

## 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. ("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 Ryder Cup Tournament [REDACTED] customer engagement programs (individually or collectively, "Program"). In addition to all pre-planning, including planning of on-site logistic elements, Octagon will work with the [REDACTED] Sponsorship team and external vendors to develop and set up registration and travel booking systems. All services shall be performed by personnel as outlined in this Work Order.

### 2. **TASKS**

#### 2.1 **Hospitality Management Planning**

- 2.1.1 Provide detailed plans to execute two (2) multi-day hosting programs at The 2025 Ryder Cup at Bethpage Black Golf Course in Farmingdale, New York (September 2025). Services 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-event packs
  - f. Executive communication and updates
  - g. Run of Show documents for hosts and guests
  - h. Talking points for staff, [REDACTED] Hosts and [REDACTED] Executives
  - i. 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.
- 2.1.4 Contract and manage accommodations for [REDACTED] guests, hosts, and executives.
- 2.1.5 Review security protocols with properties, venues, and hotel to ensure guest safety and liaise with [REDACTED] Global security as needed.
- 2.1.6 Manage Program transportation and vendors; develop transportation plan for Program.
- 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]-contracted and approved vendors, including the creation of registration site copy and registration site imagery sourcing
- 2.1.10 Coordinate and execute pre-Program site inspections, meetings and logistics as needed within the overall event budget
- 2.1.11 Manage customer registration site needs within [REDACTED] ticket management asset system to support customer registration process.
- 2.1.12 Coordinate onsite activities with partners and [REDACTED] guests, hosts and executives
- 2.1.13 Coordinate and managing on and off-site Ryder Cup 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 event 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 and secure merchandise and branded gifting items for guests, hosts and executives
- 2.1.19 Support sourcing [REDACTED] ambassadors and additional talent for appearances at customer events
- 2.1.20 Utilize [REDACTED]'s contracted GDPR-compliant registration process in anticipation of registering guests and data
- 2.1.21 Assign a Program Registration Manager to manage guest services and accommodate requests through a dedicated Octagon email address.
- 2.1.22 Collect and report guest information on a regular basis
- 2.1.23 Travel as needed for pre-Program planning sessions and onsite Program execution support in Farmingdale, NY.
- 2.1.24 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.
- 2.1.25 Manage post-Program budget reconciliation
- 2.1.26 Produce Program recaps and measurement documents based on agreed upon KPI's
- 2.1.27 Post-Program results recap and post-program participant survey creation and distribution
- 2.1.28 Secure and manage talent for Program
- 2.1.29 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]
- 2.1.30 Research accommodations, venues and vendors in preparation for 2027 Ryder Cup in Limerick, Ireland as needed.
- 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. 90 hours, [REDACTED]
  - b. **Senior Hospitality Director:** Serve as day-to-day hospitality lead overseeing strategy and implementation of hospitality program and activation. . 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. 585 hours, [REDACTED]
  - c. **Hospitality Director:** Support the Senior Hospitality Director in the implementation of the hospitality strategy and Program activations. Assist in the performance management and reporting, budget reconciliation, and management of the partnership. Assist Senior Hospitality Director with in-market hospitality and tournament programming.
    - i. 592.5 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 will directly impact the guest experience such as accommodations, hotel management, transportation, food & beverage programs, gifting, and oversee guest registration & communications.
  - i. 777.5 hours. [REDACTED]
- e. **Senior Account Executive:** Support the Hospitality Manager with planning elements such as accommodations management, transportation, food & beverage programs, gifting, and guest registration & communications.
  - i. 560 hours. [REDACTED]

## 2.2 Additional Services.

- 2.2.1 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 Ryder Cup [REDACTED] customer engagement Program including site visits, planning documents, creating status reports, timelines, budgets and contracting with paying approved 3rd party vendors as requested by [REDACTED] Research as needed for the 2027 Ryder Cup in Limerick, Ireland.

## 4 TEAM COMPOSITION

# of FTE	Job Titles (or equivalent role)	Hours	Rates/Hr.	Total Cost
<b>January – December 2025: Ryder Cup Hospitality Planning and Execution, 2027 Research</b>				
1	Sr. Vice President	90	[REDACTED]	[REDACTED]
1	Sr. Hospitality Director	585	[REDACTED]	[REDACTED]
1	Hospitality Director	592.5	[REDACTED]	[REDACTED]
1	Hospitality Manager	777.5	[REDACTED]	[REDACTED]
1	Sr. Account Executive	560	[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 Program expenses associated with this Work Order shall not exceed [REDACTED] in accordance with section 7.4 below.

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 January 1, 2025 and will end December 31, 2025.











7.2 Summary of fees by deliverable:

DELIVERABLE	AGENCY FEES
1. 2025 Ryder Cup Hospitality Management (January 2025 – December 2025)	[REDACTED]
TOTAL	[REDACTED]

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

2025 Calendar Year

	Deliverable	Date of Delivery	Invoice Date	Invoice Amount
1	Hospitality Pre-Program: Begin 2025 Ryder Cup customer engagement planning, build project management tools and budget to drive the planning process. Identify total number of assets. Gifting options are presented to the client for review. Transportation, F&B, and ancillary activity vendors are confirmed.	January 30	1/2/2025	[REDACTED]

2	Pre-Event: Partner and key stakeholder weekly calls, vendor management, Manage Shipping Counter Logistics	February 28	1/15/2025	
3	Pre-Event: Partner and key stakeholder weekly calls, vendor management, manage Shipping Counter logistics	March 30	2/15/2025	
4	Pre-Event: Partner and key stakeholder weekly calls, vendor management, Manage Shipping Counter Logistics	April 30	3/15/2025	
5	Pre-Event: Partner and key stakeholder weekly calls, vendor management, Manage Shipping Counter Logistics	May 30	4/15/2025	
6	Pre-Event: Partner and key stakeholder weekly calls, vendor management, Manage Shipping Counter Logistics	June 30	5/15/2025	
7	Pre-Event: Partner and key stakeholder weekly calls, vendor management, Manage Program registration, Manage Shipping Counter Logistics	July 30	6/15/2025	
8	Pre-Event: Partner and key stakeholder weekly calls, vendor management, Manage Program registration, Manage Shipping Counter Logistics	August 30	7/15/2025	
9	Pre-Event: Partner and key stakeholder weekly calls, vendor management, registration, Manage Shipping Counter Logistics	September 30	8/15/2025	
10	On-Site Customer Engagement Program for Ryder Cup. Manage Shipping Counter logistics, vendor management	October 30	9/15/2025	
11	2025 budget reconciliation, 2027 Initial Planning, recaps, and strategy planning	November 30	10/15/2025	

12	2027 Initial Planning, recaps, and strategy planning	December 30	11/15/2025	
	<b>Total</b>			

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

	<b>Deliverable / Milestone</b>	<b>Date of Delivery</b>	<b>Invoice Date</b>	<b>Invoice Amount</b>
1	Pre-event: secure third party vendors deposits: accommodations, transportation, catering, on-course deposits (chalet F&B) and site inspections	March 31, 2025	February 1, 2025	
2	On-Site Activation, Staff T&E, onsite expenses, vendor payments	June 1, 2025	April 30, 2025	
3	Post-Event: Vendor reconciliation	November 30, 2025	October 15, 2025	
	<b>Total</b>			

## 8 WORK ORDER MANAGERS

The Work Order Manager for XXXXXXXXXX  
The Work Order Manager for Octagon is Matthew Perez

## 9 ACCEPTANCE CRITERIA

XXXX shall evaluate each deliverable within (5) business days after receipt of Work Product and determine whether the acceptance criteria has been satisfied. XXXX and Octagon will work together to determine any deliverables that require more or less than (5) business days for XXXX evaluation. The required XXXX evaluation time will be included in the project plan. If XXXX determines, in its sole discretion, that a particular deliverable satisfies the corresponding acceptance criteria, the date XXXX makes such determination shall be the "Acceptance Date" of that deliverable. If XXXX 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 XXXX and Octagon. XXXX 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 XXXX. Octagon will make every effort to meet strategic objectives for the project within the timeframe and within budget noted above. Satisfaction of the XXXX Work Order Manager must be met.

OCTAGON, INC.

DocuSigned by:  
*Matthew Perez*  
Signature: 03B1518F22104B4...

Printed Name: Matthew Perez

Title: Vice President

Date: 2/12/2025 | 12:39 PM PST



DocuSigned by:  
Signature: [Redacted]

Printed Name: [Redacted]

Title: [Redacted]

Date: 2/12/2025 | 12:48 PM PST