



Brand USA Headquarters
1725 Eye Street NW, Eighth Floor
Washington, DC 2006

March 15, 2024

Content Marketing Software RFP

RFP ISSUED: December 2023

RE: Notice of Intent to Award Project

- Sprout Social

As provided in the RFP, 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,

DocuSigned by:

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Mark Lapidus
VP, Content and Marketing Technology
Brand USA

