



Purchasing Department

4400 University Drive, MS 3C1, Fairfax, VA 22030

Phone: 703.993.2580; <http://fiscal.gmu.edu/purchasing/>

July 2, 2025

Ms. Lauren Hovey
Senior Vice President – lauren.hovey@clyde.us
Clyde Group
1152 15TH St NW, Suite 750
Washington, DC 20005

Subject: Contract Renewal: GMU-1878-23-01, Strategic Communications & Media Relations
Renewal (1) of 4

Dear Ms. Hovey:

As you are probably aware, our current subject Contract will expire on June 24, 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 25, 2025 to July 24, 2026. There will be three (3) 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-1878-23-01 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, CUPO
Director, Strategic Sourcing / Procurement Officer

George Mason University

DocuSigned by:
A handwritten signature in black ink that reads 'Clifford Shore' inside a blue DocuSign signature box.
E1DA89EA373640A...
(Signature)

Clifford Shore
(Printed Name)

Chief Procurement Officer
(Title)

7/3/2025
(Date)

Clyde Group

Signed by:
A handwritten signature in black ink that reads 'Michael O'Mara' inside a blue DocuSign signature box.
583CF4EE0E87492...
(Signature)

Michael O'Mara
(Printed Name)

Managing Partner
(Title)

7/3/2025
(Date)