



CONTRACT RENEWAL LETTER

Date: April 18, 2025
Contract #: UCPJMU6085
Service: Videography Services
Renewal Period: 7/23/2025 to 7/22/2026
Renewal #: 4 of 4 One-Yr
Issued By: James Madison University
Adam Fleming, Buyer Senior
Ph: 540-568-4280
Fx: 540-568-7935

Contractor: DV Entertainment
Attn: David Verde
PO Box 1885
Staunton, VA 24402

Contract Administrator: Justin Roth, Communications & Marketing


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 contract pricing will remain the same and is 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.

DV Entertainment

By: 


David Verde

Name (print)

Owner 4.30.25

Title *Date Signed*

James Madison University

By: 

Adam Fleming,

Name (print)

Buyer Senior

Title *Date Signed* 04/18/25



Contract #: UCPJMU6085
Contractor: DV Entertainment, LLC
Renewal Period: 7/23/2025 - 7/22/2026
Commodity: Videography Services

Pricing Schedule:

For Produced Video	Rate - Day / Hourly
Pre-production and planning	\$100.00 /Hr
Script writing	\$100.00 /Hr
Video capture (on location)	\$1,600.00 /Day Baseline
Video capture (In Studio)	\$1,600.00 /Day Baseline
Director	\$1,300.00 /Day
Director of Photograph	\$1,300.00 /Day
Camera Operator(s)	\$850.00 /Day
Producer	\$850.00 /Day
Grip	\$650.00 /Day
Gaffer	\$650.00 /Day
Assistant Camera	\$650.00 /Day
Sound Mixer	\$650.00 /Day
Associate Producer	\$650.00 /Day
Assistant Director	\$650.00 /Day
Production Assistant	\$400.00 /Day
Hair & Make Up	\$650.00 /Day
Graphics and title development	\$150.00 /Hr
Video Editing	\$100.00 /Hr
Audio editing	\$100.00 /Hr
Finalizing files (compressing, uploading, etc)	\$100.00 /Hr
Voice over	\$350.00 / 3 min video
For Live Events	Rate - Day / Hourly
Site visit and planning	\$150 /Hr
Camera Operator	\$1,500 /Day
Director	\$2,500 /Day
Post-production and delivery of live video archive	\$150.00 /Hr
Photography	Day Rates
Lead Photographer with Camera and equipment	\$3,000.00 /Day
Photo Editing	\$150.00 /Hr

Equipment Rental	Day Rate
Grip Van Package (Local to GMU)	\$400.00
Sony FX9 Camera Package	\$250.00 /Day
Sony FX6 Camera Package	\$250.00 /Day
Sony FS7 Camera Package	\$250.00 /Day
Sony FX3 Camera Package	\$200.00 /Day
Action Camera Kit (2 cameras)	\$100.00 /Day
Lens Package	\$100.00 /Day
Field Audio Package	\$250.00 /Day
AC Follow Focus Package	\$200.00 /Day
Single Person Interview Lighting	\$150.00 /Day
Additional/supplemental lighting	Base on project needs/client request / Billed per day
Wireless Client Monitor System	\$150.00 /Day
Teleprompter	\$150.00 /Day
3-axis Gimbal Stabilizer	\$100.00 /Day
Dana Dolly Kit	\$150.00 /Day
Remote-Interview Zoom integration	\$150.00 /Day