



CONTRACT RENEWAL LETTER

Date: November 18, 2025
Contract #: UCPJMU6823
Service: Signage and Banners
Renewal Period: 2/13/2026 to 2/12/2027
Renewal #: 2 of 4 One-Yr
Issued By: James Madison University
Dylan Morris, Buyer Senior Ph: 540-568-3002
Fx: 540-568-7935

Contractor: Signfield Inc. dba Signs USA
Attn: Kerry Cofield
21 Terri Drive
Harrisonburg, VA 22802 Ph: (540) 432-6366

Contract Administrator: Cody Cole, Athletics

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.

Signfield Inc. dba Signs USA

By: Kerry Cofield
Kerry Cofield

Name (print)

President 11/20/2025

Title Date Signed

James Madison University

By: Dylan Morris

Name (print)

Buyer Senior 11/18/2025

Title Date Signed

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Commodity: Signage and Banners

Pricing Schedule

1. Contractor agrees for any purchase excluding from Point-of-Sale purchases, the University will issue an eVA purchase order based upon a quote provided by your firm. No additional agreements, orders forms, or signatures shall be required.
2. Contractor shall agree to waive all credit card fees for all purchases related to this contract.
3. Contractor Pricing for Equipment, Materials and Supplies are as follows:

Product Description	% Discount Off and Pricing
Signage Cost	30% discount off list
Material Cost (i.e. Metal, Vinyl, Plastic, Protectant, etc.)	25% discount off list
Graphic Designer Services	\$60/hr.
Delivery Charges	No charge
Installation (Technician)	\$75/hr.
Installation (technician/pickup truck)	\$75/hr.
Installation (technician/bucket truck)	\$95/hr.
Installation (technician/crane man lift, scaffolding)	\$75/hour plus rental fees
Maintenance (i.e. cleaning of signage/banners)	\$45/hr.
Travel Charges (time/mileage to and from JMU jobsite)	No Charge
Subcontractor Charges	Varies depending on scope of work
Consultation	No Charge

4. Contractor shall agree that all fees have been disclosed. No additional fees will be accepted.
5. Any changes in the pricing and products offered described herein shall be mutually agreed upon by the Purchasing Agency and Contractor with all changes first being authorized through either a contract modification and/or a change order issued by the Purchasing Agency. Contractor willing to price match and/or negotiate on a case-by-case basis.

6. Parties agree that this Negotiation Summary modifies RFP # DKM-1190 and the Contractor's initial response to RFP # DKM-1190, and in the event of conflict this negotiation summary shall take precedence.
7. Contractor agrees that all exceptions taken within their initial response to RFP # DKM-1190 that are not specifically addressed within this negotiation summary are null and void.