



CONTRACT MODIFICATION

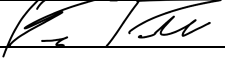
Date: August 13, 2026
Contract #: UCPJMU7503
Service: Videography Services
Modification #: One
Issued By: James Madison University Ph: 540-568-4280
Adam Fleming, Buyer Senior Fx: 540-568-7935
Contractor: Powell Media Concepts
Attn: Ben Powell
305 Douglass Ave
Falls Church, VA 22402 Ph: (703) 909-5682
Contract Administrator: Justin Roth, Advancement Marketing

Description of Modification Notice:

This modification is to incorporate the following VHEPC PAC Agreement as a part of the JMU contract stated above for Videography Services. This Pac agreement shall be effective as of August 13, 2026. The contractor shall agree to adhere to the terms as set forth in the attached document.

Except as provided herein, all terms and conditions of Contract Number UCPJMU7503 as herefore changed, remain unchanged and in full force and effect.

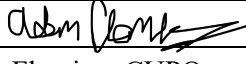
Powell Media Concepts

By: 
Ben Powell

Name (print)

Owner 8/13/26
Title Date Signed

James Madison University

By: 
Adam Fleming, CUPO

Name (print)

Buyer Senior 08/13/2026
Title Date Signed

**AGREEMENT
PUBLICLY ACCESSIBLE CONTRACT (PAC)**

This Agreement, effective the 23rd day of July, 2026, is by and between James Madison University (the “University”), on behalf of the Virginia Higher Education Procurement Consortium (the “Consortium”) (collectively the "University"), and Powell Media Concepts.

TERM

The term of this Agreement shall begin 07/23/2026 to 07/22/2027 with [four], one year renewal options, and an expected final expiration date of 07/22/2031. This end date coincides with the Primary Agreement’s UCPJMU7503 end date.

WITNESS

WHEREAS, the University and Vendor have executed an agreement, UCPJMU7503, dated June 11, 2026 (the “Primary Agreement”), and included in the Primary Agreement is a third-party access / cooperative clause. Now therefore, the University and Vendor wish to express in this Agreement the specific terms that will allow third party access to the Primary Agreement.

Accordingly, and in consideration of the mutual premises and provisions hereof, the parties hereby agree as follows:

- I. Vendor will:
 - A. Pay the University 1% of all sales to accessing entities outside of the Consortium membership associated with the Primary Agreement (as the “PAC Annual Fee”). The PAC Annual Fee will be paid in exchange for marketing services provided by the University and the Consortium described below in Section II.
 - B. Fully support this marketing relationship by promoting the availability of the Primary Agreement to non-Consortium entities;
 - C. Provide quarterly sales reports detailing the amount of sales to each non-Consortium accessing entity; and
- II. The University/Consortium will:
 - A. Promote the Primary Agreement on its website and through other channels (e.g., conferences) to non-Consortium members
 - B. Maintain an approved version of Vendor’s logo on the Consortium website
- III. Payment:
 - A. Payment of PAC Annual Fee will arrive at the University no later than August 31 of each year. The University and Consortium will share the payments equally and allocate payments to the appropriate accounts.

In the event of early termination of the Primary Agreement, this residual payment will arrive at the University no later than 45 calendar days from termination date of the Primary Agreement.

- B. Payment of PAC Annual Fee will take the form of a check. Checks will be made payable to the University of Virginia and sent to:

Constance Alexander, Office Manager
Procurement and Supplier Diversity Services
University of Virginia, Carruthers Hall
c/o VHEPC
PO Box 400202
1001 N. Emmet Street
Charlottesville, VA 22904

IV. Notices:

Any notice required or permitted to be given under this Agreement will be in writing and will be deemed duly given: (1) if delivered personally, when received; (2) if sent by recognized overnight courier service, on the date of the receipt provided by such courier service; (3) if sent by registered mail, postage prepaid, return receipt requested, on the date shown on the signed receipt; or (4) if sent by electronic mail, when received (as verified by the email date and time) if delivered no later than 4:00 p.m. (receiver's time) on a business day or on the next business day if delivered (as verified by sender's machine) after 4:00 p.m. (receiver's time) on a business day or on a non-business day. All such notices will be addressed to a party at such party's address or facsimile number as shown below.

If to the University:

Procurement Services
c/o Director of Procurement
James Madison University
752 Ott Street, MSC 5720
Harrisonburg, VA 22807

If to Vendor:

Ben Powell
Powell Media
Concepts
2641 Jackson Dr
Falls Church, VA
22043
ben@powellmediacon
cepts.com

ACCEPTANCE

For James Madison University

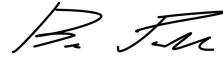


Adam Fleming
Buyer Senior

08/05/2026

Date

For Powell Media Concepts



Ben Powell
Co-Owner

8/5/26

Date

Agreement #: [UCPJMU7503]-PAC