



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

July 16, 2026

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 (3) of 4

Dear Ms. Johnson:

As you are probably aware, our current subject Contract will expire on July 23, 2026. 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, 2026 to July 23, 2027. There will be one (1) one-year renewal option 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,

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'.
1F6CAB98B2114BA...
(Signature)

Erin Rauch
(Printed Name)

Director, Strategic Sourcing, Purchasing
(Title)

7/17/2026
(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)

7/16/2026
(Date)