



CONTRACT MODIFICATION

Date: August 11, 2026
Contract #: UCPJMU7404
Service: Beverage Pouring Rights
Modification #: One

Issued By: James Madison University Ph: 540-568-3131
Shanna Devers, Lead Commodity Contract Officer Fx: 540-568-7935

Contractor: Pepsi-Cola Bottling Company of Central Virginia
Attn: Mark Pence
481 Hillsdale Drive, Ste. 100
Charlottesville, VA 22901

Contract Administrator: Craig Short, Business Services

Description of Modification Notice:

Attachment A- "Financial & Marketing Support" (Revised October 10, 2025) of the contract is removed and replaced by the new *Attachment A- "10 Year Exclusive Pouring Rights Financial Commitment"*.

Attachment A has been revised to modify the naming structure of the third line item, "*Annual Sponsorship Fund*", to now be referred to as the "*Annual Scholarship Fund*".

Except as provided herein, all terms and conditions of Contract Number UCPJMU7404 as herefore changed, remain unchanged and in full force and effect.

Pepsi-Cola Bottling Company of Central Virginia

By: *Mark C Pence*

Mark Pence

Name (print)

General Manager

Title

8/26/2026

Date Signed

James Madison University

By:

Shanna Devers
Shanna Devers, CUCO

Name (print)

Lead Commodity Contract Officer

Title

8/11/2026

Date Signed

ATTACHMENT A

Contract Elements – 10 Year

10 YEAR EXCLUSIVE POURING RIGHTS FINANCIAL COMMITMENT

DESCRIPTION	YR 1	YR 2	YR 3	YR 4	YR 5	YR 6	YR 7	YR 8	YR 9	YR 10	Total
SIGNING BONUS	\$100,000										\$100,000
SIGNING BONUS, ATHLETIC ENHANCEMENT FUND (REVISED OFFER)	\$50,000										\$50,000
ANNUAL SCHOLARSHIP FUND	\$390,000	\$390,000	\$390,000	\$390,000	\$390,000	\$390,000	\$390,000	\$390,000	\$390,000	\$390,000	\$3,900,000
RECRUITING ACTIVATION FUND (NIL)	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$1,500,000
ATHLETIC FUND (REVISED OFFER, +1% ANNUALLY)	\$85,000	\$85,850	\$86,709	\$87,576	\$88,451	\$89,336	\$90,229	\$91,132	\$92,043	\$92,963	\$889,288
DUKE CLUB	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$10,000
SUSTAINABILITY/HEALTH INITIATIVE	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$50,000
GROWTH FUND, ESTIMATED	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$66,000
Total Cash Compensation	\$787,600	\$638,450	\$639,309	\$640,176	\$641,051	\$641,936	\$642,829	\$643,732	\$644,643	\$645,563	\$6,565,288
GATORADE SIDELINE EQUIPMENT*	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$250,000
MARKETING FUND (VALUE)**	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$450,000
IN MARKET MEDIA (VALUE)**	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$75,000	\$750,000
ADVERTISING (Radio, etc) (VALUE)**	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$200,000
AMBASSADOR PROGRAM (VALUE)***	\$45,152	\$46,574	\$48,053	\$49,591	\$51,191	\$52,854	\$54,585	\$56,384	\$58,256	\$60,204	\$522,844
GATORADE CAMP (VALUE)***	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$250,000
PRODUCT DONATION (VALUE)****	\$15,000	\$15,600	\$16,224	\$16,873	\$17,548	\$18,250	\$18,980	\$19,739	\$20,529	\$21,350	\$180,092
GATORADE PRODUCT DONATION (VALUE)****	\$15,000	\$15,600	\$16,224	\$16,873	\$17,548	\$18,250	\$18,980	\$19,739	\$20,529	\$21,350	\$180,092
EQUIPMENT INVESTMENT YEARS 1-3 (VALUE)	\$530,510	\$417,270	\$380,520								\$1,328,300
Total Market Value	\$795,662	\$685,044	\$651,021	\$273,337	\$276,287	\$279,354	\$282,544	\$285,862	\$289,313	\$292,903	\$4,111,327
Total Pepsi Investment before Equip, Svc, Del	\$1,583,262	\$1,323,494	\$1,290,330	\$913,513	\$917,338	\$921,290	\$925,373	\$929,593	\$933,956	\$938,466	\$10,676,615
Current On Campus Equipment (Value)	\$1,328,300										\$1,328,300
Labor- Service Tech, Equipment Delivery, Admin, & Sales	\$198,492	\$173,492	\$148,492	\$123,492	\$123,492	\$123,492	\$123,492	\$123,492	\$123,492	\$123,492	\$1,384,920
Total Pepsi Investment including Equip, Svc, Delivery	\$3,110,054	\$1,496,986	\$1,438,822	\$1,037,005	\$1,040,830	\$1,044,782	\$1,048,865	\$1,053,085	\$1,057,448	\$1,061,958	\$13,389,835

*Checkbook Funds: Value held by Pepsi to purchase Gatorade Sideline Equipment

**Funds held by Pepsi to execute programming, marketing, and activations during partnership year

***Value of the program executed during the partnership year

****Donated product will be valued at the current purchase price provided by Pepsi during partnership year

CASH COMPENSATION ABOVE IS A RECOMMENDATION BY PEPSI BUT CAN BE RE - ALLOCATED WITH MUTUAL AGREEMENT