



## CONTRACT RENEWAL LETTER

**Date:** April 11, 2023  
**Contract #:** UCPJMU6085  
**Service:** Videography Services  
**Renewal Period:** 7/23/2023 to 7/22/2024  
**Renewal #:** 2 of 4 One-Yr  
**Issued By:** James Madison University  
Adam Fleming, Buyer Senior Ph: 540-568-4280  
Fx: 540-568-7935

**Contractor:** DV Entertainment  
Attn: David Verde  
PO Box 1885  
Staunton, VA 24402 Ph: 540-440-1383

**Contract Administrator:** Justin Roth, Communications & Marketing


### **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 increase by 3.8% in accordance with the "other services" category of the CPI-W. An updated pricing schedule is attached to this renewal.

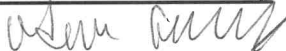
All invoices shall be submitted within sixty days of contract renewal term expiration as well as for each subsequent contract renewal period. Any invoices submitted after the sixty day period will not be processed for payment.

Return one executed renewal notice to my attention within ten days.

### **DV Entertainment**

**By:**   
Angel David Verde  
Name (print)  
Owner 4/11/2023  
Title Date Signed

### **James Madison University**

**By:**   
Adam Fleming,  
Name (print)  
Buyer Senior 04/11/2023  
Title Date Signed



**Contract #:** UCPJMU6085

**Contractor:** DV Entertainment, LLC

**Renewal Period:** 7/23/2023 - 7/22/2024

**Commodity:** Videography Services

**Pricing Schedule:**

<b>For Live Events</b>	<b>HOURLY RATE</b>
Site visit and planning	\$155.70
Camera Operator	\$103.80
Director	\$155.70
Post-production and delivery of video archive	\$155.70
<b>For Produced Video</b>	
Pre-production and planning	\$77.85
Scriptwriting	\$103.80
Video capture (on location)	Variable/hr* (see below)
Video capture (in studio)	Variable/hr* (see below)
Graphics and title development	\$155.70
Video editing	\$103.80
Voice over	Quote based on project
Audio editing	\$77.85
Finalizing files (compressing, uploading, etc.)	\$77.85
Drone Video / Photo Services	\$519 half day / \$778.50 full day
<b>In House Equipment Rental</b>	
Sony FS7 Camera Package (Includes lenses, media, recorders)	\$207.60 / day - \$414.40 / Week**
Sony FS5 Camera Package (Includes lenses, media, recorders)	\$207.60 / day - \$414.40 / Week**
Field Sound Package (includes shotgun mics, lavaries)	\$155.70 / day - \$311.40 / Week**
1/2 Ton Grip Truck (lighting, stands, additional support)	\$259.50 / day - \$519 / Week**

\*\* All In House Equipment and Support as listed above will be charged the daily rate for the first and second day when consecutive shoot days are required. Filming that requires 3 or more consecutive days, JMU will then be charged our weekly rate. A week of consecutive days cannot exceed 6 days in a row.

\*\*\* Additional rental needs that are not available in house are at market prices and will vary from project to project based on the overall needs to complete the project as requested.

\* Video capture on location and in studio for a crew of up to 3 persons is \$134.94/hr. In some limited cases, a single crew member (director/camera operator) may be all that is required which is \$103.80/hr. Pricing for projects that require more than a 3 person crew that may include a director, director of photography, camera operator(s), audio engineer, grip, and production assistance(s), a custom quote outlining all needs for video capture and crew size shall be submitted to JMU for approval prior to final agreement to the work order.