



## CONTRACT RENEWAL LETTER

**Date:** May 09, 2025  
**Contract #:** UCPJMU6091  
**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:** Rock Creek Productions  
610 Herndon Parkway, Suite 700  
Herndon, VA 20170

**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.

### **Rock Creek Productions**

**By:**   
Steve Agnew  
Name (print)  
President 5/11/2025  
Title Date Signed

### **James Madison University**

**By:**   
Adam Fleming,  
Name (print)  
Buyer Senior 05/09/2025  
Title Date Signed



**Contract #:** UCPJMU6091

**Contractor:** Rock Creek Productions

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

**Commodity:** Videography Services

**Pricing Schedule:** In addition to the pricing schedule, Rock Creek has agreed to offer JMU a 2.5% discount on projects over \$5,000

| <b>For Live Events</b>                          | <b>HOURLY RATE</b> |
|---|--------------------|
| Site visit and planning                         | \$90.63            |
| Camera Operator                                 | \$75.00            |
| Director  | \$106.25           |
| Post-production and delivery of video archive   | \$105.00           |
|   |                    |
| <b>For Produced Video</b>                       | <b>HOURLY RATE</b> |
| Pre-production and planning                     | \$90.63            |
| Scriptwriting                                   | \$106.25           |
| Video capture (on location)*                    | \$331.25           |
| Video capture (in studio)*                      | \$331.25           |
| Graphics and title development                  | \$150.00           |
| Video editing                                   | \$105.00           |
| Voice over                                      | \$350.00           |
| Audio editing                                   | \$150.00           |
| Finalizing files (compressing, uploading, etc.) | \$105.00           |
|   |                    |
| <b>Equipment Rental</b>                         | <b>DAY RATE</b>    |
| Digital Cinema/4K+ Camera Package               | \$900.00           |
| 4K Camera                                       | \$650.00           |
| DSLR Package                                    | \$185.00           |
| Zeiss Super Speed Prime Lens Package            | \$500.00           |
| Zeiss Super Speed Prime Individual Lens         | \$100.00           |
| Steadicam Package (Archer 2s)                   | \$1,250.00         |
| Field Monitor                                   | \$100.00           |
| Field Audio Package                             | \$275.00           |
| Lighting and Grip -- Standard Package           | \$250.00           |
| 1200w HMI Fresnel Light                         | \$225.00           |
| Kino-flo Diva                                   | \$75.00            |
| Kino-flo 4x4 kit                                | \$150.00           |
| Lite-panel                                      | \$100.00           |
| Mini-Jib  | \$150.00           |

|  |                            |
|--|----------------------------|
| Full Size-Jib w/motorized head, remote zoom and focus  | \$350.00                   |
| Dana Dolly   | \$85.00                    |
| Fischer Hydraulic Dolly  | \$500.00                   |
| Dolly Track (curved and straight track)  | \$25.00                    |
| One-ton Grip Truck   | \$350.00                   |
| Studio Rental (Herndon Office)   | \$1,200.00                 |
|  |                            |
| <b>Additional Labor and Services</b>   | <b>DAY RATE</b>            |
| Still Photographer   | \$850.00                   |
| Gaffer   | \$750.00                   |
| Grip   | \$550.00                   |
| Production Assistant   | \$350.00                   |
| Sound Recordist  | \$800.00                   |
| Teleprompter w/ Operator   | \$550.00                   |
| Professional On-camera Narrator  | \$1,000.00                 |
| Professional Actor - Day Player  | \$750.00                   |
| Make-up Artist   | \$800.00                   |
| Transcriptions   | \$1.25 per minute of video |
| Captions   | \$1.25 per minute of video |
| *Rate includes Camera Operator, Sound Technician and Camera and Lighting Equipment. (4 hour minimum) |                            |