



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

December 16, 2022

Global Media Planning and Buying
RFP ISSUED: September 8, 2022
PROPOSALS REVIEWED/EVALUATED: December 8, 2022

RE: Notice of Intent to Award Project
• **R&R Partners**

As provided in the RFP issued September 8, 2022, 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,

A handwritten signature in black ink, appearing to read 'Staci Mellman', is positioned below the word 'Sincerely,'.

Staci Mellman
Senior Vice President, Integrated Marketing
Brand USA
SMellman@TheBrandUSA.com

