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Golden State Warriors & Chase Center Premium Resale Marketplace

Background

In the Fall of 2019, Chase Center will open in San Francisco and become the new home of the Golden State Warriors (www.chasecenter.com). Chase Center will be a multi-purpose arena and will play host to a variety of events, including concerts, family shows and conventions, in addition to Warriors basketball. The 18,000-seat venue will anchor a district of 11 acres of

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restaurants, offices, public plazas and a five-and-a-half-acre public waterfront park. Chase Center will be located on a major Muni Metro rail line with easy links to BART and other transit options. When complete, it will be the only privately financed facility of its kind built on private property in the modern era of professional sports.

When Chase Center opens, the organization will increase Premium Suite capacity from 84 to 136. The resale marketplace for suites is in a period of infancy and based on our limited supply and high-demand situation, the space is ripe for disruption. The current landscape has a few small operators that lean on SEO and hand to hand conversion. Our vision is a venue/team-controlled marketplace where end to end control sits with the property. We are confident this is a platform that our long-term lease holders will see value in, which should increase retention while providing GSW with an additional revenue opportunity.

Strategic Context

"We have been looking forward to this day since we first had the vision of building a privately financed state-of-the-art sports and entertainment complex in San Francisco and are excited for what this will bring to the city of San Francisco and the entire Bay Area community. Chase Center and the surrounding area will serve as a destination for the entire community and we will continue to work to make sure it is the best experience possible for everyone to enjoy NBA basketball, concerts, family shows, conventions and more."

– Rick Welts, Warriors President & COO, during Chase Center groundbreaking

"Chase Center will be easily accessible, state of the art, digitally fit, and second to none."

- Peter Guber, Warriors Co-Executive Chairman

Objective

To build the first team/venue-controlled marketplace for premium suites

- A GSW owned and operated secondary marketplace where all transactions have end to end control by the team/venue
- Viewed as a world class service provider to our annual suite customers and resale buyers
- To prove a scalable concept that can be licensed to other properties, events, or teams

Assignment

Develop a comprehensive website, deployment and maintenance plan for a GSW owned and operated premium suite marketplace

Deliverables

- Development plan

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- 3rd party integration due diligence
 - 3rd party integration finalization
 - API/SDK review
- Testing plan
 - Functional testing
 - QA
- Project timeline
 - Requirements finalization
- Budget estimate
 - Initial
 - Ongoing
- Maintenance plan
 - Content management system
 - Bug tracking
 - Ongoing development and update cycle

Requirements

- Mobile responsive website (with potential to create app in the future)
- Integration with ticketing provider
- Feature rich renderings and views from suites
- Blind bid/make an offer
- Customer Service online chat
- Ability to accept online payments
 - Fraud protection needs to be considered as well
- Seller Dashboard
 - Ability to list suite for events
 - Set preferred price and/or enable blind bid feature
 - Accept, reject or counter offers
 - Edit suite amenities/features
 - Analytics on how many times your suite has been viewed
- Buyer Experience
 - Ability to purchase suite directly through web portal
 - Should have event list view as well as suite map view per event
 - High quality renderings and views from suite
 - Suite map
 - List of suite amenities
 - F&B options
 - FAQ
- Admin view for GSW staff
 - List GSW owned rental suites

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- See all available suite inventory and prices
- Each event viewable in a list view or suite map view
 - Ability to see when each suite is posted and when/if prices were changed
- Each account manager is sent an automatic email notification when a suite owner lists a suite or changes a price
- Dashboard showing Data on site views, listing clicks and the length of time they're on each page on the site

Expected or potential integrations

(SDK, API, webview, custom connectors)

- Ticketing
 - Ticketmaster
- Data & Analytics
 - Google Analytics
 - GSW Data Warehouse
 - Salesforce CRM
- Content
 - NBA schedule feed
 - Chase Center events feed
- Payments
 - Chase Merchant Services (preferred) or other payment providers

Important Dates

- RFP response due by March 12, 2019
- Follow up questions and additional information requested will be sent back to RFP bidders by March 15, 2019
- RFP partner awarded business by March 27, 2019
- Project begins work on April 1, 2019
- Suite Resale Platform ready to go live by September 1, 2019

The Vision

An administrator of a Warriors suite learns that there is an event at Chase Center the same date as their company's sales conference in Las Vegas (March 15th). The event is in 60 days and they will have no way to utilize their premium asset. The admin logs into the Chase Center resale marketplace and after reviewing some of the other available options, they decide to post their suite for \$24,000 (\$1,000 less than the most affordable competing option).

20 days later a field marketing manager from New York is looking to spend the remainder of their Q1 budget in the San Francisco Market. This manager Google's "March San Francisco Events" and the he first link that populates is the Chase Center Premium Resale Marketplace. He clicks on the site and it directs him to a March event calendar - He clicks on the March 15th event.

The field marketing manager has \$26,000 left in their budget for Q1 and if they don't spend all of it, they will forfeit the balance. The best available suite on March 15th is listed for \$24,000 and there is a much inferior location listed for \$22,000. The field marketing manager is concerned they won't be able to afford purchasing additional tickets, food, or alcohol if he purchases the best location.

After clicking on both locations, he notices that it is clear for this event (a Warriors game) that F&B is included. He clicks on the link that says, "sample menu" and notices it not only comes with a fantastic F&B offering, but also includes a par bar package. This is assuring to the manager, and they feel comfortable purchasing this suite for \$24,000. After spending several minutes on the site, a chat window pops up on the bottom right and says, "Do you have any questions about any of the options you are reviewing?" The field marketing manager replies in the chat window: Yes, is it true that Suite S9 comes with F&B for the March 15th Warriors game? Additionally, would I be able to bring in a laptop for a presentation pre-game? What time would we be able to access the suite and are we able to bring in branded pens/napkins?

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The chat replies:

Yes, that is true, the F&B is inclusive for suite S9 on March 15th. You can certainly bring in a laptop for your presentation and have your branded napkins and pens into the suite. Once you confirm the purchase, a member of our service team will be in touch to coordinate all of those details.

The field marketing manager is really impressed with the responsiveness of the site and feels really comfortable with making this purchase. He clicks buy and there are some follow up questions to allow the buyer to purchase additional materials:

1. Would you like to add any additional SRO tickets in the suite for \$400 each? (Drop down selection of how many additional tickets they'd like to add)
2. Would you like to purchase any Golden State Warriors merchandise to have in the suite upon arrival? (Drop down of the five most commonly purchased items)
3. Would you like to purchase any additional parking passes in Lot A (8-minute walk from arena?)

The field marketing manager decides to spend \$1600 on four additional tickets and \$400 on Warriors merchandise and they have now exhausted their budget in full.

Payment Process:

1. Payment is processed using a major credit card
2. License agreement / damage waiver is populated and checked "I agree"

The suite administrator of S9 receives an email that their suite for March 15th has sold for \$24,000 and \$18,000 will be available in their ticketing account.

The field marketing manager that purchased the suite receives an email notification after completing the transaction with instructions on how to access their tickets through their Warriors account. Tickets are now available to manage on their mobile account and send to guests.

All parties had a very seamless experience throughout the whole process. The site was responsive, intuitive with direction and required minimal response from the Chase Center/GSW staff.