



Purchasing Department
4400 University Drive, MS 3C1, Fairfax, VA 22030
Phone: 703.993.2580; http://fiscal.gmu.edu/purchasing/

June 17, 2025

Ms. Danielle Johnson
Founder & Chief Executive Officer – danielle@asymmdigital.com
ASYMM Digital LLC
3096 Stonington Drive
Roseville, CA 95747

Subject: Contract Renewal: GMU-1822-23, Marketing & Digital Advertising Services
Renewal (2) of 4

Dear Ms. Johnson:

As you are probably aware, our current subject Contract will expire on July 23, 2025. At this time George Mason University would like to renew the above Contract at the current terms, conditions and price schedule for an additional one-year period. The renewal period shall be July 24, 2025 to July 23, 2026. There will be two (2) one-year renewal options remaining on this Contract.

If you are in agreement, at your earliest convenience, please sign below. All other terms and conditions of GMU-1822-23 shall remain unchanged and in full force and effect.

If you have any questions or concerns, please contact me at erauch@gmu.edu.

Sincerely,

Erin Rauch, CPPB, VCO
Director, Strategic Sourcing / Procurement Officer

George Mason University

ASYMM Digital LLC

Signed by:

1F0CAB9002114BA...
(Signature)

DocuSigned by:

DEE3E8DDEA47458...
(Signature)

Erin Rauch

(Printed Name)

Danielle Johnson

(Printed Name)

Director, Strategic Sourcing, Purchasing

(Title)

Founder & CEO

(Title)

6/17/2025

(Date)

6/17/2025

(Date)