STATEMENT OF WORK

Production Group: TexAgs Production Group (TPG)
Date: February, 2018 -- December, 2018
Client: Mays Business School
Campaign Investment: $75,000.00
Billing Invoice to: Blake Parrish, Director - Marketing, Communications and Public Relations
bparrish@mays.tamu.edu
979-845-1093

This Statement of Work incorporates the terms and conditions of Texas A&M University AggieBuy Contract #C8029473 ("Contract"). In the event of any conflict in the terms of the Contract and the terms of this Statement of Work, the terms of the Contract shall in all aspects govern and control.

PRODUCTION SERVICES PROVIDED AND DELIVERED IN THE FOLLOWING FORMS:

Maroon & White, LP (TPG) will produce for Mays Business School (Mays Business School) a series of videos from February 2018 - December 2018. These content pieces will focus on 'AUDIENCE FIRST' content. TPG will work closely with Mays Business School to connect stories, content that informs and communicates the mission, goals, and vibrancy behind the work being done to the Mays Business School Strategic Plan. Details outlined below.

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<tr>
<th>2018 PRODUCTION ELEMENTS</th>
<th>$85,000.00/TOTAL</th>
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TPG will produce both quarterly and monthly for Mays Business School. The content calendar is to be determined through a cooperative conversation between Mays Business School and TPG. TPG agrees to (2) hours of planning time in person each month with Mays Business School. Approximate content delivery will include:

QUARTERLY:

1-THE VISION OF MAYS BUSINESS SCHOOL: Telling the visual story of how Mays Business School works to provide a better future for generations who follow, including quality of life, environment and economic systems. Approximately 5-10 minutes in length

The series of films will include (4) keystone films for Mays Business School over 2018. This is a great way to highlight, in a visual medium, the biggest and most productive ways that Mays Business School has had an impact over 50 years.
TPG will work with Mays Business School to identify people, organizations, and stories that will show well in film, as well as communicate the ways in which Mays Business School works to advance the world's prosperity.

Mays Business School will work with TPG to create a detailed production plan that clearly lays out the targeted finished product, broad stylistic direction(s), and schedule out shoots to make efficient use of production time. Ideally this is a monthly calendar with broad themes and ideas of what we will strive to produce over the year.

2-SOCIAL MEDIA IMPACTS: Taking the showcase videos to the worlds of Instagram, Facebook, and Snapchat.

Approximately :30 seconds in length

These social media impacts will take footage, and information gathered through the production of the MISSION VIDEOS, and condense them into a length suitable for sharing on social media.

Delivery will be 2 per quarter.

MONTHLY:

1-THE MISSION OF MAYS BUSINESS SCHOOL: Showcasing the creation of impactful knowledge.

Approximately 2-4 minutes in length

These pieces of content will work with, "engaged and productive scholars who develop ideas and knowledge that lead to solutions for today's problems and problems yet to be defined."

This series of highly cinematic films will look at the impacts Mays Business School is making on the world. The films will take a human perspective and examine research and the information being discovered, stories and accomplishments of Mays graduates, and the experiences being had by current students at Mays Business School. Each film will dive into a specific story, examine the truths behind what goes into fixing problems facing our nation, and world. Ideally the films would feature CEO's of large corporations associated with Mays Business School, notable scholars and professors, or students who represent the best parts of the college.

To be clear, the goal of these films is that when completed they represent content, "We all just want to watch."

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These will include a combination of interview footage, b-roll, images (as needed), animations (as needed), music, VO when necessary, and other components as they fit into specific stories.

OVER THE COURSE OF THE YEAR:

5-SOCIAL MEDIA TEMPLATES: TPG will work closely with Mays Business School creative team to develop (5) After Effects Templates whereby information can quickly be developed into a video for social media. 
Approximately :30 seconds in length

These pieces will be great for moments like when the new Business School Rankings are released, when a major gift is donated and there isn’t time to film a piece in time but recognition still needs to be made public, or when a student inevitably does something amazing that needs to be recognized.

10-MAYS EVENTS (NEWS STYLE COVERAGE): TPG will work with Mays Business School to cover up to 10 events in an news documentary fashion. Meaning we will capture footage, do simple interviews, and capture a handful of photos with one staff member on hand. Editing for each event will be discussed, but will not exceed 2 hours of post production time.

EXPECTATIONS FOR TPG, AND MAYS FOR THE DURATION OF THE CONTRACT

TPG will provide:

- Initial creative rundown meeting with TPG team to determine content calendar for the year
- Full HD video production and all equipment that is required (cinematic camera, mics, tripods, lighting, backgrounds, etc.)
- Creative consulting for each story/video to be produced
- Assistance in scheduling shoots, and securing locations
- 2 round of revisions per finished piece (additional revisions will be billed at $100/hour)
- Licensed music good for the life of the finished video
- Digital files delivered electronically in format of Mays Business School’s choice
- All raw files delivered on Mays Business School provided hard drive

Mays Business School will:

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- Work with TPG to create a detailed production plan that clearly lays out the targeted finished product, broad stylistic direction for each component, and schedule out shoots to make efficient use of production time.
- Organize interviews and assist during interview shoots to ensure correct message is captured. This can be initial contact with subject so that TPG is capable of scheduling and finishing shoot.
- Provide payment for travel beyond 40 miles round trip from College Station, TX.
- Vector graphics, and designs for lower thirds, intro slides, etc.
- Footage collected during production for the life of this contract, including interviews, footage gathered on behalf of CLIENT, and other footage collected specifically for a piece for TCLIENT will belong to CLIENT.

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<tr>
<th>MULTI-MONTH DISCOUNT</th>
<th>($10,000.00)</th>
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<tr>
<td>TOTAL PRODUCTION CONTRACT</td>
<td>$75,000.00/TOTAL</td>
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BILLING TERMS:

Contract to be billed out monthly beginning February, 2018, and ending in December, 2018.

Maroon & White L.P.
A Texas Limited Liability Company
308 George Bush Drive
College Station, TX 77840

Signature: [Signature]

Printed Name: [Andrew Kiley]

Date: 3.05.2018

CLIENT:

Company Name: Texas A&M Mays Business School

Signature: [Signature]

Printed Name: Robert C. Bounds

Director, Procurement Services

Date: 3-8-2018