



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

July 10, 2023

USA Discovery Program RFP  
RFP ISSUED: April 2023  
PROPOSALS REVIEWED/EVALUATED: June 2023

RE: Notice of Intent to Award Project

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As provided in the RFP issued April 14, 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,

Mark Lapidus  
Vice President, Product & Technology  
Brand USA  
MLapidus@thebrandusa.com

