



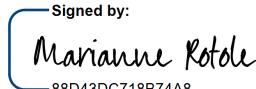
CDR0018882.0

Contract Title:	Octagon, 2025 Arts, Culture and Heritage Measurement SOW	SOW Number:	CDR0018882.0
Vendor Name:	Octagon, Inc.	SOW Effective Date:	March 1, 2025
		SOW Expiration Date:	June 30,2025
Total SOW Expenses:			
		Reference Agreement:	CW1223962.0
MarketScape ID(s):	Arts & Culture: MSID# - 2121105		

This **STATEMENT OF WORK** ("SOW") is an Order executed under the Reference Agreement identified above as of the SOW Effective Date by and between Company, or its Affiliate identified below, and Vendor, and consists of this signature page and the attached Schedules (including the Exhibits thereto), any addenda, and all other documents attached hereto, which are incorporated by this reference. This SOW is subject to all the terms and conditions of the Reference Agreement.

For Vendor:

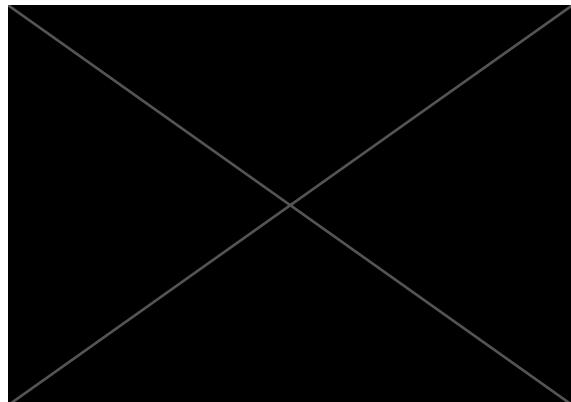
By:

Signed by:

 88D43DC718B74A8...

Name: Marianne Rotole

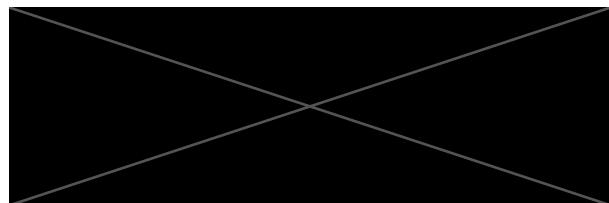
Title: EVP, Marketing

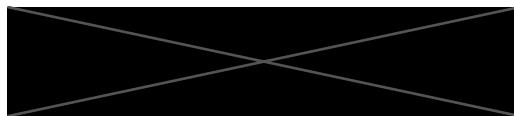
Date: 3/28/2025



Address for Notices:

Octagon, Inc.
 400 Atlantic Street, 11th Floor
 Stamford, CT 06901





CDR0018882.0

Table of Contents

1.0	DEFINITIONS	3
2.0	SOW TERM	3
3.0	GENERAL SCOPE OF THE SERVICES	3
4.0	KEY ASSUMPTIONS	3
5.0	LOCATION OF WORK AND FACILITIES	3
6.0	VENDOR RESPONSIBILITIES	4
7.0	SUBCONTRACTORS	4
8.0	DISASTER RECOVERY/BUSINESS CONTINUITY	4
9.0	PROJECT MANAGEMENT AND COMMUNICATION PLAN	4
10.0	DATA ELEMENTS	5
11.0	SOW FEES.....	5
12.0	DESIGNATED CONTACTS FOR CHANGE ORDERS	5
13.0	INVOICING INFORMATION	6
	APPENDIX A. STATEMENT OF WORK CHANGE CONTROL PROCEDURE	7
	APPENDIX B. STATEMENT OF WORK ("SOW") CHANGE ORDER FORM	8

This SOW defines the scope of work performed by Vendor under the terms and conditions of the Reference Agreement identified above.

1.0 DEFINITIONS

Unless otherwise specified below, capitalized terms used in this SOW have the same meaning as defined in the Reference Agreement, and those definitions are incorporated by reference.

2.0 SOW Term

- 2.1 This SOW shall be in effect from the Effective Date through the Expiration Date indicated on the cover page unless terminated earlier or extended under the terms of the Reference Agreement.

3.0 General Scope of the Services

- 3.1 Vendor to develop a custom measurement framework to aid in evaluating the impact of Company's Art, Culture and Heritage programs and sponsorships.

4.0 Key Assumptions

- 4.1 The information in this SOW, including Vendor estimates to perform the work outlined, is based on the following assumptions:

1. This SOW will be signed by an authorized representative of Company's 3rd Party Management Division
2. Should any market research services be needed in association herewith, Vendor shall engage Company to ensure the Company Market Research Team is engaged for review and that an approved Company Vendor is engaged (one that is already contracted by Company)
3. Company is responsible for scheduling all project meetings with stakeholder teams.
4. Creative will be QA'd and proofread prior to client approval forum reviews
5. All work will follow the process as outlined by Company Operating model and be governed by the assigned review forums
6. Vendor will provide monthly communication to [REDACTED] client team to align on scope reconciliation.
7. Full deliverables of the campaign will be determined by the approved brief and tactical plans
8. Company will be responsible for consolidated feedback on all projects. If the feedback is contradictory amongst Company stakeholders, the Company Project Lead must align and resolve prior to sharing feedback
9. Company is responsible for written approval on all deliverables (e.g. briefs, creative, etc.)
10. Assets will be designed and QA'd for ADA compliance and will meet Company ADA compliance standards at the time of final delivery to Company. If ADA reviews are performed after assets are published, and new concerns are raised, a change order may be necessary.
11. Vendor will develop code and test on all devices and browsers listed below, when applicable. This list includes the most popular browsers and devices with default configuration. This strategy allows Vendor to maximize support coverage. Development and QA coverage of IE browser compatibility mode is outside of this SOW. This list is subject to change on a regular basis pending new updates hitting the market

5.0 Location of Work and Facilities

- 5.1 Octagon employees supporting [REDACTED] business are based in the following locations:

- Cary, NC
- Chicago, IL
- Los Angeles, CA
- Novi, MI
- Stamford, CT

Offshoring <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<i>If yes, provide location, provider name, Services offshored, data exchanged, etc., in box below.</i>			
<i>Offshoring consists of the Vendor and/or Subcontractor providing Services for [REDACTED] [REDACTED] from a country other than where Company requestor is located.</i>	Location	Provider	Services	Data Exchanged

6.0 Vendor Responsibilities

6.1 Vendor will develop a custom measurement framework identifying categories and criteria for up to five (5) domestic programs as identified by the Company, each framework to include:

- (a) Identification of categories and criteria applicable across all programs
- (b) Recommendation of data sources and measurement practices
- (c) Consideration and advisory on expansion to include additional programs in future iterations

7.0 Subcontractors

N/A for the services described in this SOW.

8.0 Disaster Recovery/Business Continuity

9.1 Vendor shall implement a disaster recovery program as set forth in the Schedule to the Agreement entitled "Recovery."

9.0 Project Management and Communication Plan

9.1 Key Vendor Personnel

Name	Role	Contact
Marianne Rotole	EVP, Consulting	marianne.rotole@octagon.com
Matt Ferguson	Global Head of Strategy	matthew.ferguson@octagon.com
Kevin Wittner	Head of Sponsorship Strategy	kevin.wittner@octagon.com
Trey Ballard	Vice President, Consulting	trey.ballard@octagon.com
Cassie Grey	Director, Sponsorship Strategy	cassie.grey@octagon.com

9.2 Key Company Personnel

10.0 Data Elements

- 10.1 Below outlines the data elements that will be shared under this SOW:

Data Element	Transmission Method	Frequency	Sending Party	Receiving Party	Notes/Comments
Arts & Culture Sponsorship Details	Email	Daily	Company Vendor	Vendor Company	Day to day delivery of sponsorship programming
Measurement Methodology	Email	Daily	Vendor	Company	Assessment Results

Check box if data elements will not be shared between  Vendor and/or Subcontractors

11.0 SOW Fees

- 11.1 Based on the tasks and assumptions as outlined in this SOW, Vendor shall provide the Services for a fixed price (Fee), of .

Vendor shall keep records of staff hours worked, with Vendor sharing a monthly hours report and conducting a quarterly hours review with Company. Vendor will conduct meetings with Company in mid-July and upon request to review the number of hours scoped, actualized and projected in service of this work. If such review results in a mutually agreed fee adjustment then a change order will be executed promptly, via the stated Change Order process defined in the SOW.

- 11.2 Invoices will be submitted by Vendor in equal installments on a quarterly frequency
- 11.3 All invoices are due within thirty (30) days of the invoice date.
- 11.4 Any travel, living expenses, or other necessary pass-through fees (e.g. stock photography, 3rd party vendors, talent, etc.), expressly requested by Company of Vendor must be pre-approved by Company in writing prior to Vendor incurring said expenses and shall be itemized on the monthly invoices submitted to Company
- 11.5 **Total fees shall not exceed  (including travel, living expenses, and necessary pass-through fees) without an approved Change Order signed by Company**
- 11.6 Applicable federal, state and local taxes are not included in the charges.
- 11.7 Vendor will not mark up any third-party costs it incurs for pass-through Company production expenses.

12.0 Designated Contacts for Change Orders

The Designated Contacts for this SOW are listed below. If Vendor's Designated Contact changes during the term of this SOW, Vendor shall notify Company immediately.

Designated Contacts

Company

[REDACTED]

Vendor

Name: Marianne Rotole

Address: 875 N. Michigan Ave.,
Ste. 2300
Chicago, IL 60611

Phone: 312-929-0540

Fax: N/A

Email: Marianne.Rotole@octagon.com

13.0 Invoicing Information

Vendor shall submit invoices in accordance with the Agreement to [REDACTED]. The invoice should include the MarketScape ID and SOW Number. Copies of the invoices should be sent to the following at [REDACTED].

[REDACTED]

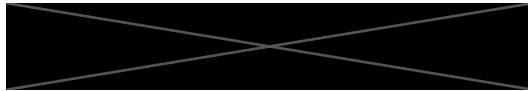


CDR0018882.0

APPENDIX A. Statement of Work Change Control Procedure

The following provides a detailed procedure to follow if a change to this SOW is required.

- A SOW Change Order is the vehicle for communicating change. The Change Order must describe the change, the rationale for the change and the effect the change will have on the SOW.
- The Designated Contact of the requesting Party will review the proposed change and determine whether to submit the request to the Designated Contact of the other Party. Both Designated Contacts will consider the proposed change and approve it for further review, or reject it. Vendor will specify charges, if any, for such review. If the review is authorized by Company, the Designated Contacts will sign the Change Order which will constitute approval of the review charges, if any. Vendor will invoice Company for any such charges. The Vendor will report to Company the effect that the implementation of the Change Order will have on price, schedule, and other aspects of the SOW.
- A sample SOW Change Order Form for agreement of any reviewed change is attached as Appendix C.



CDR0018882.0

APPENDIX B. Statement of Work ("SOW") Change Order Form**SOW Version/Change Order Number:** [REDACTED]**Original Statement of Work Number:** [REDACTED]

This Statement of Work ("SOW") Change Order ("Change Order") defines the modifications to the original Statement of Work and is agreed to by Parties under the terms and conditions of the Reference Agreement.

- A. Delete the following language in the original Statement of Work:

Insert the following language therefore in the original Statement of Work:

This Statement of Work ("SOW") Change Order ("Change Order") defines the modifications to the original Statement of Work and is agreed to by Parties under the terms and conditions of the Master Agreement.

1. Delete the following language in the original Statement of Work:

Insert the following language therefore in the original Statement of Work:

2. Delete the following language in the original Statement of Work:

Insert the following language therefore in the original Statement of Work:

[REDACTED]	[REDACTED]

Agreed to:



Agreed to:

Vendor Name

By: _____
Authorized Signature

By: _____
Authorized Signature

Name: **Name****Name:** **Name****Title:** **Title****Title:** **Title****Date:** **Date****Date:** **Date**