

Contract Title:	Octagon, 2025 Global Marketing and Sponsorships Retainer, SOW	SOW Number:	CDR0016782.0
Vendor Name:	Octagon, Inc.	SOW Effective Date:	January 1, 2025
		SOW Expiration Date:	December 31, 2025
		Reference Agreement:	CW1223962.0
MarketScape ID(s):	Please contact the <div data-bbox="701 525 794 556" style="background-color: black; width: 57px; height: 15px;"></div> Contacts		

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: 

DocuSigned by:

Marianne Rotole

9749F6439A1E4B0...

Name: Marianne Rotole

Title: EVP, Marketing

Date: 12/20/2024

Address for Notices:  
Octagon, Inc.  
400 Atlantic Street- 11<sup>th</sup> Floor  
Stamford, CT 06901



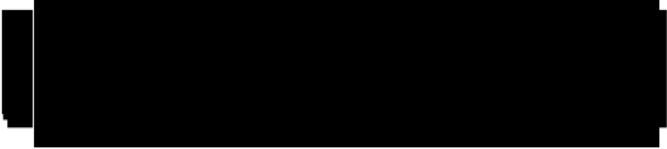


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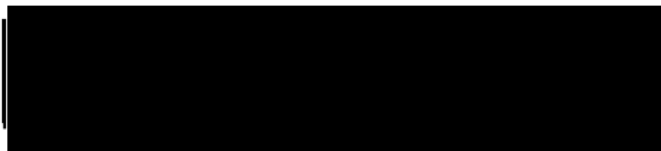
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This SOW defines the scope of work performed by Vendor under the terms and conditions of the Reference Agreement identified above.

## 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.

Term	Definition
Generative AI	Any tool (including but not limited to those available via APIs, websites, search engines, chatbots, AI models, use of open source code, or as product feature), wherein such tool is machine-trained or uses artificial intelligence and is able to generate content, such as, but not limited to, source code, images, text, videos, voices and inferences. Examples include, but are not limited to, ChatGPT, Stable Diffusion, LLaMA, Bard, etc.
Model	A quantitative method, system or approach that applies statistical, economic, financial or mathematical theories, techniques and assumptions to process input data into quantitative estimates, where such method, system or approach uses or includes: (a) an information input component that delivers assumptions and data to the model; a processing component that transforms inputs into estimates; and a reporting/output component that translates estimates into useful business information; or (b) any artificial intelligence using deep learning, ensemble learning, natural language processing, neural networks, or reinforcement learning.
Strategy/Planning	Build deep understanding of the needs of both our Lines of Business (LOBs) and customer segments and define the customer/client journey that correlates to marketing's Strategic Marketing Plan (SMP). In parallel, PR strategy, planning and program development drives alignment with Marketing and/or Corp Comm priorities, including target audience and influencer analysis, strategic counsel as well as crisis preparedness and issues management. In PR, account management is generally part of marketing & PR Strategy or to a lesser degree operations rather than account management & Integration
Global Wealth Management (GWIM)	Global Wealth Management Team
Leadership on the Links (LOTL)	Program Executed for BANA

Acronym / Abbreviation	Term
MLB	Major League Baseball
NFL	National Football League
RED	(RED) partners with the world's most iconic brands and people to create products that and experiences that raise funds to for the fight to end AIDS.



## 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 partner with Enterprise Marketing, Global Sports Sponsorships (GSS) and applicable LOBs to plan and execute programming that maximizes Bank of America's contractual sponsorship investments and supports additionally defined priorities. Vendor to provide a mix of consultative, creative, strategic, and experiential services, as well as development and execution of a full suite of client-managed hospitality programming throughout the term that leverages Bank of America's sponsorship investments to create contextually relevant programming that will impact identified target audiences.

## 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 3<sup>rd</sup> 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:
- Atlanta, GA
  - Asheville, NC
  - Cary, NC
  - Charlotte, NC



- Cleveland, OH
- Colorado Springs, CO
- Chicago, IL
- Dallas, TX
- Kansas City, MO
- Los Angeles, CA
- Mahwah, NJ
- Milwaukee, WI
- New York, NY
- Novi, MI
- Portland, OR
- San Diego, CA
- Stamford, CT

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

## 6.0 Vendor Responsibilities

6.1 Vendor shall complete task(s) and / or deliverables for the Company as indicated in Appendix A to this SOW

## 7.0 Subcontractors

7.1 Vendor will be utilizing the following subcontractors to provide the Services under this SOW:

Subcontractor	Description of services	Project
ANC Sports	Rotational Signage (Boston Red Sox, Los Angeles Dodgers)	MLB Sponsorships
AKJohnston	Production/Fabrication & Graphics	RED
Assist Marketing	Supply brand ambassadors	Sponsorships
BDA	Merchandise procurement	Sponsorships
Blooming Color	Print and signage vendor	Sponsorships
CSM Production	Production/Fabrication & A/V	[REDACTED]
Daktronics	Produced in-stadium LED files for MLB and NFL teams	MLB & NFL Sponsorships
FourOneGroup	Production/Fabrication	Endurance Sponsorships
ITB	Talent procurement	Sponsorships
JKS Incorporated	Print and signage vendor	Sponsorships
Microsoft Azure Cloud Services	Octagon utilizes Microsoft O365. As such, bank data would be stored within Microsoft Teams and Microsoft SharePoint which run on Azure technology	General Administration

Subcontractor	Description of services	Project
Pinnacle	Production/Fabrication	Sponsorships
PROCAMPS, INC.	Youth Clinic Instructors	Play It Forward Clinics
Purple, Rock, Scissors	Digital Vendor for Digital Avatar experience	Sponsorships
Promotional Design Group	Large Inflatable Production	Special Olympics
Sports Venue Padding	Dugout Rail Padding (Giants, Dodgers) Outfield Wall (Dodgers)	MLB Sponsorships
Stage Right Enterprises	Virtual Event Production	Sponsorships
The MAG Experience	Production/Fabrication	Sponsorships
Van Wagner	Rotational Signage (San Francisco Giants)	MLB Sponsorships
WM Events	Decor/production vendor for signature hospitality programs	Masters, Boston Marathon

## 8.0 Models and Generative AI

- 8.1 Subject to the Agreement, any use, planned use, or changes to any Model in connection with the Products or Services must receive prior approval from Company's Relationship Manager, which shall not be unreasonably withheld.
- 8.2 Subject to the Agreement, any use, planned use, or changes to any Model in connection with the Products or Services must receive prior approval from Company's Relationship Manager, which shall not be unreasonably withheld, upon Vendor's provision of the following documentation: (a) developmental evidence explaining product components and model purpose and design; (b) products, processes or applications that the Model will support; (c) analysis and support for methodology; (d) procedures used to test or validate Model outputs and results of those procedures; (e) relevant tests that demonstrate Model performance; (f) discussion of the appropriate application of the Model outputs and any limitations; (g) any customization of the vendor Model for Company use, along with supporting rationale; (h) an executive summary that outlines the purpose of the Model, its limitations and major assumptions; and (i) where applicable, relevant change control procedures.
- 8.3 Subject to the Agreement, any use or planned use of any content generated by any Generative AI Tool in connection with the Products, Services, or Work Product, including where such generated content is incorporated as part of the Products, Services, or Work Product, must receive prior written approval from Company's Relationship Manager. Furthermore, no Confidential Information of the Company shall be entered or provided in any Generative AI Tool without written permission from the Company's Relationship Manager

## 9.0 Disaster Recovery/Business Continuity

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

## 10.0 Project Management and Communication Plan

### 10.1 Key Vendor Personnel

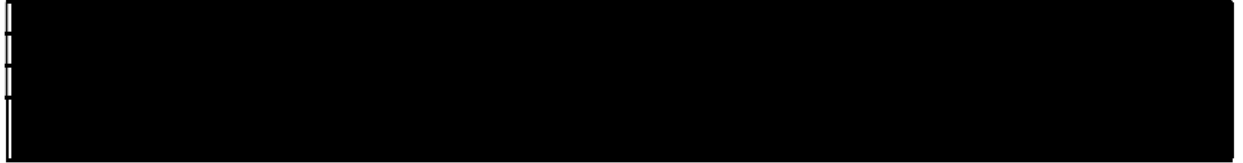
Name	Role	Contact
Marianne Rotole	EVP, Consulting	marianne.rotole@octagon.com
DeAndrae Watson	SVP, Consulting	deandrae.watson@octagon.com
Elizabeth Kelly	Vice President	elizabeth.kelly@Octagon.com
Chris Murphy	Vice President	christopher.murphy@octagon.com





Name	Role	Contact
Crystal Woods	Vice President, Hospitality	crystal.woods@octagon.com
Trey Ballard	Group Account Director	trey.ballard@octagon.com
Melanie Cox	Group Account Director	melanie.cox@octagon.com

## 10.2 Key Company Personnel



## 11.0 Data Elements

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

Data Element	Transmission Method	Frequency	Sending Party	Receiving Party	Notes/Comments
Proprietary – Sponsorship Marketing Planning	Email	Daily	Vendor Company	Company Vendor	Day to day delivery of sponsorship programming
Confidential – Client Hospitality Programs	Email / Encrypted Spreadsheets	Daily	Company	Vendor	On-site client registration for Company's hospitality programs.

☐ Check box if data elements will not be shared between [Redacted] Vendor and/or Subcontractors

## 12.0 SOW Fees

12.1 Based on the tasks and assumptions as outlined in this SOW, Vendor shall provide the Services for a fixed, price ("Fee") [Redacted]

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.

12.2 Invoices will be submitted by Vendor in equal installments on a quarterly frequency.

12.3 All invoices are due within thirty (30) days of the invoice date.

12.4 Any travel, living expenses, or other necessary pass-through fees (e.g. stock photography, 3<sup>rd</sup> 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

- ### 13.0 Designated Contacts for Change Orders

### **Designated Contacts**

\_\_\_\_\_

## 14.0 Invoicing Information

████████████████████

- 
- | Category | Percentage |
|----------|------------|
| 1        | 95         |
| 2        | 90         |
| 3        | 55         |
| 4        | 40         |
| 5        | 60         |
| 6        | 60         |
| 7        | 40         |
| 8        | 45         |
| 9        | 40         |
| 10       | 55         |
| 11       | 65         |
| 12       | 65         |
| 13       | 100        |
| 14       | 60         |
| 15       | 65         |





## APPENDIX A. Project Scope & Specifications

### 1. Business and Account Management: Sponsorships & Marketing

#### 1.1. Task Deliverables

- 1.1.1. Sustain the structure of the team to support multiple stakeholders across core primary functions: Portfolio Strategy & Management / Enterprise Marketing Strategy and Implementation / Client Engagement
- 1.1.2. Prioritize institutional knowledge at agency senior level to assist with leadership transitions, strategic partnership consultation, implementation/socialization/articulation of refined sponsorship strategy and integrate sponsorships into primary campaigns
- 1.1.3. Maintain level of expert contributions across disciplines to ensure optimal use of investments, creative extensions through partnerships, exceptional client experiences, flawless execution and measurement of meaningful results
- 1.1.4. Serve as senior leadership liaisons (Advisory)
- 1.1.5. Provide Sponsorship investment advisory guidance and consulting
- 1.1.6. Provide a dedicated Vendor relationship manager to lead the development of reviewing and updating, when applicable, the Reference agreement and any statements of work
- 1.1.7. Maintain relationship with Company's Vendor Management contacts to ensure Vendor compliance with Reference agreement.
- 1.1.8. Participate in agency communications and collaborations with senior integrated agency teams leads in the development of Company marketing programs.
- 1.1.9. Staff and manage Vendor account team

1.2. Total Fees: [REDACTED]

1.3. Staffing Plan: FTE 1.05

Industry Standard title	Tasks in Project	Hourly Rate	# of Total Hours	Fee
Executive Vice President, Head of Account	Account Leadership Overall P&L responsibility Senior level client contact	[REDACTED]	262.5	[REDACTED]
Senior Vice President, Business Lead	Workflow management Agency integration lead Overall budget management Senior client contact	[REDACTED]	1,575	[REDACTED]

### 2. Portfolio Management: Sponsorships & Marketing

#### 2.1. Task / Deliverables

- 2.1.1. Maintain level of expert contributions to ensure optimal use of investments, creative extensions through partnerships, flawless execution, and measurement of meaningful results.
- 2.1.2. Contribute to the development and refinement of the portfolio strategy with GSS and Enterprise Marketing stakeholders.
- 2.1.3. Conduct partnership and proactive platform exploration while developing POVs and valuations on renewals and new proposals.
  - 2.1.3.1. Advise, negotiate and support the diligence of strategic supplemental partner vetting



2.1.4. Maintain integrity and effectiveness of the current portfolio, proactively recommending improvements for efficiency, effectiveness, and results measurement.

2.1.5. Implement sponsorship strategy to streamline initial vetting/consideration of opportunities.

2.1.6. Lead asset allocation exercises to define channel and tactical plans, manage relationships with properties on plans, assets, deadlines, approvals, and logistics.

2.1.7. Make sponsorship investment/divestment recommendations

2.1.8. Provide partnership valuations, POVs & negotiation strategies (renewal and new proposals)

2.1.9. Serve as rights experts (negotiation and integration)

2.1.9.1. Serve as senior liaison to golf and soccer properties

2.1.9.2. Leverage senior golf and soccer expertise in the strategic development of new partner programming

2.1.9.3. Provide thought leadership, trends and insights about the broader developments in the golf and soccer space that could impact partnerships, strategies and programming

2.1.10. Conduct property impact assessments (as needed)

2.1.11. Conduct partnership portfolio analysis

2.1.12. Provide property interface and program management

2.1.13. Support contract fulfillment, asset allocation & tracking

2.1.14. Support talent vetting/recommendations, negotiation, procurement and contract review/consultation. Company will manage the development of contracts with its internal legal teams after the completion of the consultation process.

2.1.15. Support integrated channel planning with cross agency team

2.1.16. Conduct competitive research

2.2. Total Fees: [REDACTED]

2.3. Staffing Plan: 5.2 FTE

Industry Standard title	Tasks in Project	Hourly Rate	# of Total Hours	Fee
Executive Vice President, Rights Management	FIFA property expert and negotiation support Sponsorship on-boarding & landscape intelligence	[REDACTED]	262.5	[REDACTED]
Senior Vice President, Rights Management	Golf property expert and negotiation support Sponsorship landscape intelligence	[REDACTED]	437.5	[REDACTED]
Vice President, Rights Management	FIFA property expert and negotiation support Sponsorship on-boarding & landscape intelligence	[REDACTED]	437.5	[REDACTED]
Vice President, Account & Property Rights Management	FIFA and MLB / NFL Strategic Planning Lead and Property Interface Cross-Agency integration	[REDACTED]	1,750	[REDACTED]

	Octagon specialized services integration			
Group Account Director, Rights Management	Golf property expert and negotiation support Sponsorship landscape intelligence		437.5	
Senior Account Manager, Property Rights Management	MLB, NFL, NBA, Motorsports Property expert and point of contact Sponsorship landscape tracking and intelligence		1,750	
Account Manager, Property Rights Management	MLB, NFL, NBA, Motorsports Support property rights fulfillment Sponsorship landscape tracking and intelligence		1,750	
Senior Account Executive, Campaign Integration	Support program delivery across All Sports / Rights Management support NASCAR/NFL		1,312.50	
Executive Vice President, Global Head of Strategy	Asset valuation and analysis Syndicated data procurement & analysis		175	
Senior Director, Strategy	Lead property renewal valuations Lead local Market investment exploration		350	
Account Director, Strategy	Lead Asset valuation and analysis support Syndicated data procurement & analysis		437.5	

### 3. Campaign Integration: Sponsorships & Marketing

#### 3.1. Task / Deliverables

3.1.1. Maintain level of expert contributions to ensure optimal use of investments, creative extensions through partnerships, execution and measurement of meaningful results.



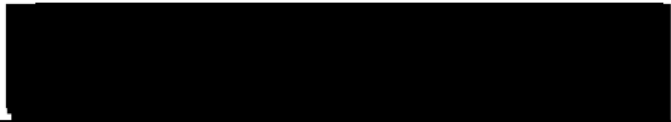
- 3.1.2. Lead Vendor's contribution to integrated channel planning with cross agency team, including contributions to strategic sponsorship planning, activation/tactical plan development, strategic partner vetting, Vendor's integrated agency recommendations/communications/approvals via Company governance forums, and overall program management
- 3.1.3. Manage talent vetting/recommendations, negotiation, procurement and contract review/consultation. Company will manage the development of contracts with its internal legal teams after the completion of the consultation process.
- 3.1.4. Develop briefs for Vendor's internal concept, strategy and activation teams in support of Company's integrated planning efforts
- 3.1.5. Guide and direct Vendor's contributions to integrated campaigns from brief through execution to ensure quality delivery
- 3.1.6. Oversee production budget
- 3.1.7. Provide on-site event support (as needed)
- 3.1.8. Provide results tracking and reporting coordination as part of integrated agency recap/reporting
- 3.1.9. Lead the development and sharing of competitive research
- 3.1.10. Support the development of partnership valuations, POVs & negotiation strategies (renewal and new proposals)

3.2. Total Fees:

3.3. Staffing Plan: 14.7 FTE

Industry Standard title	Tasks in Project	Hourly Rate	# of Total Hours	Fee
Vice President, Campaign Integration, Golf	Golf – Provide senior golf expertise in the development of golf program. Lead development of golf program with clients and IAT. Oversee delivery of golf programs.		1,750	
Vice President, Campaign Integration, Soccer	FIFA – Provide senior soccer expertise in the development of FIFA programming. Lead the development of soccer programming with clients and IAT.		1,750	
Group Account Director, Campaign Integration, Golf	Lead Cross agency integration and program development from brief through execution. Develop briefs for Vendor's teams. Support talent procurement efforts.		1,750	
Group Account Director,	Oversee		1,750	

Campaign Integration, Endurance	Endurance team's delivery of activation. Cross agency integration and program development. Develop briefs for Vendor's specialties. Support talent procurement efforts.			
Group Account Director, Campaign Integration, Legacy Sports	MLB, NFL, NBA Motorsports, CSR, Program Lead Cross-Agency integration & Octagon specialized services integration across all Enterprise marketing & sponsorship programs.		1,750	
Account Director, Campaign Integration, Golf	Golf – Liaise with agency teams on integrated plans across golf partnerships & talent Support campaign development from brief through execution and talent procurement		1,750	
Account Director, Campaign Integration, Soccer	FIFA – Liaise with agency teams on integrated plans across soccer partnerships. Support campaign development from brief through execution.		1,750	
Account Director, Campaign Integration, Legacy Sports	Lead integration role for MLB, NFL, NBA, Motorsports, CSR partnerships		1,750	
Senior Account Manager, Campaign Integration, Endurance	Manage workflow and Collaboration for Endurance and Programs. Support cross-Agency integration. Support Octagon specialized		1,750	



	services integration			
Senior Account Manager, Campaign Integration, Soccer	Support activation planning and program execution. Support partner management, process development and x-agency planning deliverables.		1,750	
Senior Account Manager, Campaign Integration, Endurance + Legacy Sports & CSR	Support activation planning and program execution. Support partner management, process development and x-agency planning deliverables.		1,750	
Account Manager, Campaign Integration, Soccer	Support activation planning and program execution. Support partner management, process development and x-agency planning deliverables.		1,750	
Senior Account Executive, Campaign Integration, Endurance	Endurance – Support campaign integration / planning		1,750	
Senior Account Executive, Campaign Integration Legacy Sports	Legacy Sports – Support campaign integration / planning		1,750	
Senior Account Executive, Campaign Integration	Support program delivery across All Sports programming (MLB, NFL, NBA, Motorsports)		437.5	
Senior Vice President, Head of Planning	Oversee creative planning process – FIFA, Golf, Endurance, Legacy Sports, CSR. Attend creative meetings & present creative work to clients and in interagency settings. Interface with agency		262.5	





	partners in the development of creative.			
Planning Director, Creative Planning	Manage creative planning process – FIFA, Golf, Endurance, Legacy Sports, CSR. Attend creative meetings & present creative work to clients and in interagency settings. Interface with agency partners in the development of creative.		262.5	
Planner, Creative Planning	Support creative planning process – FIFA, Golf, Endurance, Legacy Sports, CSR. Attend creative meetings with clients and interagency settings. Interface with agency partners in the development of creative.		262.5	

#### 4. Enterprise Marketing Activation: Sponsorships & Marketing

##### 4.1. Task Deliverables

- 4.1.1. Maintain level of expert contributions to ensure optimal use of investments, creative extensions through partnerships, execution and measurement of meaningful results.
- 4.1.2. Manage planning and execution of live events, partnership activation, enhanced clinic program, refreshed digital experiential and domestic/international hosting programs.
- 4.1.3. Support the development of sponsorship strategies
- 4.1.4. Develop tactical/activation plans as part of integrated agency team
- 4.1.5. Support the development of integrated campaigns, collaborating with integrated agency teams.
- 4.1.6. Develop & implement concepts for consumer, employee, talent, & community engagement
- 4.1.7. Manage program delivery / execution of programs, including logistics, operations, vendor management, talent procurement and experiential technology
- 4.1.8. Support the development of talent vetting/recommendations, negotiation, procurement and contract review/consulting
- 4.1.9. Provide production budget management and reporting
- 4.1.10. Manage third parties in the development/production of programming (i.e., branding/signage, fabrication builds, merchandise procurement, etc.)
- 4.1.11. Provide on-site event management



4.1.12. Provide and contribute to results tracking and reporting as part of integrated agency recaps

4.1.13. Contribute to the development of competitive research

4.2. Total Fees: [REDACTED]

4.3. Staffing Plan: 25.30

Industry Standard title	Tasks in Project	Hourly Rate	# of Total Hours	Fee
VP, Experiences, FIFA Soccer SME	FIFA: Provide senior soccer expertise in the development of FIFA programming. Oversee executional delivery of all soccer programming.	[REDACTED]	1,750	[REDACTED]
Senior Experiential Director, FIFA	FIFA: Provide senior soccer expertise in the development of FIFA programming. Oversee executional delivery of all soccer programming.	[REDACTED]	1,750	[REDACTED]
Senior Experiential Director, Legacy Sports + CSR	Legacy Sports + CSR: Oversee program delivery for across Sponsorship Marketing activation / Oversee dedicated team responsible for executing above programs	[REDACTED]	1,750	[REDACTED]
Senior Experiential Director, Endurance + Jewel	Endurance: Overall Event Production Lead, Subject Matter Expertise for jewel (Boston & Chicago Marathons, ROVAL) event experiential production & Nantucket Film Festival (NFF)	[REDACTED]	350	[REDACTED]
Experiential Director, Golf	ANWA, Masters, Youth on Course: Lead activation planning & program execution. Oversee budget, vendors and on-site activation for golf programming	[REDACTED]	1,750	[REDACTED]
Experiential Director, Soccer	FIFA: Lead activation planning & program execution. Oversee budget, vendors and on-site activation for soccer programming	[REDACTED]	1,750	[REDACTED]
Experiential Director,	NFL, Motorsports, SO, LHNL: Lead	[REDACTED]	1,750	[REDACTED]

[REDACTED]				
NFL, Motorsports, Special Olympics (SO), Love Has No Labels (LHNL)	program executional delivery lead for properties. Oversee dedicated team responsible for executing above programs			
Experiential Director, MLB, NBA, Film, Bryant Park (BP)	MLB, NBA, Film, Bryant Park (BP): Lead program executional delivery for properties. Oversee dedicated team responsible for executing above programs		1,750	
Experiential Director, Endurance (Boston + Chicago) & RED	Endurance + RED: Program executional delivery executional delivery for properties. Oversee dedicated team responsible for executing above programs		1,750	
Senior Experiential Manager, Golf	ANWA, Masters, Youth on Course: Program delivery, oversee dedicated team responsible for executing golf related programs including (25) youth clinics		1,750	
Senior Experiential Manager, Soccer	FIFA: Program delivery, oversee dedicated team responsible for executing soccer related programs including TBD # of youth clinics		1,750	
Senior Experiential Manager, Endurance (Boston + Chicago) & RED	Endurance + RED: Program delivery, oversee dedicated team responsible for executing above programs		1,750	
Senior Experiential Manager, NFL, Motorsports, Special Olympics (SO), Love Has No Labels (LHNL)	NFL, Motorsports, SO, LHNL: Program delivery, oversee dedicated team responsible for executing above programs		1,750	
Experiential Manager, Soccer FanFest	FIFA: Program delivery, oversee dedicated team responsible for executing soccer related programs		1,750	

	including leading soccer FanFest experiential activation			
Experiential Manager, Endurance (Boston + Chicago) & RED	Endurance + RED: Program delivery, lead dedicated team responsible for executing above programs		1,750	
Experiential Manager, MLB, NBA, Film, Bryant Park (BP)	MLB, NBA, Film, BP: Program delivery, oversee dedicated team responsible for executing above programs		1,750	
Senior Event Executive, Golf	ANWA, Masters, Youth on Course: Support program delivery, planning and on-site activation golf related programs including (25) youth clinics		1,750	
Senior Event Executive, Golf	ANWA, Masters, Youth on Course: Support program delivery, planning and on-site activation golf related programs including (25) youth clinics		1,750	
Senior Event Executive, Endurance (Boston + Chicago) & RED	Endurance + RED: Support program delivery, planning and on-site activation of above programs.)		1,750	
Senior Event Executive, MLB, NBA, Film, BP	MLB, NBA, Film, BP: Support program delivery, planning and on-site activation of above programs.		1,750	
Senior Event Executive, NFL, Motorsports, SO, LHNL	NFL, Motorsports, SO, LHNL: Support program delivery, planning and on-site activation of above programs.		1,750	
Event Executive, Endurance + RED	Endurance + RED: Support program delivery and on-site activation of above programs		1,750	
Event Executive, MLB, NBA, Film, BP	MLB, NBA, Film, BP: Support program delivery and on-site activation of above programs		1,750	
Event Executive, NFL, Motorsports, SO,	NFL, Motorsports, SO, LHNL: Support program		1,750	

LHNL	delivery and on-site activation of above programs			
Event Trainee Brand Experiences	General program support across Brand Campaigns		1,750	
Executive Creative Director Planning & Concept	Senior creative and concepting support Interface with senior agency partners in the development of thematic and platform ideas. Participate in interagency creative meetings and present creative work to clients and in interagency settings		175	
Creative Director	Attend creative meetings and present creative work to clients and in interagency settings Interface with agency partners.		350	
Creative Director	Attend creative meetings and present creative work to clients and in interagency settings Interface with agency partners in the development of creative ideas		262.5	
Senior Designer	Environmental Design, Develop mockups, renderings, and mechanicals for fabrication		437.5	
Designer	Environmental Design, Develop mockups, renderings, and mechanicals for fabrication		437.5	
Senior Producer	Digital Experiential Development Oversight, Technology Lead		262.5	

## 5. Client Engagement

### 5.1. Task Deliverables

5.1.1. Maintain level of expert contributions to ensure exceptional client experiences, execution and measurement of meaningful results.

5.1.2. Serve as client hospitality and experiential experts to deliver hosting opportunities



- 5.1.3. Conduct strategic planning of up to 60 client events (Signature, Partnership, Golf, International in select global markets) + TBD FIFA hospitality planning and program support in 2025
- 5.1.4. Event & experience planning
- 5.1.5. Provide overall project management
- 5.1.6. Conduct asset allocation (Tickets & Hospitality) across LOBs
- 5.1.7. Research, vet, recommend and procure venues and tickets for hospitality programs
- 5.1.8. Develop guest communications
- 5.1.9. Manage tactical execution of hospitality programs (scheduling, operations, logistics)
- 5.1.10. Manage talent vetting, negotiation and procurement
- 5.1.11. Manage budget estimates, projections and reconciliations
- 5.1.12. Manage vendors
- 5.1.13. Provide on-site event management
- 5.1.14. Provide results tracking and reporting
- 5.1.15. Contribute to the development of competitive research
- 5.2. Total Fees:
- 5.3. Staffing Plan: 13.15

Industry Standard title	Tasks in Project	Hourly Rate	# of Total Hours	Fee
Senior Vice President, Hospitality FIFA	Serve as senior SME to FIFA hospitality team / strategic planning and processes.		262.5	
Vice President, Hospitality Client Engagement	Oversee the deployment of all Client Engagement programming Oversee dedicated teams deploying programming domestically and select international markets across LOBs		1,750	
Vice President, Hospitality FIFA	Lead strategic development and executional delivery of FIFA hospitality program.		1,750	
Senior Hospitality Director FIFA	Lead executional delivery of soccer hospitality programming (site visits, recos, vendors).		1,750	
Hospitality Director, FIFA	Program delivery of soccer hospitality programming (site visits, recos, vendors). Oversee junior staff team responsible for		1,750	



	executing programming.			
Hospitality Director, Client Engagement	Program delivery of client engagement programming / East Region + Signature Oversee junior staff team responsible for executing programming		1,750	
Hospitality Director, Client Engagement	Program delivery of client engagement programming / West Region + Signature Oversee junior staff team responsible for executing programming		1,750	
Hospitality Manager, Client Engagement	Manage program delivery of Client Engagement hospitality/ East Region		1,750	
Hospitality Manager, Client Engagement	Manage program delivery of Client Engagement hospitality/ West Region		1,750	
Senior Event Executive – Hospitality, Client Engagement	Support Program delivery of Client Engagement hospitality / East Region		1,750	
Senior Event Executive – Hospitality, Client Engagement	Support Program delivery of Client Engagement hospitality/ West Region		1,750	
Senior Event Executive – Hospitality, FIFA	Support program delivery of FIFA hospitality planning & programming		1,750	
Event Executive – Hospitality, Client Engagement	Support program delivery of Client Engagement / East Region		1,750	
Event Executive – Hospitality, Client Engagement	Support program delivery of Client Engagement / West Region		1,750	



## **APPENDIX B. 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.



**APPENDIX C. Statement of Work ("SOW") Change Order Form**



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: