

Standard Contract

Contract: #SPP 27-2159

Contract Title: MARKETview Data and Analysis Platform

This contract, between MARKETview, hereinafter called the “Contractor”, and the Commonwealth of Virginia, University of Mary Washington, called the “University” or “UMW”, shall become effective upon July 1, 2026.

WITNESSETH that the Contractor and the University, in consideration of the mutual covenants, promises and agreements contained herein, agree as follows:

PERIOD OF CONTRACT: JULY 1, 2026 through JUNE 30, 2027 with one (1) one-year renewal option remaining.

CONTRACT DOCUMENTS: The contract shall consist of the following documents *in order of precedence*, all of which are incorporated herein by reference, and constitute the “contract documents”:

1. This signed Contract;
2. The terms and conditions of the original agreement with MARKETview (UMW #SPP 24-1770);
3. The Contractor’s Quote (Reference: 20260626-124752896) dated June 26, 2026.

Any contractual claims shall be submitted in accordance with the contractual dispute procedures set forth in the Commonwealth of Virginia Purchasing Manual for Institutions of Higher Education and their Vendors.

SCOPE OF SERVICES: MARKETview – FY27

PRICING: Pricing for July 1, 2026 – June 30, 2027 is \$70,200. If subsequent renewal options are exercised, the price shall be increased no higher than current market price or 5%, whichever is lesser. Contractor shall inform the University at least 60 days prior to any renewal date of any price increase for a renewal term. At this time, the University is only committing to 1 year.

CONTRACT ADMINISTRATION: The Dean of Admissions and Assoc. VP of Admissions, or designee shall be identified by the University as the Contract Administrator and shall use all powers under the contract to enforce its faithfulness and performance in conjunction with the University’s Procurement Services department.

GENERAL TERMS AND CONDITIONS: Refer to the terms and conditions of the original agreement with MARKETview, (UMW #SPP 24-1770), included by reference herein.

SPECIAL TERMS AND CONDITIONS: Refer to the terms and conditions of the original agreement with MARKETview, (UMW #SPP 24-1770), included by reference herein.

METHOD OF PAYMENT/PAYMENT TERMS: The contractor shall be paid using one of the following methods for all University initiated procurements:

1. Check or ACH: Payment will be made will be made on an annual basis, 30 days after satisfactory performance of the contract in all provisions thereof and upon receipt of a properly completed invoice, whichever is later; in accordance with Chapter 43, VPPA, Article 4, Code of Virginia.

To be considered eligible for payment, all physical invoices must be received at the address below and should reference the eVA purchase order and UMW contract numbers as applicable. All electronic invoices must be sent

to invoices@mail.umw.edu. The University will not be responsible for late payment or nonpayment of invoices not received directly by Accounts Payable at this email address or at the mailing address indicated (below).

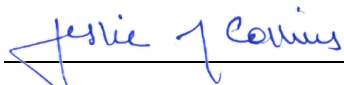
UNIVERSITY OF MARY WASHINGTON
Attn: ACCOUNTS PAYABLE
1301 COLLEGE AVENUE
FREDERICKSBURG, VA 22401

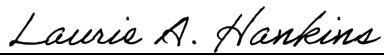
Note: This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules §36* or against a bidder or offeror because of race, religion, color, sex, national origin, age, disability, or any basis prohibited by state law relating to discrimination in employment.

In witness, whereof, the parties have caused this Contract to be duly executed intending to be bound thereby.

MARKETVIEW

UNIVERSITY OF MARY WASHINGTON

Signature: 
Printed Name: Leslie J. Collins
Title: Chief Financial Officer
Date: 29 June 2026
Phone: 703-217-6980
Email: leslie@marketviewedu.com

Signature: 
Printed Name: Laurie A. Hankins
Title: Technology Contract Officer
Date: June 29, 2026

MARKETview

University of Mary Washington - MARKETview Renewal (FY27)

University of Mary Washington

1301 College Ave
Fredericksburg, Virginia 22401-5300
United States

Melissa Yakabouski

myak@umw.edu
+15406541669

Reference: 20260626-124752896
Quote created: June 26, 2026
Quote expires: September 24, 2026

MARKETview Education Partners

1407 Summit Ave

Richmond, Virginia 23230
United States

Prepared by: Ben Plache

ben.plache@marketviewedu.com

Due now **\$0.00**

PRODUCTS & SERVICES	QUANTITY	PRICE
MARKETview - FY27 Payment starts: July 1, 2026	1	\$70,200.00 / year for 1 year

Due now	\$0.00
Total contract value	\$70,200.00

Future Payments Summary

ITEM	PAYMENT
MARKETview - FY27	\$70,200.00 / year starting on July 1, 2026 for 1 payment

Comments

Purchase terms