



**CONTRACT RENEWAL LETTER**

**Date:** November 04, 2022  
**Contract #:** UCPJMU5726  
**Service:** Atlantic Union Bank Center - LED Displays Package  
**Renewal Period:** 1/17/2023 to 1/16/2024  
**Renewal #:** 2 of 8 One-Year  
**Issued By:** James Madison University  
Colleen Johnson, Buyer Senior Ph: 540-568-3137  
Fx: 540-568-7935

**Contractor:** DAKTRONICS, INC  
331 32ND AVE., PO BOX 5128  
BROOKINGS, SD 57006

**Contract Administrator:** Kevin Warner, Athletics

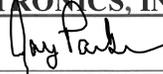
**Description of Renewal Notice:**

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 the JMU Pricing Schedule 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.

**DAKTRONICS, INC**

**By:**   
Jay Parker  
Name (print)  
Vice President  
11/8/22  
Date Signed  
Title

**James Madison University**

**By:**   
Colleen Johnson,  
Name (print)  
Buyer Senior  
11/4/22  
Date Signed  
Title

Professional Service Package						
Item	Description	Quantity	Price Per Unit	JMU Total	Order Number	Notes
Event Support	Football - Event Crew 6 season games and 1 spring game.	7	\$2,900	\$20,300	C28977	Agreement Term 7/1/20-6/30/23 billed monthly in arrears.
Event Support	Men's and Women's Basketball - Event Crew 32 season games.	32	\$2,200	\$70,400	C28977	Agreement Term 7/1/20-6/30/23 billed monthly in arrears.
Event Support	Full Time Event Producer	NA	NA	\$88,000	C28977	Agreement Term 7/1/20-6/30/23 Payment schedule 50% due by July 31; 50% due by December 1.
Creative Services	Animation and design services	800	\$125	\$100,000	C28977	Agreement Term 7/1/20-6/30/23 Payment schedule 50% due by July 31; 50% due by December 1.
<b>Annual Total</b>				<b>\$278,700</b>		

### Event Production Agreements

#### Volleyball and Soccer

Item	Description	Quantity	Price Per Unit	JMU Total	Order Number	Notes
Event Production	Volleyball Games	15	\$300	\$4,150	Quote 808069-1-0	2022-2023 Academic Year
Event Production	Women's Soccer Games	11	\$300	\$3,150	Quote 808069-1-0	2022-2023 Academic Year
Event Production	Men's Soccer Games	11	\$300	\$3,100	Quote 808069-1-0	2022-2023 Academic Year
<b>Annual Total</b>				<b>\$10,400</b>		

#### Football Event Day Support (display hardware technician)

Item	Description	Quantity	Price Per Unit	JMU Total	Order Number	Notes
Event Day Support	Display Hardware Technician Pre-Game Check	6	\$1,510	\$9,060	E18212-8A	Agreement date start 8/1/22-7/31/23 Play-off games will be billed separately at the same rate.
<b>Annual Total</b>				<b>\$9,060</b>		

### Optional Items Pricing\*\*

Item	Description	Price Per Unit	Notes
Training - Webinar	2 hour 1 on 1 with a Control Systems Specialist	\$525	
	An additional 2 hours	\$525	
Training - Onsite	1 day on onsite, inclusive of travel	\$4,025	
	2 days on onsite, inclusive of travel	\$5,680	
	3 days on onsite, inclusive of travel	\$7,335	
Game Day Support	Field Engineer to provide event support. Includes 4 hours on site arriving 2 hours prior to event start. Per game, inclusive of travel.	\$1,340	
Game Day Support	Control Systems Event support cost per game inclusive of travel onsite. Includes a dedicated trainer to provide training or event support.	1 day \$4,025 2 days \$5,680 3 days \$7,335	
Ad hoc Event Production Crew Rates for Non-Athletic Events*	For JMU Events by Non-Athletic Departments Daktronics provides the attached "Video Board Production Pricing" effective July 1, 2022-June 30, 2023. NOTE: A minimum 2-week notice is required. Custom event requests not addressed by this pricing will be quoted to scope on a event-by-event basis.		
Hardware	Daktronics offers 20% off list price for all future standard product purchases.		

NOTE: Additional details in the original contract and relevant order forms.

**Maintenance Agreements**

<b>Agreement #E281276-5</b>					
Item	Description	Quantity	2022 Cost	True Value	Dates
Sign Maintenance	Sinclair Gymnasium - Volleyball* 192x416 Video Display Item S281276 - Enhanced w/24	1	\$3,890	\$3,890	7/1/22- 6/30/23
Sign Maintenance	Savage Natatorium - Aquatics 192x288 Video Display Item S253100 - Enhanced w/24	1	\$4,800	\$4,800	7/1/22- 6/30/23
Sign Maintenance	Convocation Center Marquee 48x96 Galaxy Display Item S136070 - Enhanced w/24	1	\$2,530	\$2,530	7/1/22- 6/30/23
Sign Maintenance	Port Republic Road - Marquee 88x154 Galaxy Display S161083-GP3 & Control covered - Essential	1	\$240	\$265	7/1/22- 6/30/23
Sign Maintenance	Port Republic Road - Marquee 64x112 Galaxy Display S131083 - Essential	1	\$975	\$1,035	7/1/22- 6/30/23
*relocating to Old Convo in 2022.		<b>Total</b>	<b>\$12,435</b>	<b>\$12,520</b>	

<b>Agreement #E28695-1</b>											
Item	Description	Quantity	22-23	23-24	24-25	25-26	26-27	27-28	28-29	29-30	Notes
Sign Maintenance	AUBC; C28695, Enhanced Audio	1	\$32,255	\$33,835	\$35,190	\$34,065	\$35,085	\$36,140	\$37,225	\$38,340	10/15-10/14 Annually
Sign Maintenance	Sentara Park: Soccer, Lacrosse, Track, C29688A, Enhanced Audio	1	\$7,870	\$8,345	\$8,635	\$8,905	\$9,180	\$9,840	\$10,145	\$10,455	10/15-10/14 Annually
Sign Labor	Sentara Park: Soccer, Lacrosse, Track, C29688A, Enhanced Audio	1	\$7,000	\$7,210	\$7,430	\$7,655	\$7,885	\$8,125	\$8,370	\$8,625	10/15-10/14 Annually
Sign Maintenance	Bridgeforth Stadium, C29688, Enhanced Audio	1	\$23,360	\$24,875	\$25,790	\$26,635	\$25,975	\$27,090	\$27,965	\$30,285	10/15-10/14 Annually
Sign Maintenance	Service Access/Lift, Enhanced Audio	2	\$3,820	\$3,930	\$4,050	\$4,170	\$4,300	\$4,430	\$4,560	\$4,700	10/15-10/14 Annually
<b>Annual</b>			<b>\$74,305</b>	<b>\$78,195</b>	<b>\$81,095</b>	<b>\$81,430</b>	<b>\$82,425</b>	<b>\$85,625</b>	<b>\$88,265</b>	<b>\$92,405</b>	

NOTE: Additional details in the original contract and relevant order forms.

# ATLANTIC UNION BANK CENTER

## VIDEO BOARD PRODUCTION PRICING

### PRODUCTION SERVICES PROVIDED BY DAKTRONICS

#### FULL CREW | \$3,950

Typically used for a basketball game. Includes:

- Producer
- Director/TD
- Shader
- Graphics
- Cameras (4)
- Robo Camera
- Replay
- Grips (2)

#### PARTIAL CREW | \$3,150

Typically used for JMU Commencement. Includes:

- Producer
- Director/TD
- Shader
- Graphics
- Cameras (2)
- Robo Camera
- Grip (1)

#### GRAPHICS ONLY – SPECIFIC TIMING/AUDIO | \$750

Events requiring an operator to trigger content and/or videos at a specific time DURING their event. Includes:

- Producer/Graphics

#### GRAPHICS ONLY – STATIC OR LOOPING | \$250

Events requiring the playback of static or animated looping graphics for the duration of the event. No operator is present during the event.

#### CUSTOM CREW – | STARTING AT \$750

Events requiring a customized crew not provided above.

First operator - \$750

Each additional operator - \$400

#### ADDITIONAL SET DAYS - HALF DAY INCREMENTS (4 HOURS) | \$250

All events include one (1) full set day, up to eight (8) hours, for loading and programming of content by one (1) operator. Events requiring additional setup time, beyond one (1) full set day, will be charged in half day increments.

*All events require a minimum two-week notice.*

*Notice of event changes or cancellations must be provided to Daktronics, in writing, no later than 24 hours prior to the scheduled start of the event. Once crew members arrive on site the full event rate will be applied.*

*Content provided for an event must be built to the appropriate display specifications and delivered to the Daktronics Event Producer prior to a scheduled set day.*

*All rates listed above are based on single events, defined as single session, single ticketed events. A single event does not exceed eight (8) hours from gates open to gates closed. Multiple events or events exceeding eight (8) hours will be quoted separately.*

*Rates above do not include any applicable taxes. Purchaser is solely responsible for all applicable taxes.*

*Rates above do not reflect incidental costs such as meals for crew members. Incidental costs will be determined on an event-by-event basis.*