STATEMENT OF WORK

Reference BLS-SOW-003. Monthly retainer services.

This Statement of Work is entered into between Brightline Studio (Synthetic Agency), referred to as the Agency, and Summit Ridge Outfitters, referred to as the Client.

1. Term

This Statement of Work takes effect on September 1, 2024, the Effective Date, and continues until either party ends it by giving 30 days written notice.

2. Scope of Services

Each month the Agency provides the following services to the Client:

- Ecommerce merchandising and product page updates
- Paid social campaign management
- Two email campaigns per month
- Monthly performance report

Work outside this scope needs a written change order signed by both parties before it begins.

3. Client Responsibilities

The Client gives the Agency timely access to brand assets, accounts and approvers, and responds to review requests within five business days.

4. Fees and Billing

The Client pays the Agency a monthly retainer fee of $8,000.00, referred to as the Retainer, for the services described in this Statement of Work.

Billing convention: the Agency invoices the Retainer monthly in advance. Each invoice is dated the 1st of the month and covers that calendar month.

Invoices are payable within 30 days of the invoice date. All amounts are in United States dollars and exclude sales tax. Third party costs that the Client approves in writing are billed to the Client at cost, with no markup.

5. Annual Fee Adjustment

On each anniversary of the Effective Date, beginning September 1, 2025, the monthly retainer fee increases by 5% over the fee then in effect, compounding each year.

6. General Terms

Each party keeps the other's non-public information confidential during and after the term. Ownership of final deliverables passes to the Client on payment in full. Any change to scope or fees must be agreed in writing and signed by both parties.

Signatures

Signed for Brightline Studio (Synthetic Agency)
Authorized signatory: [Sample Signatory]

Date: September 1, 2024

Signed for Summit Ridge Outfitters
Authorized signatory: [Sample Signatory]

Date: September 1, 2024