



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

August 25, 2025

Ken Carlson  
I D Marketing Inc t/a IDAmerica  
420 East State Pkwy  
Schaumburg, Il 60173

**Subject: Contract Renewal GMU-1857-23-10, Promotional Items, Screen Printing and Embroidery Renewal (2) of 4**

Dear Ken Carlson:

As you are probably aware, our current subject contract will expire on August 31, 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 September 1, 2025 to August 31, 2026. There will two (2) one-year renewal options remaining on the contract.

If you are in agreement, at your earliest convenience, please sign below. All other terms and conditions of GMU-1857-23-10 shall remain unchanged and in full force and effect.

If you have any questions or concerns, please contact me by email [ssiddall@gmu.edu](mailto:ssiddall@gmu.edu) .

Sincerely,

*Sara Siddall*

Sara Siddall, CUPO  
Strategic Sourcing Manager / Procurement Officer

**I D Marketing Inc t/a IDAmerica**

**George Mason University**

DocuSigned by:  
*Ken Carlson*  
73ED34CEA62744C...

(Signature)

Ken Carlson

(Printed Name)

President

(Title)

8/25/2025

(Date)

Signed by:  
*Erin Rauch*  
1F6CAB9662114BA

(Signature)

Erin Rauch

(Printed Name)

Director, Strategic Sourcing, Purchasing

(Title)

8/25/2025

(Date)