



BRAND
USA

Brand USA
REQUEST FOR PROPOSAL

Sponsorship Consulting & Asset Valuation
September 2025

INTRODUCTION

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.2 million American jobs* and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore travel experiences and destinations available in the United States.

For industry and partner information about Brand USA, please visit TheBrandUSA.com.

For information about travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.

Purpose

The purpose of this RFP is to identify a consulting partner with deep expertise in sponsorship strategy development and asset valuation. The selected partner will:

- Create a sophisticated sponsorship framework that attracts and secures corporate sponsors across airlines, hotels, technology platforms, financial services, outdoor brands, and lifestyle companies
- Provide independent, market-based valuations of Brand USA's assets using methodologies that resonate with corporate marketing teams
 - o Tangible value (media, digital, content integration, events, intellectual property)
 - o Intangible value (brand equity, sponsor fit, category exclusivity, and audience alignment)
 - o Comparative benchmarks against industry peers
- Advise on packaging, pricing, and go-to-market strategies that demonstrate clear value
- Recommend processes, tools, and structures to maximize sponsorship value

Background

Brand USA has engaged in major sponsorships (e.g., with media companies, hoteliers, transportation companies, and travel trade associations). To ensure these opportunities are optimized and expanded into new corporate sectors, we need expert analysis of:

- Tangible value (media, digital, content integration, events, intellectual property)
- Intangible value (brand equity, sponsor fit, category exclusivity, and audience alignment)
- Comparative benchmarks against industry peers

Context: Structural Complexities & Areas of Opportunity

As a sponsorship development opportunity, Brand USA's unique position creates unprecedented opportunities for corporate sponsors:

- **National Collaboration:** As the national DMO, Brand USA offers unparalleled international market access and directly collaborates with 300+ DMOs and corporate partners across all 50 states, five territories, and the District of Columbia
- **International Position:** Brand USA
- **Addressable Market:** Brand USA's marketing strategies seek to influence high-value traveler segments in the select international markets, leveraging data insights that informs channel, message, and content selection.

Scope of Work

The selected partner will be responsible for:

1. Sponsorship Asset Valuation & Packaging

- **Comprehensive Asset Inventory** – Audit and value existing and potential Brand USA sponsorship assets across Brand USA efforts
- **Pricing Methodology** – Develop a competitive pricing methodology that will enable Brand USA to achieve

- **Asset Development Recommendations** - Identify opportunities to create new or different sponsorship assets
- 2. Deliverables**
 - **Strategic Sponsorship Playbook** - Comprehensive guide including corporate engagement strategies, valuation methodology, and sales processes
 - **Sponsorship Activation Support** - Best practices for maximizing sponsor value delivery
 - **Asset Valuation Report** - Detailed analysis with market comparables and pricing recommendations
 - **Sponsorship Activation Framework** - Templates and tools for sponsorship execution and management
 - **Outreach Enablement Suite** - Executive pitch decks, ROI tools, and workshop facilitation guides
 - **Financial Projections Model** - Multi-year revenue forecast with scenario planning
 - **Executive Presentation** - Board-ready presentation on sponsorship strategy and revenue potential

Proposal Requirements

Vendors must submit:

1. Vendor Qualifications

- Minimum 5 years of sponsorship consulting experience and asset valuation
- Experience with non-profit organizations is highly preferred
- Case studies of similar engagements (destination marketing, travel brands, associations, sports leagues, or large-scale non-profit organizations)
- Contract Manager/Team: Identify dedicated account team with clear roles and senior leadership involvement. Include descriptions of anyone to be involved with the contract.

2. Project Approach

- Proposed valuation methodology.
- Data sources and competitive benchmarks.
- Approach to packaging and pricing recommendations.
- Detailed workplan with timelines & milestones.

3. Financial Proposal

- Detailed fees (valuation, consulting, additional services).
- Hourly/daily rates of key staff.
- Payment terms and structure.
- Any ongoing advisory costs.

3. Other Requirements

- Statement on conflict of interest

4. Questions to Address

Please provide direct, detailed answers to each question. Responses should be clearly labeled and easy to locate within your proposal. Failure to address these questions directly may negatively impact your evaluation.

- What valuation methodologies do you use?

- How do you balance tangible vs. intangible asset value when presenting to corporate decision-makers?
- What benchmarks or datasets do you leverage?
- How do you structure sponsorship packaging and pricing that can build and attract corporate sponsorship investment?
- Who are your current and past clients, particularly those in the nonprofit, association or travel sectors?
- Provide examples of how your recommendations have led to increased corporate sponsorship revenue.

Budget

Proposers must include a realistic, detailed budget with assumptions broken down by phase (strategy development, asset valuation, implementation support), along with an estimated execution timeline and an expanded structure for potential ongoing consulting.

Budget for initial engagement would encompass:

- Phase 1: Discovery & Strategy Development
- Phase 2: Asset Valuation & Competitive Analysis
- Phase 3: Sponsorship Framework & Pricing Development
- Phase 4: Implementation Support & Training

Minimum Requirements

Proposals may be rejected if they do not include all deliverables. Proposers wishing clarification of this RFP must submit questions in writing to Brand USA, no later than October 27, 2025 and sent by e-mail to RFPAdmin@TheBrandUSA.com. Questions will not be answered on calls, with the exception of meetings with scheduled finalists during, or after the meeting. Company names will be removed from the published question/answer document. Duplicative questions, irrelevant questions and questions already addressed in this RFP may not be published. Pitches will be not be accepted outside the RFP process.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by Brand USA.

Notice of Intent to Bid must be received by November 3, 2025.

The notice shall be sent by e-mail to RFPAdmin@TheBrandUSA.com. The NOTICE OF INTENT TO BID, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.

RFP Responses must contain the following information:

- Must include all required sections listed under Proposal Requirements.

Certification Form (Attachment 2): Must be signed and accompany all RFP Response submissions.

9. Tentative Schedule

This tentative schedule may be altered at any time at the discretion of Brand USA. Brand USA reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of Brand USA.

- RFP Released: October 20, 2025
- Questions Due: October 27, 2025
- Answers Posted: October 30, 2025
- Notice of Intent to Bid: November 3, 2025
- Proposals Due: November 17, 2025
- Evaluation by scoring committee: November 18-21, 2025
- Finalist Interviews: December 1-5, 2025
- Notice of Intent to Award Contract and Public Posting: December 10, 2025

11. SUBMISSION INSTRUCTIONS

Delivery of Proposal

Proposals should be e-mailed to RFPadmin@TheBrandUSA.com. We will acknowledge receipt within two business days. If the file size is too large to email, please contact us to arrange alternative delivery.

Format Requirements

- Maximum 20 pages (excluding appendices)
- PDF format preferred
- Executive summary not to exceed 2 pages

12. EVALUATION AND CONTRACTING

All proposals satisfying the requirements of this Request for Proposals will be evaluated to establish which of the providers best fulfills the needs of Brand USA. This Request for Proposals in no way commits Brand USA to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered.

Brand USA reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified providers, or to cancel this Request for Proposals. After awarding the contract, the schedule will include a period of collaboration between Brand USA and the selected Contractor to better define, elaborate upon, and fix the Contractor's final Scope of Work and general Terms and Conditions.

ATTACHMENTS

- Attachment 1: Notice of Intent to Bid Form
- Attachment 2: Certification Form
- Attachment 3: Evaluation Scorecard (for Brand USA use only)

ATTACHMENT 1

NOTICE OF INTENT TO BID

DUE:

SEND TO: RFP Administrator

Brand USA

Email: RFPadmin@TheBrandUSA.com

NAME OF BIDDER/COMPANY:
CONTACT PERSON:
MAILING ADDRESS:
TELEPHONE:
FAX:
EMAIL ADDRESS:
SIGNED:

ATTACHMENT 2

CERTIFICATION

Please include this statement as part of the Proposal

Certification Statement

By submission of this proposal and authorized signature below, Proposer certifies that the undersigned corporate officer has authority to bind the bidder to the terms of this Proposal and hereby certifies on behalf of the bidder that:

1. He/she has read and understands all commitments and terms of this Proposal.
2. The information contained in this Proposal is accurate.
3. Proposer's quote is valid for at least 120 days from the date of proposal's signature below.
4. Proposer understands that if selected as the successful Proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document. Date of execution can be extended by mutual agreement of contractor / Brand USA.

Authorized Signature

Typed or Printed Name

Title

Date

Official Contact

Brand USA requests that the Proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

Official Contact Name

Phone Number

Official Contact Title

Facsimile Number

Email Address

Street, City, State

ATTACHMENT 3

FOR BRAND USA USE ONLY – PROPOSAL EVALUATION CRITERIA
OVERALL EVALUATION

CATEGORY	MAX POINTS	SCORE
COMPANY EXPERIENCE	30	
METHODOLOGY & APPROACH	25	
PROVEN RESULTS & REFERENCES	20	
VALUE & COST STRUCTURE	15	
TEAM & PROJECT MANAGEMENT	10	