletter and industry news	Weekly

All dates projected for Deliverables are subject to variance based on any required input from [REDACTED] third parties, or a change in business condition, provided that Consultant will provide reasonable advance written notice to [REDACTED] if any deliverables will not be provided on the projected dates. For the avoidance of doubt, Consultant shall not be deemed in breach for failure to provide deliverables in whole or in part if any such failure or delay is due to [REDACTED] failure to provide timely input so long as reasonably requested in advance by Consultant.

3. Acceptance Criteria:

Deliverables are subject to [REDACTED] review and approval at [REDACTED] sole discretion.

4. Target Program Schedule:

April 1, 2025 to December 31, 2025

5. Program Location:

Consultant's office at Octagon, 400 Atlantic Street, 11th Floor, Stamford, CT 06901, and onsite any of the Program events

6. Nationalities of Consultant Personnel Providing the Services (for export review purposes):

All Consultant staff are US citizens

7. **Identity of Consultant Program Manager:**

Eliza Morris

8. [REDACTED]
[REDACTED]

9. **Additional Terms:** Consultant shall comply with the following with respect to the Bizzabo App and the Cvent App.

I. **Bizzabo App**

- A. Consultant may be provided access to the Bizzabo App as contemplated in this SOW. [REDACTED] or its licensor remains the sole and exclusive owner of the Bizzabo App. Consultant's rights to the Bizzabo App are limited to access and use necessary for Consultant to perform its obligations under this SOW; *provided that* such rights are exercised (i) solely for purposes of and in accordance with the Agreement and this SOW; (ii) solely during the SOW Term; and (iii) in compliance with the use restrictions in this SOW and any applicable use restrictions that are identified to Consultant from time to time in writing, including the Policies. Any Consultant user that creates an account in order to access the Bizzabo App (such online access, an "Account") must provide accurate and complete information for himself, himself or herself. In the event Consultant is granted access to a [REDACTED] Account, Consultant shall also be responsible for its activity that occurs in such [REDACTED] Account by any Consultant user, including any content or messages posted by such user and Consultant must keep the [REDACTED] Account password secure, provided that Consultant shall not be responsible for any (A) content or messages posted by event invitee or attendee (unless such event invitee or attendee is Consultant Personnel), (B) content provided or approved by [REDACTED] or (C) content that is not created by Consultant.
- B. Consultant and its users shall not: (i) license, redistribute, sell, lease, lend or rent the Bizzabo App; (ii) disassemble, reverse engineer, decompile, decrypt or attempt to derive the source code of the software operating the Bizzabo App; (iii) copy, modify, improve or create derivative works or features of the Bizzabo App or any part thereof; (iv) circumvent, disable or otherwise interfere with security-related features of the Bizzabo App or features that prevent or restrict use or copying of any content or that enforce limitations on use of the Bizzabo App; (v) remove, alter or obscure any proprietary notice or identification, including copyright, trademark, patent or other notices, contained in or displayed on or via the Bizzabo App; (vi) use any communications systems provided by the Bizzabo App to send unauthorized and/or unsolicited commercial communications; (vii) use the Bizzabo App provider's name, logo or trademarks; and/or (viii) use the Bizzabo App to violate any applicable laws, rules or regulations, or for any unlawful, harmful, irresponsible or inappropriate purpose, or in any manner that could cause [REDACTED] to be in breach of its agreement(s).
- C. Consultant and its users shall not send, display, post, submit, publish or transmit any content that:
 - 1. is unfair or deceptive under the consumer protection laws of any jurisdiction;
 - 2. is copyrighted, protected by trade secret or otherwise subject to third party proprietary rights, including privacy and publicity rights, unless Consultant is the owner of such rights;
 - 3. creates a risk to a person's safety or health, creates a risk to public safety or health, compromises national security, or interferes with an investigation by law enforcement;
 - 4. impersonates another person;
 - 5. promotes illegal drugs, violates export control laws, relates to illegal gambling, or illegal arms trafficking;
 - 6. is unlawful, defamatory, libelous, threatening, pornographic, harassing, hateful, racially or ethnically offensive, or encourages conduct that would be considered a criminal offense, gives rise to civil liability, violates any applicable law, or is otherwise dishonest, inaccurate, inappropriate, malicious or fraudulent;
 - 7. involves theft or terrorism; or contains the contact information or any personally identifiable information of any third party unless Consultant has first obtained the express consent of said third party to include their contact information or personally identifiable information.

Should Consultant be directed by [REDACTED] to send, display, post, submit, publish or transmit any content as part of Consultant's services hereunder, Consultant shall not be liable if any such act is deemed in violation of the aforementioned terms.

II. Cvent App

- A. Consultant may be provided access to the Cvent App as contemplated in this SOW. [REDACTED] or its licensor remains the sole and exclusive owner of the Cvent App. Consultant's rights to the Cvent App are limited to access and use necessary for Consultant to perform its obligations under this SOW; provided that such rights are exercised (i) solely in connection with [REDACTED] use of the Cvent App and solely for purposes of and in accordance with the Agreement and this SOW; (ii) solely during the SOW Term; and (iii) in compliance with the use restrictions in this SOW and any applicable use restrictions that are identified to Consultant from time to time in writing, including the Policies. Any Consultant user that creates an account in order to access the Cvent App (such online access, a "Cvent Account") must provide accurate and complete information for themselves, himself or herself. Consultant must (a) keep the Cvent Account password secure and not share it with others and (b) take reasonable precautions to protect against theft, loss or fraudulent use of its Cvent Account. Consultant shall promptly notify [REDACTED] if it knows or has reason to believe (i) a third party is using a Cvent Account without [REDACTED] authorization or (ii) there is any compromise in the security of an access ID or if unauthorized use is suspected or has occurred. In the event Consultant is granted access to a [REDACTED] Consultant shall also be responsible for its activity that occurs in such Cvent Account by any Consultant user, including any content or messages posted by such user, provided that Consultant shall not be responsible for (A) content or messages posted by event invitee or attendee (unless such event invitee or attendee is Consultant Personnel), (B) content provided or approved by [REDACTED] or (C) content that is not created by Consultant.
- B. If Consultant creates a Cvent Account, Consultant understands that it will receive email communications from Cvent regarding Cvent Apps and services, including but not limited to Cvent white papers, webcasts, videos, live events, and other marketing and information materials. Consultant and its users may withdraw such consent at any time by unsubscribing from such email communications through the links provided therein.
- C. Consultant and its users will use the Cvent App exclusively for authorized and legal purposes only, consistent with all applicable laws and regulations and this SOW.
- D. Consultant and its users shall not: (i) upload, provide or submit any Protected Information to the Cvent App; (ii) use the Cvent App for illegal activities or junk mail, chain letters, pyramid schemes, phishing, "spam" or other unsolicited emails to any person who has not given specific permission to be included in such a process; (iii) attempt to create or recreate the source code for the Cvent App, or re-engineer, reverse engineer, decompile or disassemble the Cvent App; (iv) modify, adapt, translate or create derivative works based upon the Cvent App; (v) remove, erase or tamper with any copyright or other proprietary notice embedded in any Cvent App; (vi) sublicense, sell, lease, rent, timeshare, distribute, or otherwise commercially exploit, or pledge as security the Cvent App or its access to the Cvent App; (vii) "frame" or "mirror" the Cvent App on any other server or device; (viii) access the Cvent App for any benchmarking or competitive purposes or use the Cvent App for application service provider, timesharing or service bureau purposes, or any purpose other than its own internal use or as contemplated in the Documentation; (ix) use the Cvent App to send or store infringing, obscene, libelous, or unlawful material, including material that violates third-party privacy rights; (x) use the Cvent App or a Cvent service to create, use, send, store or run material containing software viruses, worms, Trojan horses or otherwise engage in any malicious act or disrupt the security, integrity or operation of the Cvent App or a Cvent service; (xi) attempt to gain or permit unauthorized access to the Cvent App or related systems or networks, including conducting penetration testing, denial of service attacks or engaging in similar efforts; (xii) use the Cvent App or Cvent service other than in compliance with all laws and regulations applicable to Consultant related to the use of the Cvent App or Cvent services; (xiii) modify a Cvent app without [REDACTED] and its licensor's prior approval; (xiv) use the Cvent app in connection with or in combination with equipment, devices, services or software which is not provided by [REDACTED] licensor and not reasonably foreseeable in use of the Cvent App as contemplated in the Documentation; (xv) use the Cvent app other than as permitted in this SOW or in a manner not consistent with the Documentation; (xvi) use or distribution of other than the most current release of version of a Cvent app in production; (xvii) impair or damage the Cvent App; (xviii) take any action to negatively impact other customers' use of the Cvent App; (xix) issue any press release or other publicity listing Cvent as a [REDACTED] supplier.
- E. If Consultant or its users provide any comments, suggestions, enhancement requests, feedback or recommendations ("Feedback") relating to the Cvent App or Cvent services to Cvent, Cvent may use such Feedback without any further obligation (including attribution) or compensation to Consultant or its users.

10. Program Staffing

This is a fixed fee project, and Consultant will staff the appropriate number of Consultant personnel throughout the Statement of Work Term to complete the Services described herein. The Consultant Personnel Table is included in the interest of transparency while the Parties mutually agree the fee is fixed and non-reconcilable. Actual staffing and hours may vary depending on the Program circumstances. There will be no increase to the Statement of Work Fees (defined below) for Consultant to deliver the Services and deliverables regardless of additional staffing and/or hours, unless first agreed to in writing by [REDACTED] as an Addendum or Change Order to this SOW.

Consultant Personnel Table					
Function	Name	Role	Hours	Rate	Total
Account Management	Scott Seymour	Subject Matter Expert - Golf	75		
	Eliza Morris	Strategy and team lead	60		
	Lauren Salvia	Day to day account and golf lead	615		
	Kaitlyn Darcy	PGAT asset mgt/media support/programming	1387.5		
	Chris Fronsaglia	Overall golf PM and account support	1537.5		
	TBD trainee	PLAYERS acct support	600		
Experiential	Lizzie Brooks	Lead [REDACTED] Pavilion integration and mgt*	427.5		
	Benton Austin	PLAYERS operational and build mgt	225		
Hospitality	Catherine Jones	Hospitality strategy lead - PLAYERS and others	247.5		
	Olivia Bjorklund	Hospitality day to day planning lead	1200		
	Ruth Coccozza	PLAYERS hotel lead	210		
	Linzy Ebel	Ancillary Event Lead	1260		
	Larissa Wolfburg	hospitality support – merch/F&B	1312.5		
	Lily Macarthur	CRM, hotel and guest tracking support	1050		
		SUBTOTAL	10,207.5		
		TOTAL			

*In the event that, [REDACTED] modifies the Program and Consultant uses less hours than those set forth in the “Hours” column above, Consultant shall apply a credit to [REDACTED] account to use such hours as directed by [REDACTED] and agreed by Consultant for a separate project under this SOW. Such changes shall be set forth in a Change Order to this SOW.

Notes to the Consultant Personnel Table:

- Consultant and [REDACTED] agree to work in good faith to replace or reassign such personnel if reasonably necessary during the Statement of Work Term.

11. Program Fees and Expenses and Payment Terms

a. Program Fees and Payment Terms

Consultant fees for all Services and Deliverables hereunder and travel expenses (see below) during the Statement of Work Term shall not exceed [REDACTED] (the “Statement of Work Fees”), plus all applicable taxes.

The Statement of Work Fees shall be paid in accordance with the invoice schedule below and Consultant shall invoice [REDACTED] for such amounts in accordance with the below payment schedule:

Description of Milestones	Estimated Invoice Date	Service Fee	Travel Expenses
4 – 2025 activation plan development; [REDACTED] Pavilion plan draft; [REDACTED] Pavilion PLAYERS recap; Truist program planning support	4/30/25		
5 – Truist program execution support; ongoing hospitality planning	5/31/25		
6 – [REDACTED] Pavilion and hospitality program planning; BMW Championship planning; '26 PGATOUR plan development	6/30/25		
7 – [REDACTED] Pavilion and hospitality program planning; BMW Championship planning; '26 PGATour plan development	7/31/25		
8 – BMW Championship execution and TOUR Championship program execution support	8/31/25		
9 – 2026 PGA TOUR activation planning	9/30/25		
10 – 2025 PGA TOUR recap development	10/31/25		
11 – 2026 PGA TOUR activation planning	11/30/25		
12 – 2026 PGA TOUR activation planning	12/31/25		
TOTAL			

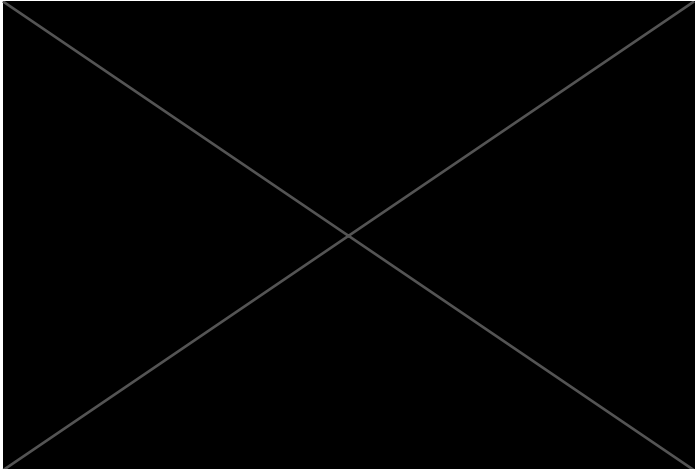
Following the full execution of this SOW, Consultant shall invoice [REDACTED] for such amounts and payment for properly invoiced amounts shall be due within forty-five (45) days of [REDACTED] receipt of Consultant’s invoice; provided that in no event shall the total of such invoices exceed the Statement of Work Fees, nor shall any amounts be owed by [REDACTED] hereunder until this SOW is fully signed by [REDACTED] and Consultant.

b. Travel Expenses

[REDACTED] shall reimburse expenses in accordance with Section 3 of the MSA.

[Signature page follows]

IN WITNESS WHEREOF, the Parties hereto have executed this SOW as of the SOW Effective Date. In the case of electronic signature, each party agrees the electronic signature is the legal equivalent of a manual signature for this SOW. Electronically transmitted or electronically executed signatures (including via electronically scanned transmission) shall have the full force and effect of any original signature. The Parties consent to the use of a third-party service for purposes of electronically signing this SOW and agree to be bound by electronic signature.



OCTAGON, INC.

By:

Signed by:

Eliza Morris

DC5B5DD9643D4BC...

Title: Senior Vice President

Name: Eliza Morris

Date: 14-Jul-25

