



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

March 23, 2018

GoUSA TV Producer/Consultant  
RFP ISSUED: February 14, 2018  
PROPOSALS REVIEWED/EVALUATED: March 21, 2018

RE: Notice of Intent to Award Project

- **Lemonade**

As provided in the RFP issued January 9, 2018, 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(s).

The Bidder(s) 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:

*Thomas Garzilli*

438065901A3C495

Thomas Garzilli

Chief Marketing Officer

Brand USA

tgarzilli@TheBrandUSA.com