

UNITED SOCCER LEAGUE

PROFESSIONAL SERVICES STATEMENT OF WORK

Delivered to: Adam Satz, *United Soccer League*

Delivered by: Jessie Doig, *SportsEngine, Inc.*

EXECUTIVE PROJECT OVERVIEW

The United Soccer League (“USL”) has engaged SportsEngine, Inc. (“SportsEngine”) to build and support a template website. This website template is to be leveraged by United Soccer League in fulfilling a need to have a scalable, more modern website option for new or existing team websites of the Championship and L1 leagues within the United Soccer League brand. Using the content sharing capabilities of the SportsEngine platform, this template will allow United Soccer League to continue to utilize and optimize content sharing and promote sponsorships to ensure consistency in USL maintained content while also deepening the presence of individual team brands within web build deliverables.

This project will primarily focus on the aesthetic aspects of the website including a mobile-first strategy, page structure, imagery presence and expanded offering of styled page elements, as well as the repeatable onboarding processes to support teams that opt into the new website template. The design will be built as a template on the SportsEngine platform (see Deliverable 1) that Championship and L1 affiliates of United Soccer League can leverage (see Deliverable 2).

As a valued partner, SportsEngine is committed to providing the United Soccer League with consistent project updates and communication to ensure the successful delivery of this project. This Professional Services Statement of Work defines the approach, process, and deliverables included in this Professional Services engagement.

PROJECT DELIVERY OVERVIEW

Project Schedule and Communication:

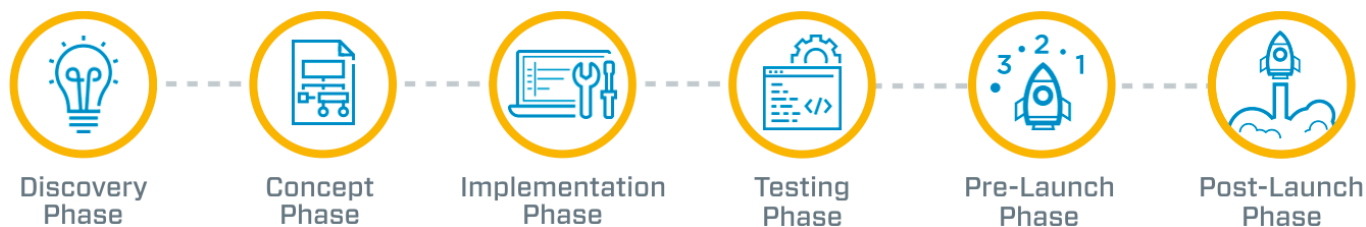
The SportsEngine project team will establish and maintain consistent meetings and will provide United Soccer League with detailed updates including agreed upon tasks and timelines during each phase of discovery and product development. Work will commence upon the execution of this Statement of Work, resource allocation and upon receipt of additional United Soccer League’s digital assets (logo, brand guidelines, photo imagery, etc.) as needed.

United Soccer League is responsible for completing and delivering its tasks and requirements in a timely and agreed upon timeframe. Delays resulting from United Soccer League’s inability to meet project tasks and requirements may impact project schedule and SportsEngine resource allocations.

Project Methodology and Phases:

SportsEngine leverages a proven project delivery methodology that is designed to be reliable, predictable, and flexible. The process leverages both waterfall and agile principles while balancing the need for speed and efficiency with high quality.

The process includes six major project phases that will require interaction and input from United Soccer League, beginning with the Discovery Phase and concluding after the launch of the project, inclusive of a completed template and the creation of its supporting process. Your assigned Project Manager will guide you through every step of the process to ensure that milestones, deliverables, tasks, roles, and responsibilities are clearly communicated.



Key Objectives by Project Phase

- Discovery Phase**
- Receive design assets from United Soccer League
 - Align on project scope, roles and responsibilities, and timelines
 - Begin operational and design needs assessment

- Concept Phase**
- Wireframe and mockup production for creative elements
 - Consultation on products and features
 - Site and product build strategy determined
 - Weekly project meetings held to discuss status, actions, and strategy

- Implementation Phase**
- Templated creative elements created
 - Registration sessions built
 - Content templates created

- Testing Phase**
- User testing completed by United Soccer League
 - Resulting defects resolved and retested
 - Training activities may begin

- Pre-Launch Phase**
- United Soccer League to finalize content
 - Training activities continue

- Post-Launch Phase**
- Launch activities completed
 - Training activities completed
 - Confirmation of functional and stable platform/project
 - 30-day post-launch warranty period begins
 - Roll-out to additional affiliates begins

SportsEngine Project Team



Project Manager

- Manages project scope, cost, schedule, and deliverables
- Point person for coordinating SportsEngine resources
- Responsible for overall project success



Solutions Architect

- SportsEngine product experts and consultants
- Responsible for training and implementation of developed solutions



Web Designer

- Responsible for all creative elements of a project
- Expert in the creative capabilities of the platform
- Provides industry best practices from a creative, design and layout perspective



Front-end Developer

- Responsible for bringing the web design concept to life on the platform
- Focuses on user experience, usability, interaction, efficiency and functionality
- Conducts quality assurance testing during the website implementation phase



Account Manager

- Maintains Client relationship after project launch
- Provides advanced training and technical support
- Progresses and advances Client processes through industry best practices

DESCRIPTION OF DELIVERABLES

1. Custom Template Creation

SportsEngine to create a design and onboarding process for the Championship and L1 team affiliates of United Soccer League.

2. Custom Template Implementation

United Soccer League affiliates will have the ability to opt into the template.

DELIVERABLE 1: CUSTOM TEMPLATE CREATION

SportsEngine to create a custom templated design and content sharing strategy for United Soccer League on the SportsEngine platform. This custom template will have some but not all custom functionality of existing USL websites. Please refer to Appendix A for explicit differences.

Creative Services:

SportsEngine will guide United Soccer League through a creative process to further refine the vision and functional user-facing components of their website template. This effort will include web design services for the creation of a functional wireframe and a creative mockup. We then build to the specifications laid out in the approved mockups.

United Soccer League will have the ability to select one team's branding to be used for the initial design and implementation. Final delivery will include a mobile-responsive website to be used for the selected event's purpose with a templated design available for other United Soccer League affiliates. Additional United Soccer League affiliates will have the option to include their logo and apply two specific branding colors or hex values for the website template.

Creative Discovery:

- Content, competitive, and functionality audit (mobile-first strategy)
- Discovery of tools, functionality, and special features
- Navigation/responsive element restructure

Web Design:

- Single wireframe with one (1) round of revisions
 - Home page, mobile
- Mockup creation with up to two (2) rounds of revisions
 - Home page, mobile
- Mockup creation with one (1) round of revisions
 - Home page, desktop
 - Internal page example, mobile
 - Internal page example, desktop
 - Splash page, mobile
 - Splash page, desktop
 - News feature page, mobile, desktop
- Site style guide
- Design features to include:
 - Global features
 - Global header with standard SE navigation structure and page search*
 - Styled network menu utilizing SportsEngine platform*
 - Styled SportsEngine standard page elements, including tables
 - Styled call-to-actions elements (3 options)
 - Styled link elements (3 options)
 - Styled news aggregator (3 options)

- Styled, optimized elements represented in the USL curated custom code library; info cards, slide up cards, bio cards, flip cards, link cards, accordion, info dropdown, custom article top, 3-wide aggregator
- Global admin-controlled site footer*
- Legal footer*
- Home page features:
 - Modernized full-width, banded home page layout
 - Scrolling sponsor bar*
 - Styled media slider element
 - Styled featured news aggregator

Front-end Development:

- Development of approved design on SportsEngine mobile-responsive platform**
- Styling of featured page elements
- Styling of the 30+ page standard content elements on the platform to match site design
- Styling of layout, features and functionality including navigation, footer, homepage, right rail, internal page

**These design elements will replicate functionality and general design that were previously built for the existing USL team affiliates template. Departures from these features would need to be scoped separately.*

***It is the assumption that league management features will continue to be maintained through the third-party tool Opta. This content will need to be managed by United Soccer League. Since SportsEngine does not own or control third-party code, there may be style or function limitations outside our control with any placed third-party code.*

Solution Architecture and Consultation:

A member of the Professional Services team will be the facilitator between United Soccer League and the SportsEngine platform to architect, consult and implement developed solutions when applicable. By combining Client objectives with industry best practices, SportsEngine product experts will work alongside United Soccer League on their strategic initiatives to develop business processes that meet their needs.

Creation of Template Pages:

SportsEngine to work with United Soccer League to build out and restructure content templates that will live on each team site. Examples of these could include news page templates, right rail containers, and sponsor page templates templates.

Permission and Access:

Knowing that the United Soccer League needs different levels of administrative access, SportsEngine will consult with United Soccer League to best support the various levels needed for different groups and individuals.

Creation of Site Guide:

SportsEngine will build a reference page on your website with best practices, help articles, and instructions specific to the United Soccer League template.

Admin Training:

SportsEngine will host a template walkthrough and admin training session before template launch to ensure United Soccer League is confident with their SportsEngine tools. If United Soccer League requires training beyond the initial training, those services will be done by mutual agreement and are subject to additional cost.

User Training:

SportsEngine will provide pre-recorded training videos covering the specific custom elements of the template. These will be housed on admin-only pages of the website. Further, admins will be able to reference the SportsEngine help library ensure United Soccer League is confident with their SportsEngine tools.

Deliverable 1 Schedule and Costs

The schedule as it relates specifically to the United Soccer League template will be produced and maintained by the Project Manager. Estimated product delivery and timeline outlined below.

Deliverable 1 Estimated Duration

Project Phase	Estimated Duration
Discovery	2 Week
Concept	7 Weeks
Implementation	5 Weeks
Testing	3 Weeks
Project Delivery Date	1 Week
Total Estimate	18 Weeks

Deliverable 1 Costs

Functional Area	Estimated Hours	Cost per Hour	Cost at Midpoint
Project Management	38 - 42	\$110	\$4,400
Creative / Front-end Development	190 - 198	\$110	\$21,340

Solution Architecture	47 - 51	\$100	\$4,900
Testing	22	\$50	\$1,100
Total Estimate	305 Hours	N/A	\$31,740

DELIVERABLE 2: CUSTOM TEMPLATE IMPLEMENTATION

United Soccer League can choose to offer this new template to their team affiliates. Affiliates will then have the ability to adjust the logo, name, and two colors. Additional deviations from the approved template would need to be scoped and sold separately.

United Soccer League’s team affiliates that opt into this template will have access to the following support services.

Customer Success Coach:

A member of the customer success team will partner with the United Soccer League affiliate contact to walk through the process of getting the United Soccer League template applied, configuring home page content, and launching their website.

Registration Build:

United Soccer League and its affiliates will be able to request registration sessions through our Customer Success team should registration through the SportsEngine platform be needed. There is a five-day turn time with the option to expedite for \$100.

Creative Services:

SportsEngine will configure the United Soccer League template to include the organization’s logo and two colors.

Front-end Development:

- Implementation of template on SportsEngine’s framework
- Non-standard deliverables
 - Implement third-party code for Opta as provided by client**

Content Services:

SportsEngine will provide up to ten (10) hours of content building services for United Soccer League affiliates, including content and copy re-architecting, homepage layout, and general navigation. SportsEngine will migrate articles from the past six months. All archived articles will be the responsibility of the United Soccer League. New content generation will be the sole responsibility of the United Soccer League affiliate. If the United Soccer League affiliate needs support and services beyond the initial setup, those services will be done by mutual agreement and are subject to additional cost.

SportsEngine will audit and transfer general content on United Soccer League affiliate’s current site to the new SportsEngine site, bringing over the most relevant information first.

What SportsEngine migrates:

- General Information (Ex: About, History, Rules/Policies, FAQ, Documents, Sponsors, Useful Links, Contact Information, Photos)
- Facebook & Twitter Feeds
- Recent News (past six months) and Upcoming Events

What SportsEngine does not migrate:

- Registrations and Forms
- Past Seasons - Stats, Schedules, Standings, Rosters
- Archived or outdated News or Events (older than six months or irrelevant)
- Large Schedule Uploads

*SportsEngine may restructure United Soccer League affiliate’s content to optimize user navigation, following best practices for website layout. Once SportsEngine completes migration of United Soccer League affiliate’s content, the United Soccer League affiliate will have the ability to change, add, or delete information. Any content can be edited, moved, copied, renamed, and rearranged.

Customer Support Services:

United Soccer League and its affiliates will have access to SportsEngine support resources inline in the “Need Help?” tab of their website and at help.sportsengine.com. Additionally, live support is available during the following hours:

- Monday - Friday: 8:00 a.m. to 7:00 p.m. (Central Time)
- Weekends and Observed Holidays: 9:00 a.m. to 6:00 p.m. (Central Time)

Deliverable 2 Schedule and Costs

Once scheduled, the typical timeline for product delivery for a United Soccer League is eight weeks. The full timeline to launch is greatly dependent on what is required for content build by the United Soccer League affiliate and is typically no less than ten weeks.

Estimated Project Duration

Project Phase	Estimated Duration
Asset Collection	1 Week
Implementation and Testing	5 Weeks
Client Testing	2 Week
Project Delivery	8 Weeks

Template Implementation Costs

Item	Implementation Cost
Custom Template Implementation	\$6,700 per website

*United Soccer League may choose to subsidize or pass along the implementation cost to its affiliate on a per project basis.

SUMMARY OF COSTS:

SportsEngine is submitting this Professional Services Statement of Work as a fixed fee engagement. SportsEngine will deliver services in accordance with this Statement of Work. Requests to perform work not expressly defined in this Statement of Work is subject to mutual agreement and may be subject to additional cost.

Project Costs Estimates

Item	Implementation Cost
Deliverable 1: Custom Template Creation	\$31,740.00
Deliverable 2: Custom Template Implementation	\$6,700.00 per site** <i>**Billed in the future</i>

Total Professional Services Quote: \$31,740.00

Total Amount Due: \$31,740.00

Professional Services Billing Terms:

- 50% of Total Professional Services Quote: Due at Time of SOW Signature
- 50% of Total Professional Services Quote: Due on June 12, 2021

Change Orders:

In the instance that additional work is required beyond what is included in this Statement of Work, a Change Order can be completed to properly scope, schedule and implement requested work. United Soccer League will work directly with their Account Manager and/or Project Manager to outline services requested. SportsEngine will then scope the efforts necessary to complete requested work and return the hours, cost and estimated time of delivery to Client within five (5) business days. United Soccer League will have the opportunity to decline or accept the work outlined in the Change Order, and subject to the outlined terms and conditions.

The pricing in this Statement of Work will expire on June 12, 2021, if not signed.

SPORTSENGINE, INC.

UNITED SOCCER LEAGUE

Signature

Signature

Name

Name

Title

Title

Date

Date

APPENDIX A: CUSTOM FUNCTIONALITY EXEMPTIONS

SportsEngine has completed multiple custom builds for United Soccer League with various custom components implemented across multiple properties. Some of these same components will be included in the custom template creation while some will not. For purpose of clarity, those exemptions are listed in this Appendix. This list is not exhaustive; if the functionality is not listed within the scoped deliverables above, the assumption is the functionality will not be included in the custom template build, even if it is not listed below.

Custom functionality exempted from template:

- Hero video
- Background video
- Hover image
- Timeline slider
- Timeline vertical
- Searchable table
- Ranking
- Bracket frameworks

APPENDIX B: PROFESSIONAL SERVICES BILLING RATES

Professional Services Billing Rates

Functional Area	Cost per Hour
Project Management	\$110.00
Creative and Front-end Services	\$110.00
Solutions Architecture	\$100.00
Quality Assurance	\$50.00
Content Services	\$50.00

SportsEngine reserves the right to change the Professional Services Billing Rates with sixty (60) days written notice to United Soccer League. These Billing Rates will apply to out of scope work, future work or work done under a separate Statement of Work.