



CONTRACT RENEWAL LETTER

Date: October 08, 2025
Contract #: UCPJMU5726
Service: Atlantic Union Bank Center - LED Displays Package
Renewal Period: 1/17/2026 to 1/16/2027
Renewal #: 5 of 8 One-Yr
Issued By: James Madison University
Colleen Johnson, Lead Commodity Contract Officer Ph: 540-568-3137
Fx: 540-568-7935

Contractor: DAKTRONICS, INC
331 32ND AVE., PO BOX 5128
BROOKINGS, SD 57006

Contract Administrator: Kevin Warner, Athletics

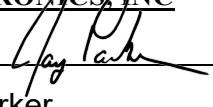
Description of Renewal Notice:

In accordance with the renewal provision of the original contract all terms, conditions, and specifications of the original contract remain the same during the contract renewal period, along with any modifications that have been incorporated up until this point. The previous contract pricing scheudle is hereby replaced with the pricing schedule attached to this renewal.

All invoices shall be submitted within sixty days of contract renewal term expiration as well as for each subsequent contract renewal period. Any invoices submitted after the sixty day period will not be processed for payment.

Return one executed renewal notice to my attention within ten days.

DAKTRONICS INC

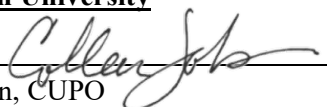
By: 

Jay Parker
Name (print)

Vice President 11/5/2025

Title Date Signed

James Madison University

By: 

Colleen Johnson, CUPO
Name (print)

Lead Commodity Contract Officer 10/8/2025

Title Date Signed



Contract #: UCPJMU5726
Contractor: DAKTRONICS, INC
Renewal Period: 1/17/2026-1/16/2027
Commodity: Atlantic Union Bank Center - LED Displays Package

UCPJMU5726: James Madison University Daktronics Pricing													
Professional Service Package #808591		Year 3: 7/1/2025-6/30/2026			Year 4: 7/1/2026-6/30/2027			Year 5: 7/1/2027-6/30/2028			Year 6: 7/1/2028-6/30/2029		
Item	Description	Quantity	\$/Unit	JMU Total	Quantity	\$/Unit	JMU Total	Quantity	\$/Unit	JMU Total	Quantity	\$/Unit	JMU Total
Event Producer	Full-time event producer; Payment schedule 50% due by July 31; 50% due by December 1.	1	NA	\$90,750	1	NA	\$90,750	1	NA	\$93,375	1	NA	\$93,375
Event Support	Football - Event Crew 6 season games and 1 spring game. Billed monthly in arrears.	7	\$3,475	\$24,325	7	\$3,475	\$24,325	7	\$3,900	\$27,300	7	\$3,900	\$27,300
Event Support	Men's and Women's Basketball - Event Crew 32 season games. Billed monthly in arrears.	32	\$2,500	\$80,000	32	\$2,500	\$80,000	32	\$2,775	\$88,800	32	\$2,775	\$88,800
Event Support	Volleyball (16); Men's and Women's Soccer (24); Women's Lacrosse (8)	48	\$350	\$16,800	48	\$350	\$16,800	48	\$375	\$18,000	48	\$375	\$18,000
Event Production Annual Sub - Total				\$211,875			\$211,875			\$227,475			\$227,475
Creative Services	Animation and design services; Payment schedule 50% due by July 31; 50% due by December 1.	800	\$150	\$120,000	800	\$150	\$120,000	800	\$150	\$120,000	800	\$150	\$120,000
Annual Total				\$331,875			\$331,875			\$347,475			\$347,475

Football Event Day Support - #E18212				
Item	Description	Quantity	\$/Unit	JMU Total
Event Day Support	Display Hardware Technician Pre-Game Check; Agreement date start 8/1/25-7/31/26 Play-off games will be billed separately at the same rate.	6	\$1,610	\$9,660
Annual Total				\$9,660

Optional Items Pricing**			
Item	Description	Price Per Unit	Notes
Training - Webinar	2 hour 1 on 1 with a Control Systems Specialist	\$790	
	An additional 2 hours	\$790	
Training - Onsite	1 day on onsite, inclusive of travel	\$5,238	
	2 days on onsite, inclusive of travel	\$7,522	
	3 days on onsite, inclusive of travel	\$9,806	
Game Day Support	Control Systems Event support cost per game inclusive of travel onsite. Includes a dedicated trainer to provide training or event support.	1 day \$5,238	
		2 days \$7,522	
		3 days \$9,806	
Ad hoc Event Production Crew Rates for Non-Athletic Events*	For JMU Events by Non-Athletic Departments Daktronics provides the attached "Video Board Production Pricing" effective through June 30, 2026. NOTE: A minimum 2-week notice is required. Custom event requests not addressed by this pricing will be quoted to scope on a event-by-event basis.		
Hardware	Daktronics offers 20% off list price for all future standard product purchases.		
NOTE: Additional details in the original contract and relevant order forms.			

Athletics Agreement #E281276								
Item	Description	Quantity	25-26	26-27	27-28	28-29	7/1/29-10/14/29	Notes
Signage Maintenance	Convocation Center - Volleyball 192x416 Video Display Item ID S281276 - Enhanced w/24	1	\$4,260	\$4,360	NA	NA	NA	7/1-6/30 Annually
Signage Maintenance	Convocation Center Marquee 48x96 Galaxy Display Item ID S136070 - Enhanced w/24	1	\$2,775	\$2,860	\$1,835	NA	NA	7/1-6/30 Annually
Signage Maintenance	Convocation Center - Volleyball DMP 8300 Media Player Item ID C31647 - Enhanced w/24	1	\$3,210	\$3,305	\$3,405	\$2,380	\$705	7/1-6/30 Annually, except 2029
Signage Maintenance	Savage Natatorium - Aquatics 192x288 Video Display Item ID S253100 - Enhanced w/24	1	\$4,625	NA	NA	NA	NA	7/1-6/30 Annually
Annual Total			\$14,870	\$10,525	\$5,240	\$2,380	\$705	

Athletics Agreement #E28695								
Item	Description	Quantity	25-26	26-27	27-28	28-29	29-30	Notes
Signage Maintenance	AUBC; Item ID C28695, Enhanced Audio	1	\$34,065	\$35,085	\$36,140	\$37,225	\$38,340	10/15-10/14 Annually
Signage Maintenance	Sentara Park: Soccer, Lacrosse, Track Item ID C29688A, Enhanced Audio	1	\$8,905	\$9,180	\$9,840	\$10,145	\$10,455	10/15-10/14 Annually
Signage Maintenance	Sentara Park: Soccer, Lacrosse, Track Item ID C29688-Labor Only, Enhanced Audio	1	\$7,655	\$7,885	\$8,125	\$8,370	\$8,625	10/15-10/14 Annually
Signage Maintenance	Bridgeforth Stadium Item ID C29688, Enhanced Audio	1	\$26,635	\$25,975	\$27,090	\$27,965	\$30,285	10/15-10/14 Annually
Signage Maintenance	Service Access/Lift, Enhanced Audio	2	\$4,170	\$4,300	\$4,430	\$4,560	\$4,700	10/15-10/14 Annually
Annual Total			\$81,430	\$82,425	\$85,625	\$88,265	\$92,405	

UREC Agreement #E161083			
Item	Description	Quantity	7/1/2023-12/31/2027
Signage Maintenance	Devon Ln. UREC Display - Marquee 64x112 Galaxy Display Item ID S131083 - Essential (Prepaid)	1	\$2,380

Athletics Quote #879357-1-0 (to be added to a maintenance agreement after 2030)			
Item	Description	Quantity	8/19/2025-8/18/2030
Signage Maintenance	Neff Ave. Sentara Park Display Marquee 144x252 Galaxy Display; Item ID S349233 - Five Year - Parts Only (prepaid)	1	prepaid in purchase Quote# 879357-1-0

NOTE: Additional details in the original contract and relevant order forms.

ATLANTIC UNION BANK CENTER

VIDEO BOARD PRODUCTION PRICING

PRODUCTION SERVICES PROVIDED BY DAKTRONICS

FULL CREW | \$3,950

Typically used for a basketball game. Includes:

- | | | | |
|---------------|---------------|----------|-------------|
| • Producer | • Director/TD | • Shader | • Graphics |
| • Cameras (4) | • Robo Camera | • Replay | • Grips (2) |

PARTIAL CREW | \$3,150

Typically used for JMU Commencement. Includes:

- | | | | |
|---------------|---------------|------------|------------|
| • Producer | • Director/TD | • Shader | • Graphics |
| • Cameras (2) | • Robo Camera | • Grip (1) | |

GRAPHICS ONLY – SPECIFIC TIMING/AUDIO | \$750

Events requiring an operator to trigger content and/or videos at a specific time DURING their event. Includes:

- Producer/Graphics

GRAPHICS ONLY – STATIC OR LOOPING | \$250

Events requiring the playback of static or animated looping graphics for the duration of the event. No operator is present during the event.

CUSTOM CREW – | STARTING AT \$750

Events requiring a customized crew not provided above.

First operator - \$750

Each additional operator - \$400

ADDITIONAL SET DAYS - HALF DAY INCREMENTS (4 HOURS) | \$250

All events include one (1) full set day, up to eight (8) hours, for loading and programming of content by one (1) operator. Events requiring additional setup time, beyond one (1) full set day, will be charged in half day increments.

All events require a minimum two-week notice.

Notice of event changes or cancellations must be provided to Daktronics, in writing, no later than 24 hours prior to the scheduled start of the event. Once crew members arrive on site the full event rate will be applied.

Content provided for an event must be built to the appropriate display specifications and delivered to the Daktronics Event Producer prior to a scheduled set day.

All rates listed above are based on single events, defined as single session, single ticketed events. A single event does not exceed eight (8) hours from gates open to gates closed. Multiple events or events exceeding eight (8) hours will be quoted separately.

Rates above do not include any applicable taxes. Purchaser is solely responsible for all applicable taxes.

Rates above do not reflect incidental costs such as meals for crew members. Incidental costs will be determined on an event-by-event basis.