



Purchasing Department

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

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

July 16, 2026

Ms. Kimberley Fritts
Founder & CEO – kfritts@cogent-strategies.com
Cogent Strategies LLC
901 New York Avenue NW, Suite 820E
Washington, DC 20001

Subject: Contract Renewal: GMU-1878-23-02, Strategic Communications & Media Relations
Renewal (2) of 4

Dear Ms. Fritts:

As you are probably aware, our current subject Contract will expire on August 21, 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 August 22, 2026 to August 21, 2027. 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-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.

Sincerely,

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

Erin Rauch, CPPB, VCO, CUPO
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)

7/20/2026
(Date)

Cogent Strategies LLC

Signed by:
A handwritten signature in black ink that reads 'Kimberley Fritts'.
70CB7ECCB8664D1...
(Signature)

Kimberley Fritts
(Printed Name)

Founder and CEO
(Title)

7/20/2026
(Date)