CONTRACT RENEWAL LETTER

Date:	October 11, 2022
Contract #:	UCPJMU6192
Service:	Digital Advertising Services
Renewal Period:	1/19/2023 to 1/18/2024
Renewal #:	1 of 4 One-Yr
Issued By:	James Madison University
	Krista Nealis, Buyer Senior Ph: 540-568-7523
	Fx: 540-568-7935
Contractor:	JenSpark
	Attn: Ling Chai
	865 Merrick Ave, Suite 451
	Westbury, NY 11590 Ph: 516-442-4650
Contract Administrator:	Chris Meyers, University Communications

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.

JenSpark	DocuSigned by:	**James Madison University**	
By:	_C_____	**By:**	_Krista Nealis_
Ling Chai	EA6ACA8549834D8...	Krista Nealis, VCCO	
Name (print)		*Name (print)*	
President	October 12, 2022	Buyer Senior	10/11/2022
Title	*Date Signed*	*Title*	*Date Signed*

Contract #: UCPJMU6192
Contractor: Spark451
Renewal Period: 1/19/2023 – 1/18/2024
Commodity: Digital Advertising Services

1. Contractor's proposal pricing for James Madison University is hereby modified (or "as in proposal" if it has not changed) from the proposal, dated July 13, 2021 as follows:

   a. Campaign Tier Pricing

Campaign Net Media Spend	Media Strategy, Setup & Management Fees	Reporting/Analytics	Creative Fees
$200,000 - $299,999	14%	8%	7%
$300,000 - $399,999	13%	7%	5%
$400,000+	13%	7%	5%

   b. Consultation

      i. Per Consultation Cost:

         1. $1,800 inclusive of the following:

            a. Initial consultation phone call on topic discussed – est. 90 minutes

            b. Spark451 putting together a plan that JMU can execute with strategic direction and tactical steps – est. 7 hours

            c. Spark451 presenting and discussing that plan with JMU – est. 90 minutes

         2. Consultation Bundle Discount (3 or more sessions) $1,500 per consultation

      ii. Spark451 shall provide brief consultative or fact-finding calls to gain insight quickly at no charge. In-depth, substantial calls will be billed at a rate of $180/hour. Spark451 shall disclose to the University in advance of the incurrence of charges that calls will require a purchase order.

         1. After 30 hours of consultation services, Spark451 shall provide a discount on the hourly rate, at a maximum rate reduction of $150/hour.

   c. Spark451 shall provide a detailed invoicing that is itemized by fees due to Spark451 versus ad spend.

   d. Contractor currently cannot accept payment by credit card.

2. All travel expenses to be reimbursed by the university shall be pre-approved in writing by the university. Should travel expenses be required, they shall be in accordance with the U.S. General Services Administration (GSA) allowance for lodging, meals, and incidentals.

http://www.gsa.gov/portal/content/104877
http://www.gsa.gov/portal/content/101518

3. Contractor shall agree that all potential fees have been disclosed and additional charges will not be accepted by the University.