



## CONTRACT RENEWAL LETTER

**Date:** May 19, 2025  
**Contract #:** UCPJMU6089  
**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:** Powell Media Concepts  
Attn: Ben Powell  
305 Douglass Ave  
Falls Church, VA 22402 Ph: (703) 909-5682

**Contract Administrator:** Justin Roth, Communications & Marketing

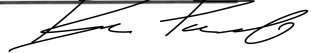
### **Description of Renewal Notice:**

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 increase by 1.7% in accordance with the "other services" category of the CPI-W. An updated pricing schedule 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.

### **Powell Media Concepts**

**By:**   
Ben Powell

*Name (print)*

Owner 5/19/2025  
Title *Date Signed*

### **James Madison University**

**By:**   
Adam Fleming,

*Name (print)*

Buyer Senior 05/19/25  
Title *Date Signed*



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**Contractor:** Powell Media Concepts

**Renewal Period:** 7/23/2025 - 7/22/2026

**Commodity:** Videography Services

**Renewal 4**

**Pricing Schedule:**

**Contract Price**

<b>For Live Events</b>	<b>RATE - DAY/HOURLY</b>
Site visit and planning	\$167.66/Hr
Camera Operator	\$894.17/Day
Director	\$1,397.13/Day
Post-production and delivery of video archive	\$111.78/Hr
<b>For Produced Video</b>	<b>RATE - DAY/HOURLY</b>
Pre-production and planning	\$111.78/Hr
Scriptwriting	\$111.78/Hr
Video capture (on location)	\$1,676.57/Day Baseline
Director	\$1,397.13/Day
Producer	\$894.17/Day
Grip	\$726.50/Day
Gaffer	\$894.17/Day
Assistant Camera	\$726.50/Day
Additional Camera Operators	\$894.17/Day
Production Assistant	\$447.08/Day
Associate Producer	\$670.63/Day
Hair & Make Up	\$726.50/Day
Video capture (in studio)	\$1,676.57/Day Baseline
Graphics and title development	\$111.78/Hr
Video editing	\$111.78/Hr
Voice over	Baseline \$391.20 / 3 min video
Audio editing	\$111.78/Hr
Finalizing files (compressing, uploading, etc.)	\$111.78/Hr
<b>Equipment Rental</b>	<b>DAY RATE</b>
4K C300 mkII Package	\$236.65/Day
4K C500 mkII Package	\$447.08/Day
Prime Lens Package	\$111.78/Hr
Field Audio Package	\$83.83/Day
Interview Light Kit	\$111.78/Hr
Supplemental Lighting	Based on Client Request, billed per day

Client Review Monitor	\$111.78/Hr
Wireless Client Review System	\$167.66/Hr
Teleprompter	\$167.66/Hr
3-axis Gimbal Stabilizer	\$111.78/Hr
Robotic Slider	\$111.78/Hr
Remote-Interview Zoom Integration	\$167.66/Hr
Baseline Live Stream Rig	\$391.20/Day

\*Additional hard drive transfer costs may be incurred depending on project needs. Hourly post-production rate is \$105.47/hr with \$30 shipping and handling. Cost of hard drive dependent on size. If JMU supplies drive, no cost will be incurred for this drive.