



UNIVERSITY OF CENTRAL FLORIDA

Procurement Services
12424 Research Parkway, Suite 355
Orlando, FL 32826

July 23, 2024

Swish, LLC
mmcgee@swishtheory.com

RE: UCF ITN 2020-26GCSA – Digital Marketing Strategy and Advertising Services

Dear Mr. McGee,

The University of Central Florida would like to exercise the 'Option to Renew' clause and extend this bid under the same terms and conditions for 1 additional year – October 1, 2024 – September 30, 2025. All general and special conditions, including any written special provisions which may have been mutually accepted during the term of the bid, will remain in effect during the renewal period.

Your interest in serving the needs of the University of Central Florida is appreciated. Please indicate your decision and return the original to the address listed below by August 5, 2024.

If you have any questions about this process, please feel free to contact me at brian.sargent@ucf.edu

Sincerely,

Brian Sargent
Manager

I accept the 'Option to Renew' and extend the above referenced bid, at the same terms, conditions for 1-year (October 1, 2024 – September 30, 2025) Initials MM

I do not accept the 'Option to Renew' this bid for 1 year (October 1, 2024 – September 30, 2025)

Reason(s)

Vendor Name: Matt McGee

Title CEO

Date 7/23/2024

Signature

UCF Rep: Brian Sargent

Title Manager, Procurement

Date 7/24/24

Signature