



CONTRACT RENEWAL LETTER

Date: July 13, 2026
Contract #: UCPJMU7013
Service: Athletic Award Rings & Jewelry
Renewal Period: 9/10/2026 to 9/9/2027
Renewal #: 2 of 4 One-Yr
Issued By: James Madison University
Dylan Morris, Buyer Senior

Ph: 540-568-3002

Fx: 540-568-7935

Contractor: Southern Recognition Inc.
8311 Brier Creek Parkway Suite 105-521
Raleigh, North Carolina 27617
Contract Administrator: Marissa Manko, Athletics

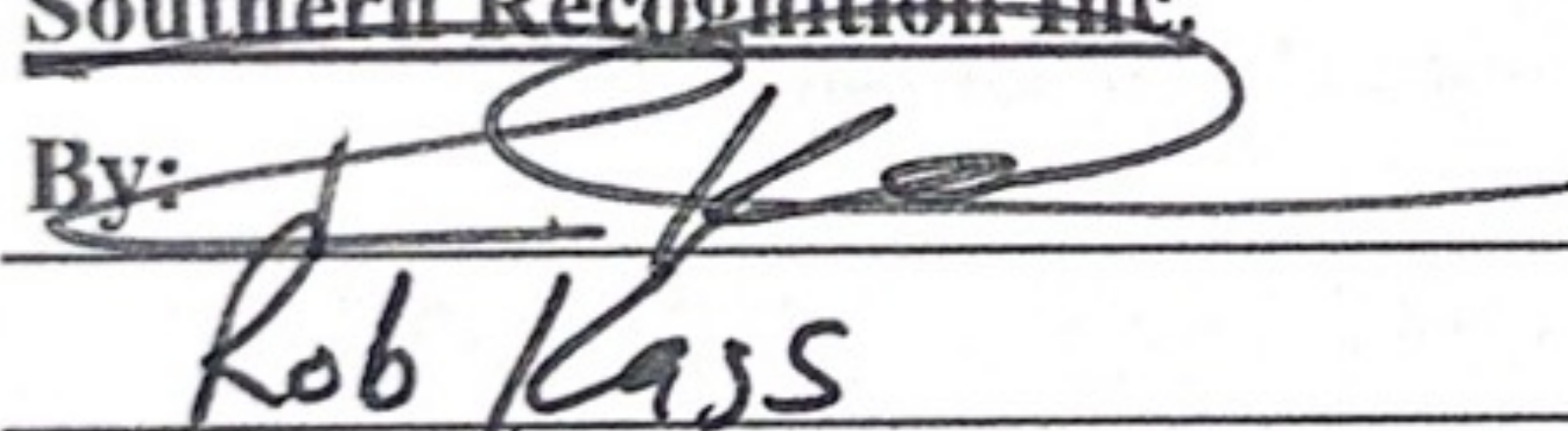
Description of Renewal Notice:

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.

Southern Recognition Inc.

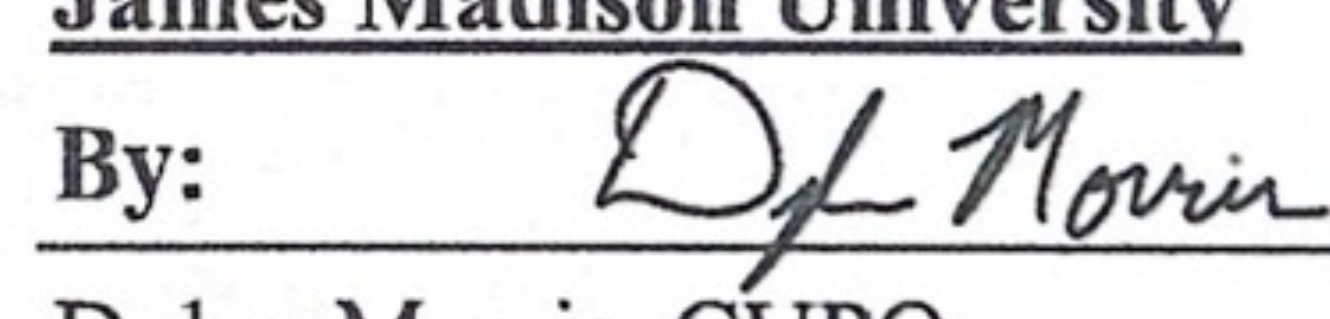
By: 

Rob Kass

Name (print)

President & CEO 7/22/2026
Title Date Signed

James Madison University

By: 

Dylan Morris, CUPO

Name (print)

Buyer Senior

Title

7/13/2026

Date Signed

Contract #: UCPJMU7013

Contractor: Southern Recognition Inc.

Renewal Period: 9/10/2026 – 9/9/2027

Commodity: Athletic Award Rings & Jewelry

1. Contractor's pricing schedule is as follows:

a. Championship Ring & Pendant:

Ring & Pendant Size	Metal Composition (Phantom, Gold, Rose, Silver, Abyss)	Unit Price	1-50 (Units Purchased)	51-100 (Units Purchased)	101-150 (Units Purchased)	151-200 (Units Purchased)	201+ (Units Purchased)
Small-Large	Single Vibrantium	\$225	\$225	\$220	\$215	\$210	\$205
	Dual Vibrantium	\$250	\$250	\$245	\$240	\$235	\$230
	Triple Vibrantium	\$275	\$275	\$275	\$275	\$275	\$275
XL-3XL	Single Vibrantium	\$250	\$250	\$245	\$240	\$235	\$230
	Dual Vibrantium	\$275	\$275	\$270	\$265	\$260	\$255
	Triple Vibrantium	\$300	\$300	\$300	\$300	\$300	\$300
4XL-6XL	Single Vibrantium	\$275	\$275	\$270	\$265	\$260	\$255
	Dual Vibrantium	\$300	\$300	\$295	\$290	\$285	\$280
	Triple Vibrantium	\$325	\$325	\$325	\$325	\$325	\$325
Small - Large (Action Bezel)	Single Vibrantium	\$350	\$350	\$350	\$350	\$350	\$350
	Dual Vibrantium	\$375	\$375	\$375	\$375	\$375	\$375
	Triple Vibrantium	\$415	\$415	\$415	\$415	\$415	\$415

b. Alternative Championship Jewelry/Options:

JMU Letterwinner Ring (Men's & Women's)	Medium & XL	Single Vibrantium	\$179.00
JMU Letterwinner Pendant (Men's & Women's)	Medium & XL	Single Vibrantium	\$179.00

*Same unit price for all units purchased

JMU Scholar Athlete Medallion	Single Vibrantium	\$49.95
JMU Letterwinner Ticket Stub	Single Vibrantium	\$119.95
JMU Letterwinner Challenge Coin	Single Vibrantium	\$199.00

2. For any purchase, excluding 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.

3. Firm waives all credit card fees for all purchases related to this agreement.
4. 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
5. Parties agree that this Negotiation Summary modifies RFP # DKM-1214 and the Contractor's initial response to RFP # DKM-1214, and in the event of conflict this negotiation summary shall take precedence.
6. Firm acknowledges that the VHEPC PAC Agreement shall be incorporated as a part of this contract.
7. Firm shall agree that all fees have been disclosed. No additional fees will be accepted.