

**Andy Mineo / Miner League + Brian Richard Griffin / ACHAIA, LLC**

January 13, 2026 — February 13, 2026 Scope Agreement

By payment of invoice, the following services are agreed upon between Andy Mineo + ACHAIA, LLC.

## **Fan Engagement & Activation Funnel Retainer (Foundation Phase)**

Fan Engagement covers the strategy and execution of activations that turn attention into owned fans, with strategic guidance on how to amplify those moments for the owned artist-fan channels, including fan marketing targeting, segmentation, data capture funnels and their associated technology and tools. It does not include full-service marketing execution or ongoing operational support beyond what is explicitly defined above.

### **Objective**

The purpose of Fan Engagement is to **build, activate, and learn from owned fan relationships** through intentional digital experiences. This scope focuses on **infrastructure, experimentation, and activation**, not full-service marketing execution across all channels.

### **Included Services**

#### **1. Fan Funnel Development & Data Capture**

Design and ongoing refinement of a fan funnel that converts passive listeners into owned audiences.

Includes:

- Strategy for capturing fan data (email, SMS, gated access)
- Funnel logic tied to releases, content drops, or fan moments
- Optimization of entry points based on fan behavior and participation

Does not include:

- Guaranteed revenue outcomes
- Paid traffic execution or media buying

#### **2. Text & Email Platform Setup, Segmentation & Activation Messaging**

Setup and management of communication infrastructure required to support fan activations.

Includes:

- Initial setup and configuration of email and SMS platforms
- Creation of lists, tags, and audience segments
- Foundational automations required for activations (e.g., confirmations, unlocks, early access)

Includes ongoing usage:

- Up to 2-3 email sends per week, sent either to segmented audiences or the general audience, depending on the needs of active campaigns or fan activations
- Graphic design, copywriting and execution of activation-related email messaging

Does not include:

- Inbox or community management

### **3. Website Management (Activation-Related) & Gated Access**

Creation and management of web experiences directly tied to fan activations.

Includes:

- Activation-specific pages (RSVP pages, unlock pages, gated drops)
- Gated access experiences connected to email/SMS participation
- Minor updates to activation-related pages if the site was built as a separate project

Does not include:

- Full website builds or redesigns

### **4. Engagement Ideas & Strategy (Campaign-Bound)**

Strategic planning and ideation focused specifically on active campaigns and releases.

Includes:

- Engagement concepts tied to agreed-upon activations
- Strategy aligned with timing, fan behavior, and learning objectives
- Planning that directly leads to execution within this scope

Does not include:

- Unlimited brainstorming or advisory sessions
- Strategy unrelated to fan activation or ownership

### **5. Monthly Digital Activation or Experiment**

Execution of at least one digital fan activation or experiment per month.

Activations are designed to:

- Drive fan participation
- Capture data
- Test engagement hypotheses
- Build momentum around key moments
- For this Phase 1 experimental phase, event logistics such as audio specs and livestreams will be honored for this phase with intent to include it in broader scope after this Phase, intended to end after Feb. 13 2026.

### **6. Advertising & Boost Consultation**

Strategic recommendations on how and when to boost content to support fan activations and key moments.

Includes:

- Guidance on boosting content where it makes sense across platforms, including YouTube, and other relevant platforms
- Recommendations on budget ranges, timing, and content selection for boosts
- Strategic alignment between paid boosts and fan activation goals

Does not include:

- Paid ad creation, execution, or media buying
- Management of ad accounts or campaign
- Ad spend or creative production costs

### **Out of Scope for Phase 1**

The following are **not included** in the Fan Engagement scope unless agreed to separately in writing: This phase is intentionally focused on fan engagement and activation infrastructure. The following are outside the scope of Phase 1 unless added separately in writing:

- Full release management or checklist execution
- DSP pitching, playlist submissions, or distribution coordination
- Ongoing inbox or day-to-day operations management
- Paid advertising execution or media buying
- Merch production, touring logistics, or physical fulfillment
- Full website builds, redesigns, or brand identity work
- These areas can be layered in during future phases as goals and budget allow.

### **Scope Management**

Requests falling outside the scope defined above will be deferred or scoped separately at an agreed rate prior to execution. Scope adjustments will be confirmed in writing.