

**STATEMENT OF WORK**  
for [REDACTED] Phase 2

This Statement of Work (“SOW”), effective as of December 1, 2024 (“**SOW Effective Date**”), is entered into by and between [REDACTED] and Octagon, Inc. (“**Consultant**”). This SOW is incorporated by reference and subject to and governed by the terms and conditions set forth in the Professional Services Agreement by and between [REDACTED] and Consultant dated August 1, 2014, as amended (the “**Agreement**”). This SOW and the Agreement constitute the complete agreement regarding the Services provided under this SOW. Unless otherwise defined herein, all capitalized terms used in this SOW shall have the meaning ascribed to them in the Agreement.

**1. Services Overview**

This SOW covers Consultant’s delivery of Services, deliverables and Work Product as further described herein regarding the design elements at the Augusta Regional Airport, and some signage in select [REDACTED] throughout the U.S.

**2. Detailed Description of Services, Work Product and Other Deliverables**

Consultant will perform the following Services and provide to [REDACTED] the following Work Product and other deliverables during the SOW Term (defined below):

- 1) Experiential Buildouts
  - a) Build the following at the Augusta Regional Airport that will be live between March 31- April 15, 2025.
    - i) Masters thematic on up to two (2) jet bridges
    - ii) [REDACTED] signage and an Arrivals Scoreboard in Baggage Claim
    - iii) A digital interactive board that will allow passengers arriving at the airport to plot their viewing spots on the golf course
      - (1) Work with [REDACTED] to source [REDACTED] merchandise for those who make the putts
      - (2) On-site staffing for this activation is not included in this SOW
- 2) Creative Oversight
  - i) Provide creative oversight of the aforementioned activations
  - ii) Provide recommendations for different Masters inspired food and drink that can be served in flight and or in the Clubs
- 3) Production
  - a) Produce and oversee the “Sounds of Augusta” which will be filmed by a third party vendor to be confirmed by [REDACTED] at Augusta National Golf Club on Wednesday, April 9, 2025.
    - i) Coordinate with Augusta National on production requirements
      - (1) All grounds passes, security, etc. will be provided by [REDACTED]
    - ii) Provide creative oversight of the content and make recommendations about whether a host or voice over is needed
  - iii) Edit content and deliver one (1) long form (up to twenty minutes) for [REDACTED] with up to two rounds of client review
- 4) Design
  - a) Design of the following collateral to be used leading up to and during the Masters:
    - (i) Four (4) email templates. These will not be coded to HTML
    - (ii) One (1) animated beginning and end card for the “Sounds of Augusta” In-Flight Entertainment content
    - (iii) Up to four (4) static graphics for the In-Flight Entertainment content
    - (iv) Two (2) static media wall graphics
    - (v) One (1) tabletop design
    - (vi) One (1) WIFI sticker design
    - (vi) One (1) logo lock up for [REDACTED]

- (vii) One (1) billboard sign  
 b) This SOW does not include the printing of any collateral

For the avoidance of doubt, all materials provided to [REDACTED] under this SOW shall be considered Work Product in accordance with Section 3.1 (*Title*) of the Agreement.

Such Services, Work Product and other deliverables shall be provided in accordance with and conform in all material respects with the Specifications (defined below) set out above.

Any work commenced prior to the SOW Effective Date in connection with this SOW herein shall be subject to and governed by the terms and conditions of this SOW and the Agreement.

### **3. SOW Term & Project Schedule**

**SOW Term:** The term of this SOW will commence on the SOW Effective date and end on June 30, 2025 (“**SOW Term**”).

Consultant will complete the Services, Work Product and other deliverables by June 30, 2025.  
 Any changes to the Project Schedule must be agreed upon in a writing signed by both parties.

### **4. Personnel**

Consultant will provide the resources and personnel required to perform the Services and deliver the deliverables and Work Product during the SOW Term.

Consultant personnel will be experienced in creative conceiving, design, experiential builds and production. Please see roles below:

Name	Title	Rate	Hours	Fee
[REDACTED]	EVP, Creative Director	[REDACTED]	10.00	[REDACTED]
[REDACTED]	VP, Creative Director	[REDACTED]	25.00	[REDACTED]
[REDACTED]	Concept Director	[REDACTED]	50.00	[REDACTED]
[REDACTED]	Associate Creative Director	[REDACTED]	35.00	[REDACTED]
[REDACTED]	Junior Copywriter	[REDACTED]	25.00	[REDACTED]
[REDACTED]	SVP, Creative Operations Director	[REDACTED]	4.00	[REDACTED]
[REDACTED]	Design Director	[REDACTED]	28.00	[REDACTED]
[REDACTED]	Designer, Animation	[REDACTED]	60.00	[REDACTED]
[REDACTED]	Designer	[REDACTED]	100.00	[REDACTED]
[REDACTED]	Project Manager	[REDACTED]	16.00	[REDACTED]
[REDACTED]	Sr. Experiential Director	[REDACTED]	60.00	[REDACTED]
[REDACTED]	Experiential Director	[REDACTED]	300.00	[REDACTED]
[REDACTED]	Experiential Manager	[REDACTED]	300.00	[REDACTED]
[REDACTED]	VP, Executive Producer	[REDACTED]	40.00	[REDACTED]
[REDACTED]	Senior Content Director	[REDACTED]	12.00	[REDACTED]
[REDACTED]	Content Editor	[REDACTED]	60.00	[REDACTED]
[REDACTED]	Junior Producer	[REDACTED]	15.00	[REDACTED]

Carly Rowell	Project Director		4.00	
<b>Total Fees</b>				

Consultant personnel will work onsite or from Consultant's office(s) as agreed to by [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

## 5. Project Fees & Expenses

All pricing shall be in U.S. dollars.

Fees: Consultant will perform the Services and provide the Work Product and deliverables hereunder on a fixed fee basis of [REDACTED] plus up to [REDACTED] in out of pocket expenses ("OOP") for a total of [REDACTED] ("Project Fees").

Invoicing Schedule: Service Provider will invoice [REDACTED] the Project Fees in accordance with the Agreement at the schedule set forth in Table 1 and Table 2 below. In no event shall the cumulative amount of all invoices exceed the amount of the Project Fees without the prior written consent of [REDACTED]. All fees are due and payable in accordance with the Agreement.

Table 1: Fixed fee invoicing

Invoice Date	Invoice Amount
December 20, 2024	[REDACTED]
January 1, 2025	[REDACTED]
February 1, 2025	[REDACTED]
March 1, 2025	[REDACTED]
April 1, 2025	[REDACTED]
May 1, 2025	[REDACTED]
June 1, 2025	[REDACTED]
Total	[REDACTED]

Table 2: OOP invoicing

Invoice Date	Invoice Amount
December 31, 2024	[REDACTED]
February 1, 2025	[REDACTED]

Expenses: Day-to-day and OOP expenses are included as part of the Project Fees. If extenuating expenses are pre-approved by [REDACTED] representative in writing, such as unforeseen airfare, hotel accommodations, and meals (out of town), [REDACTED] will reimburse expense amounts invoiced in accordance with the Agreement. OOP expenses shall be (i) passed through to [REDACTED] at cost, (ii) pre-approved by [REDACTED] in writing before being incurred, and (iii) submitted with detailed documentation accompanying relevant invoices. .

Exclusions: This SOW and Project Fees do not include fees for social/digital support, on-site staff, technology or AI needs or merchandise.

## 6. Acceptance

Consultant will notify [REDACTED] of the delivery of completed Services, deliverables and/or Work Product. [REDACTED] will promptly review all Services, deliverables and/or Work Product to determine whether those Services, deliverables and Work Product conform to the specifications outlined in this SOW (the "Specifications"). If [REDACTED] determines that the Services, deliverables or Work Product do not meet such Specifications, [REDACTED] shall notify Consultant in writing (email shall suffice). Consultant will promptly correct all material nonconformities in the Services, deliverables and Work Product without any additional cost to [REDACTED]. If there is a dispute between [REDACTED] and Consultant pertaining to performance or quality of the Services, deliverables and/or Work Product, [REDACTED] will notify Consultant of the dispute and of [REDACTED] concerns regarding the Services, deliverables and/or Work Product, in writing, within fifteen (15) business days of receipt of the Service, deliverable or Work Product, as applicable. In such event, [REDACTED] will allow Consultant five (5) business days to submit an action plan to correct the concern. [REDACTED] shall not be billed for time associated with planning, development and/or execution of any corrective action plan. The Services, deliverables and Work Product will be accepted upon Consultant's delivery and [REDACTED] written acceptance of all Services, deliverables and/or Work Product ("Acceptance").

Notwithstanding anything herein to the contrary, [REDACTED] may withhold final payment of the Services, deliverables and Work Product hereunder until Acceptance of all Services, deliverables and Work Product in accordance with the foregoing paragraph.

## 7. [REDACTED] Responsibilities

[REDACTED] may provide Consultant with personnel identification badges (if required) in accordance with [REDACTED] security policies and subject to a written commitment by such personnel concerning badge use and return. Consultant shall be responsible for returning all badges and credentials issued to its personnel in accordance with such commitment. If providing Services on [REDACTED] site(s), Consultant will be provided space equipped with telephone and Internet access, and a desktop computer will be provided for sending internal documentation to [REDACTED] personnel.

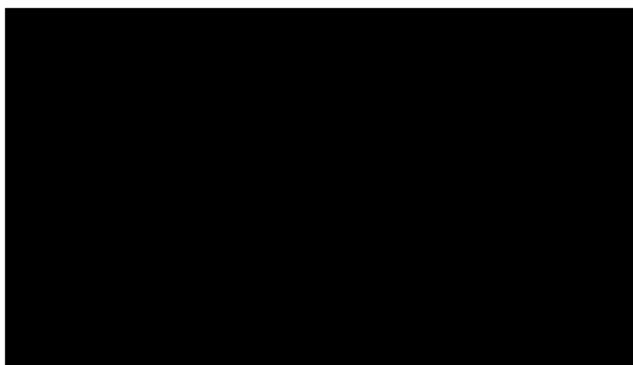
## 8. Documentation

Consultant will document the Work Product, deliverables and the results of the Services as outlined in this SOW. The Services, deliverables, Work Product and applicable documentation will be presented to [REDACTED] Project Management for approval.

## 9. Change Orders

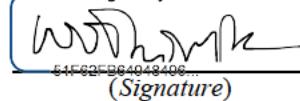
Changes to this SOW will be processed in accordance with the procedure described in the Agreement. Changes to this SOW may be made using the Change Order template attached to the Agreement or as otherwise provided by [REDACTED]

**IN WITNESS WHEREOF**, the parties' authorized representatives have executed this SOW to be effective as of the SOW Effective Date.



OCTAGON, INC.

DocuSigned by:

By:   
51F62EB64048406  
(Signature)

Name: Woody Thompson

Title: Executive Vice President

Date: 06-10-2025

