



Brand USA Headquarters  
1725 Eye Street NW, Eighth Floor  
Washington, DC 20006

May 8, 2023

**Brand Strategy & Creative RFP**  
**RFP ISSUED: January 17, 2023**  
**PROPOSALS REVIEWED/EVALUATED: March 21-22, 2023**

**RE: Notice of Intent to Award Project**

- **Spark**

As provided in the RFP issued January 17, 2023, the Notice of Intent to Award is subject to the execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between Brand USA and the apparent successful Bidder.

The Bidder shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to Brand USA is executed. If the apparent successful Bidder fails to negotiate and execute a contract with Brand USA, in its sole discretion, Brand USA may revoke the award and award the contract to the next highest ranked Bidder or withdraw the RFP. Brand USA further reserves the right to cancel this Notice of Intent to Award at any time prior to the execution of a written contract.

Thank you for participating in the competitive selection process.

Sincerely,

Staci Mellman  
Senior Vice President, Integrated Marketing  
Brand USA  
[SMellman@TheBrandUSA.com](mailto:SMellman@TheBrandUSA.com)

