



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

July 3, 2025

Ms. Kimberley Fritts  
Founder & CEO – [kfritts@coagent-strategies.com](mailto:kfritts@coagent-strategies.com)  
Cogent Strategies LLC  
2550 M Street NW  
Washington, DC 20037

Subject: Contract Renewal: GMU-1878-23-02, Strategic Communications & Media Relations  
Renewal (1) of 4

Dear Ms. Fritts:

As you are probably aware, our current subject Contract will expire on August 21, 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 August 22, 2025 to August 21, 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-1878-23-02 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,

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

**George Mason University**

DocuSigned by:  
  
E1DA89EA373640A...  
(Signature)

Clifford Shore  
\_\_\_\_\_  
(Printed Name)

Chief Procurement Officer  
\_\_\_\_\_  
(Title)

7/7/2025  
\_\_\_\_\_  
(Date)

**Cogent Strategies LLC**

Signed by:  
  
70CB7ECCB8664D1...  
(Signature)

Kimberley Fritts  
\_\_\_\_\_  
(Printed Name)

Founder and CEO  
\_\_\_\_\_  
(Title)

7/6/2025  
\_\_\_\_\_  
(Date)