

Statement of Work

For LSB Ball Academy

June 10, 2026 · Valid for 30 days

Lamont, here is the proposal we discussed for LSB Ball Academy. It presents two ways to work together: a retainer engagement where you pay for services and keep everything, and a growth partnership where we invest alongside you and share only in the new revenue we create together. This document covers what each option includes, what each costs, and how to choose between them.

FROM

MagisterDigital.ai

Dimitry Morgan, Co-Founder

TO

LSB Ball Academy

Lamont Smith, Founder

LSBballAcademy.com · San Diego, CA

AT A GLANCE

Option A (retainer): from \$10,000 one-time, plus \$1,000 per month

Option B (growth partnership): \$0 build fees, costs at reduced rates, 50/50 share on new revenue above your baseline

Pricing valid through: July 10, 2026

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1. Two ways to work together

Both options deliver the same foundational build: your registration and intake systems organized, your website connected to them, and your audience segmented with automated follow-up so inquiries stop slipping through the cracks. The difference is how the work is paid for and who shares in the growth.

| | Option A: Retainer | Option B: Growth partnership |
|---|--|--|
| Build fees | From \$10,000 one-time | \$0 (absorbed by MagisterDigital) |
| Monthly fees | \$1,000 system management | \$0 management fee |
| Custom AI automation | Quoted separately at standard rates | At cost: \$60/hour (standard rate \$120/hour) |
| SEO | Quoted separately at standard rates | \$600/month, covering citations, proxies, and campaign infrastructure |
| Ad spend, software, infrastructure | Paid by you directly | Paid by you directly |
| Revenue share | None. You keep 100%. | 50/50 on revenue above your monthly baseline |
| Equity | None | 25% vests at \$775K trailing-12-month revenue, 25% at \$1M, within 36 months |
| Term | Month to month after build | 36 months, 12-month minimum, exclusive |
| Best fit if | You want the systems built and managed, with no strings attached | You want a growth partner whose upside depends entirely on yours |

Option A is a standard services engagement. Option B trades fees for alignment: we absorb the standard marketing work, bill specialist work at cost, and make money only when LSB Ball Academy makes new money.

2. Option A: Retainer engagement

This option builds and manages the systems mapped in our calls: the club team tryout funnel, the workout registration funnel, the website pages that document them, and the segmented follow-up that replaces broadcast email. You pay for the work and keep every dollar of revenue.

01 — Registration and intake system build

\$2,000 one-time · *Your registration platform, configured end to end*

- Discovery session to map and verify your registration platform's capabilities, current setup, and payment configuration before any build work begins
- Club team tryout registration by age group, with paid tryout sessions and payment collected at signup
- Workout session registration with fixed schedules, age groups, and per-session capacity caps
- Automated inquiry response and routing by program type, so every inquiry receives a same-format reply with next steps
- Invitation and registration links for team placement following evaluation
- Walkthrough and training for you and your designated staff

02 — Website integration build

\$3,000 one-time · *Two pages connecting your website to your registration systems*

- A dedicated club tryout procedure page documenting the steps from inquiry to team placement, with registration links embedded
- A camp page rebuild: who, what, and where presented above the fold, what is included (daily schedule, snack and lunch policy), a single registration call to action, and trust elements
- Social proof slots and Instagram feed integration on the pages where visitors decide
- Mobile-first responsive layout with conversion-focused architecture

03 — Audience segmentation and nurture automation

From \$5,000 one-time, finalized at discovery · *Intentional messaging per audience, replacing the global broadcast*

- Database segmentation by program: club teams, camps, group workouts, individual training, consulting, and merchandise

- Distinct reactivation sequences per segment, written to each audience's prior experience with your programs
- Automated follow-up sequences for new inquiries by program type
- Scope verified at discovery against your registration platform's native capabilities; the final figure within the range is set there before work begins

04 — Monthly system management

\$1,000 per month · *The systems stay current as your programs change*

- Session, schedule, and capacity updates as programs open, fill, and close
- Segment upkeep as athletes move between programs
- Sequence tuning based on response data
- Coordination with your social media contractor on content the systems use
- Monthly report and live call

Option A pricing summary

| Service | One-time | Monthly |
|--|----------------------|----------------|
| Registration and intake system build | \$2,000 | — |
| Website integration build (two pages) | \$3,000 | — |
| Audience segmentation and nurture automation | From \$5,000 | — |
| Monthly system management | — | \$1,000 |
| Total | From \$10,000 | \$1,000 |

Paid advertising (Meta, YouTube, Google) is not included in Option A and is quoted separately at activation. Ad spend on any platform is always paid by LSB Ball Academy directly to the platform.

3. Option B: Growth partnership term sheet

This section is a non-binding summary of terms. If selected, definitive agreements covering the revenue share and equity are drafted and reviewed by both parties' counsel before taking effect. The service work can begin under this statement of work while those agreements are prepared.

What MagisterDigital delivers

- Everything in Option A: the registration system build, the website integration build, the segmentation and nurture automation, and ongoing system management
- Ongoing marketing, funnel, and design capability operating as LSB Ball Academy's growth department
- Custom AI automation work as scoped and approved, billed at cost

What LSB Ball Academy pays

| Item | Terms |
|---|---|
| Web design, registration system build, ad management, and system management | \$0. Absorbed by MagisterDigital. |
| Custom AI automation work | At cost: \$60 per hour (standard rate \$120 per hour), scoped and approved before work begins |
| SEO | \$600 per month, covering citations, proxies, and campaign infrastructure |
| Ad spend, software subscriptions, and tech infrastructure | Paid by LSB Ball Academy directly |

Revenue share

- Baseline: a verified monthly revenue schedule built from LSB Ball Academy's trailing twelve months of actuals, attached as Exhibit A. The baseline covers the for-profit entity only; the nonprofit is excluded from the baseline and the split entirely.
- Each month, revenue above that month's baseline figure is split 50/50 between LSB Ball Academy and MagisterDigital
- Settled monthly, with an annual true-up so seasonality and timing differences wash out fairly in both directions

- Revenue at or below the monthly baseline belongs to LSB Ball Academy in full. The share applies only to new revenue.

Equity

- 25% of LSB Ball Academy equity vests when trailing-twelve-month revenue reaches \$775,000
- A further 25% vests when trailing-twelve-month revenue reaches \$1,000,000
- Both milestones must be reached within 36 months of signing. Vested equity remains vested; unvested equity expires at month 36.
- At full vest or at expiry of the 36-month window, the engagement is renegotiated

Term and commitments

- 12-month minimum term; 36-month partnership window
- During the term, MagisterDigital is the exclusive provider of marketing, web, CRM, and automation services for LSB Ball Academy
- LSB Ball Academy commits to expanding coaching staff and gym capacity in line with the demand the systems generate, since revenue growth depends on capacity as well as marketing
- LSB Ball Academy represents that it is the sole owner of the business and that no third party holds equity or rights to equity
- Definitive agreements covering the revenue share and equity issuance are drafted by counsel; this term sheet is the agreed framework for those documents

4. How the process works

Six steps, in order. The same process applies under either option.

| | |
|-------------------------------|--|
| 1. Kickoff | A scheduled call to confirm scope, gather access, and set the working cadence. |
| 2. Discovery | We map your registration platform's capabilities, your program structure, and your audience data. Under Option B, the baseline revenue schedule is verified here. The segmentation and automation scope is finalized at this step. |
| 3. Build | Registration systems configured, website pages built, segments and sequences created. |
| 4. Review and refine | You review every deliverable against the discovery scope before launch. Revisions to meet the agreed specifications are included. |
| 5. Launch | Systems go live: registration flows, website pages, and follow-up sequences. |
| 6. Optimize and report | Ongoing management with a monthly report and live call. Sequences and systems are tuned as response data accumulates. |

5. What we need from you

Six things keep this project on schedule:

- Administrator access to your registration platform and website
- Program details: age groups, schedules, capacities, and pricing for club teams, workouts, and camps
- Photo and video footage plus testimonials for the website pages and sequences
- Under Option B: trailing-twelve-month revenue records for the for-profit entity, to build the Exhibit A baseline schedule
- A designated point of contact for approvals and questions
- Responses to approval requests within 5 business days, so build momentum is not lost

6. Not included in this engagement

To keep scope clear, the following are explicitly outside this statement of work:

- Paid advertising management (Meta, YouTube, Google). Available as future scope, quoted separately at activation.
- Replacement or rebuild of your registration platform. This engagement configures and extends what you have.
- Marketing for the nonprofit entity
- Enrollment outcomes for this season's camps. The systems built here are designed for the coming club season and future program cycles.
- Social media content creation and posting, which remains with your existing contractor
- Telephone lines, phone numbers, or telephony services beyond what is scoped at discovery
- Legal and accounting services. Definitive agreements under Option B are prepared by each party's own counsel.

7. Terms and conditions

- Under Option A, build fees are due before work begins on each line item; monthly fees are due at the start of each month
- Under Option B, at-cost and reduced-rate work is invoiced monthly; absorbed services carry no charge
- Build deliverables are reviewed and approved against the discovery scope before launch. Revisions to meet the agreed specifications are included in the build fee.
- Client responses to approval requests within 5 business days keep the project on schedule
- Ad spend and platform or software subscription costs are paid by LSB Ball Academy directly to those providers and are not included in this agreement
- Section 3 of this document is a non-binding term sheet. The revenue share and equity terms take effect only upon execution of definitive agreements drafted by counsel.
- Results depend on market conditions, competition, seasonality, and platform performance. No specific number of registrations, sign-ups, or revenue outcomes is guaranteed.
- General awareness of industry standards is built into the recommendations, but final regulatory and licensing compliance remains the business's responsibility
- This statement of work is valid for 30 days from the date above. Pricing may change after that date.

8. Signatures

By signing below, both parties agree to proceed under the option selected. After signing, the kickoff call is scheduled, discovery begins, and the build phase follows discovery completion. If Option B is selected, the signatures below confirm the term sheet framework, and definitive agreements follow per Section 3.

Option selected (initial one)

- Option A: Retainer engagement
- Option B: Growth partnership

MagisterDigital.ai

Signature

Dimitry Morgan, Co-Founder

Date: _____

LSB Ball Academy

Signature

Lamont Smith, Founder

Date: _____