



Notice of Intent to Award

RFP - Creative Concept Evaluation

Brand USA Headquarters
1725 Eye Street NW, 8th Floor
Washington, DC 20006

May 14, 2021

RFP: Creative Concept Evaluation
RFP ISSUED: April 19, 2021
PROPOSALS REVIEWED/EVALUATED: May 13, 2021

RE: Notice of Intent to Award Project

- Benenson Strategy Group
- GutCheck
- Strategic Marketing and Research Inc. (SMARI)

As provided in the RFP issued April 19, 2021, 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,

Tracy Lanza
Senior Vice President, Integrated Marketing
Brand USA