



**CONTRACT RENEWAL LETTER**

**Date:** May 03, 2024  
**Contract #:** UCPJMU6086  
**Service:** Videography Services  
**Renewal Period:** 7/23/2024 to 7/22/2025  
**Renewal #:** 3 of 4 One-Yr  
**Issued By:** James Madison University  
Adam Fleming, Buyer Senior Ph: 540-568-4280  
Fx: 540-568-7935

**Contractor:** AVAdventure  
Attn: Liz Sykes  
2216 A Stuart Ave  
Richmond, VA 23220

**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.

**AVAdventure**

**By:** ESykes  
Liz Sykes,

*Name (print)*

Owner May 7, 2024

*Title Date Signed*

**James Madison University**

**By:** Adam Fleming  
Adam Fleming,

*Name (print)*

Buyer Senior 05/06/2024

*Title Date Signed*



**Contract #:** UCPJMU6086

**Contractor:** AVAdventure Productions

**Renewal Period:** 7/23/2024 - 7/22/2025

**Commodity:** Videography Services

**Pricing Schedule:**

<b>For Live Events</b>	<b>HOURLY RATE</b>
Site visit and planning	\$83.36
Camera Operator	\$140.67
Director	\$177.14
Post-production and delivery of video archive	\$125.04
<b>For Produced Video</b>	<b>HOURLY RATE</b>
Pre-production and planning	\$83.36
Scriptwriting	\$88.57
Video capture (on location)	\$83.36
Video capture (in studio)	\$83.36
Graphics and title development	\$119.83
Video editing	\$119.83
Voice over	\$177.14
Audio editing	\$119.83
Finalizing files (compressing, uploading, etc.)	\$83.36
<b>In House Equipment Rental*</b>	\$521.00/day
*This rate applies to two-camera shoots suitable for standard documentary, promotional, or interview filming. Additional fees will apply for larger productions.	