



UNIVERSITY OF CENTRAL FLORIDA

Procurement Services

3544 Perseus Loop #160975
Orlando, FL 32816

July 2, 2025

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 one year – **October 1, 2025 through September 30, 2026**. 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 to me via email by **July 18, 2025**.

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

Sincerely,

Brandon Orofino
Procurement Specialist III

 x I accept the 'Option to Renew' and extend the above referenced bid, at the same terms, conditions for October 1, 2025 through September 30, 2026. Initials MM

 I do not accept the 'Option to Renew' this bid for 1 year (October 1, 2025 – September 30, 2026).

Reason(s)

Supplier Name Swish, LLC

Title CEO

Date 07/03/2025

Signature Matthew McGee

UCF Rep Brian Sargent

Title Manager, Procurement

Date 7/7/2025

Signature