THE MAKSE AGENCY CORPORATION
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Invoice #TMA-CS-IRL-001

Issue date
July 9, 2026

Claressa Shields IRL Streaming Media Operation

Initial activation, equipment procurement, staffing, executive production, and first-month operations.

Customer	Invoice Details	Current Payment	Remaining Term
Claressa Shields Management Team	Initial Activation 90-Day Initial Term Due Upon Receipt	$27,125.00 Due Upon Receipt	2 Monthly Payments $22,000.00 Billed Separately

PAYMENT OPTIONS

ZELLE 678-635-8914 | maksemedia

ACH / WIRE ACCOUNT 334083750653

CASH APP $themakseagencycash

WIRE ROUTING 026009593

Items	Quantity	Price	Amount
IRL System Development & Launch Complete architecture and activation of the mobile IRL operation, including platform setup, system configuration, field testing, operator onboarding, workflow documentation, and direct launch supervision during the first two weeks.	1	$7,500.00	$7,500.00
Approved Equipment Budget / Deposit Working equipment allowance for the IRL Backpack V7, camera and lens, wireless audio, portable power, storage, mounting, cabling, monitoring, and approved backup accessories. Actual purchases will be reconciled.	1	$7,500.00	$7,500.00
Equipment Procurement & Management - 15% Research, sourcing, vendor coordination, ordering, receiving, inspection, inventory documentation, configuration, compatibility testing, and deployment preparation.	1	$1,125.00	$1,125.00
Dedicated Camera Operator & Editor - Month One On-call coverage approximately 4-5 days per week, IRL camera operation, equipment care, file management, approved travel and appearance coverage, and delivery of approximately 20-25 social clips per week.	1	$4,500.00	$4,500.00
Executive Producer & IRL Content Director - Month One Staff management, payroll administration, scheduling, content strategy, technical oversight, quality control, platform workflow, travel as needed, brand protection, sponsor integration, and ongoing stream graphics and branding.	1	$6,500.00	$6,500.00

Subtotal	$27,125.00
Total Due	**$27,125.00**

Payment is due upon receipt and is required before equipment ordering, staffing activation, and launch work begin. Detailed scope and terms continue on the following pages.

Detailed Scope of Work

The initial invoice funds the complete launch of the IRL media operation and the first month of active staffing and management.

A. IRL SYSTEM DESIGN, BUILDOUT & LAUNCH

- Design the end-to-end mobile streaming workflow for approved public-facing content, appearances, lifestyle moments, travel, sponsor integrations, and behind-the-scenes access.
- Configure and integrate the IRL Backpack V7, camera, lens, wireless audio, portable power, connectivity, storage, monitoring, and supporting field equipment.
- Set up approved streaming platforms, account permissions, scene structure, stream titles, monitoring procedures, and quality-control checkpoints.
- Test the system in realistic indoor, outdoor, mobile, travel, and event environments before regular deployment.
- Create operating procedures for setup, shutdown, battery rotation, media handling, signal loss, connectivity failover, file transfer, and emergency stream termination.
- Recruit, onboard, train, and supervise the dedicated camera operator/editor assigned to the account.
- Provide direct on-site or traveling oversight during the first two weeks of streaming to stabilize the workflow and correct issues in real time.

B. DEDICATED CAMERA OPERATOR & EDITOR

- Provide on-call availability approximately four to five days per week based on Claressa Shields' approved schedule and content priorities.
- Operate the IRL camera system for approved lifestyle, promotional, community, media, sponsor, travel, and behind-the-scenes coverage.
- Prepare, charge, maintain, protect, and inventory the assigned streaming equipment before and after each use.
- Organize, transfer, label, archive, and deliver recorded files, approved clips, and stream assets.
- Edit and deliver approximately 20-25 approved social-media clips per week for distribution across selected platforms.
- Coordinate daily needs, file delivery, schedule changes, and technical issues directly through The Makse Agency.
- Private training streams immediately before a fight are excluded unless specifically approved by Claressa Shields and her management team.

C. EXECUTIVE PRODUCER & IRL CONTENT DIRECTOR

- Manage the dedicated camera operator/editor and any additional approved production staff assigned to the account.
- Run payroll and distribute approved staff compensation through The Makse Agency.
- Coordinate schedules, access, content priorities, approvals, production logistics, travel needs, and platform requirements with Claressa Shields' team.
- Develop IRL content strategy, recurring stream concepts, audience-engagement formats, sponsor-ready opportunities, and platform rollout plans.
- Provide technical oversight, stream quality control, troubleshooting, equipment workflow supervision, and operational accountability.
- Protect the Claressa Shields brand by identifying private, sensitive, pre-fight, or otherwise restricted moments that should not be streamed or released.
- Travel with the team as needed, especially during launch and priority appearances, with travel expenses paid directly by Claressa Shields' team.

D. ONGOING GRAPHICS & STREAM BRANDING

- Updated lower thirds, speaker identifiers, and branded name keys.
- New stream graphics, branded scenes, promotional overlays, calls to action, and holding screens.
- Sponsor graphics, approved partner integration, and campaign-specific visual assets.
- Event-specific title cards, stream-title cards, promotional screens, and branded visual adjustments.
- Ongoing branding maintenance, quality control, revisions, and visual consistency across approved streams.

Financial Schedule, Equipment & Terms

This page explains how the equipment deposit is handled, what remains due during the initial term, and which expenses are paid directly by the client.

EQUIPMENT BUDGET & RECONCILIATION

The $7,500 equipment line is an approved working budget and deposit, not a flat equipment markup. It is intended to cover the IRL Backpack V7 (No Camera), currently budgeted at $2,395, plus the approved camera, lens, wireless audio, power, storage, mounting, cabling, monitoring, and backup field-production components required for the operation.

- Approved purchases will be documented and reconciled against actual equipment expenses.
- Unused equipment funds will be credited toward future invoices or returned after reconciliation unless otherwise approved in writing.
- Any purchase exceeding the approved $7,500 equipment budget requires written approval before the order is placed.
- The 15% procurement fee covers professional sourcing, ordering, receiving, inspection, configuration, compatibility testing, and deployment preparation.
- Equipment warranties, returns, and exchanges remain subject to the applicable vendor policies.
- Ownership and custody of purchased equipment will be documented after full payment, final reconciliation, and delivery.

INITIAL 90-DAY BILLING SCHEDULE

Billing Stage	Due	Status	Amount
Initial Activation + Month One	Upon Receipt	Current Invoice	$27,125.00
Month Two Retainer	1st of Month	Future Invoice	$11,000.00
Month Three Retainer	1st of Month	Future Invoice	$11,000.00

Projected 90-Day Total: $49,125.00

CLIENT-PAID EXPENSES & EXCLUSIONS

- Cellular service, bonded-data plans, streaming subscriptions, platform fees, cloud storage, and software subscriptions are established and paid directly by Claressa Shields' team.
- Airfare, lodging, ground transportation, baggage, parking, per diem, and other travel costs are paid directly by Claressa Shields' team on a per-trip basis.
- Fight-week premium production is excluded from the standard monthly retainer and may require a second camera operator, an additional editor, increased content volume, accelerated delivery, and event-specific support.
- Major equipment repair, loss, theft, misuse, replacement, additional staff, additional shooting days, paid advertising, music licensing, or deliverables beyond the approved scope require separate approval and billing.

PAYMENT & ACTIVATION TERMS

- Total due on this invoice is $27,125.00 and is payable upon receipt.
- Cleared payment authorizes The Makse Agency to begin approved equipment procurement, staffing activation, scheduling, system buildout, and launch services.
- The recurring monthly retainer is $11,000 and is paid to The Makse Agency on the first day of each month. The agency will run payroll and distribute approved staff payments.
- The initial agreement term is three months, with an option to extend for an additional three or six months.
- Late or incomplete payment may delay equipment orders, staffing, launch scheduling, or continued production coverage.
- Material changes to staffing, deliverables, schedule, event coverage, or production scope require written approval and may result in an additional invoice.

REMITTANCE CONFIRMATION

Please include "Claressa Shields IRL Activation" and invoice #TMA-CS-IRL-001 with payment. Send payment confirmation to info@themakseagency.com after remittance.

Thank you for trusting The Makse Agency to build and manage this IRL media operation.