



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:

For Live Events	HOURLY RATE
Site visit and planning	\$155.70
Camera Operator	\$103.80
Director	\$155.70
Post-production and delivery of video archive	\$155.70
For Produced Video	
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
In House Equipment Rental	
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.