



## Notice of Intent to Award

### RFP - Integrated Corporate Communications & Public Relations

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

May 12, 2021

RFP: Integrated Corporate Comm & Public Relations  
RFP ISSUED: April 2, 2021  
PROPOSALS REVIEWED/EVALUATED: May 3, 2021; May 4, 2021

RE: Notice of Intent to Award Project  
• Edelman

As provided in the RFP issued April 2, 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