



**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](mailto: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](mailto:erauch@gmu.edu).

Sincerely,

A handwritten signature in black ink that reads 'Erin Rauch'.

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

**George Mason University**

Signed by:  
A handwritten signature in black ink that reads 'Erin Rauch'.  
1F6CAB9662114BA...  
(Signature)

Erin Rauch  
(Printed Name)

Director, Strategic Sourcing, Purchasing  
(Title)

6/17/2025  
(Date)

**ASYMM Digital LLC**

DocuSigned by:  
A handwritten signature in black ink that reads 'Danielle Johnson'.  
DEE5E6DDEA47458...  
(Signature)

Danielle Johnson  
(Printed Name)

Founder & CEO  
(Title)

6/17/2025  
(Date)