

## SPONSOR DEVELOPMENT Q&A

**Q: Can you share a list of assets that will be within the scope of the valuation and packaging project?**

**A:** Information regarding current partnership structures and benefits will be provided to the selected vendor during the discovery phase. The consultant will have access to necessary partnership information to conduct proper valuation and competitive analysis while maintaining appropriate confidentiality.

**Q: What are key open categories that Brand USA is interested in targeting or remain open and need new sponsorship strategies developed towards for future pitches?**

**A:** The selected vendor will be expected to identify and prioritize the category opportunities; however we do remain open at this time to all ideas, especially for both endemic (travel-related) and non-endemic categories.

**Q: What is Brand USA's expected start date and end date for this scope of work?**

**A:** Project initiation is targeted for January 2026, with the initial engagement timeline to be proposed by the vendor based on the scope requirements. The selected consultant should propose a phased approach with specific milestones and deliverables. Ongoing advisory support options should be outlined separately.

**Q: Can you share examples of how existing or former corporate sponsors have leveraged the partnership with Brand USA?**

**A:** Case studies and partnership activation examples will be provided to the selected vendor during the discovery phase. The consultant will have access to historical partnership performance data necessary to inform valuation and strategy development, while maintaining appropriate confidentiality.

**Q: Who do you consider to be your industry peers (or competitive set)?**

**A:** The consultant should propose relevant competitive sets as part of their methodology, including but not limited to:

- Other national and major regional DMOs
- Large-scale non-profit organizations
- Sports properties and leagues
- Trade associations

The consultant should demonstrate ability to benchmark across multiple categories relevant to Brand USA's unique position.

**Q: For SOW / 2 Deliverables / Financial Projections Model, are you only looking to include sponsorship revenue in the overall model, or are there other inputs in your P&L we would be expected for forecast?**

**A:** The financial projections model should focus primarily on sponsorship revenue opportunities. Vendors should propose the appropriate scope and structure for the financial model based on industry best practices for sponsorship valuation and revenue forecasting. During the discovery phase, the selected vendor will work with Brand USA to refine the model parameters based on our specific needs and objectives.

**Q: “For Proposal Requirement / 2 Project Approach / “Data sources & competitive benchmarks”, what is the expected deliverable in the RFP response?**

**A:** Vendors should identify and propose relevant data sources and competitive benchmarks as part of their methodology. Proposals should clearly outline what data/benchmarks the vendor will provide versus any expectations for Brand USA to supply. The selected vendor will have access to Brand USA's market insights during the discovery phase.

**Q: Can you share an organization model or chart for Brand USA and identify who would be involved in the project?**

**A:** Organizational structure and team details will be provided to the selected vendor during the discovery phase.

**Q: For Deliverables, “Outreach Enablement Suite - Executive pitch decks, ROI tools, and workshop facilitation guides”, are you looking for templates or on-going support to provide these services? If it is on-going services, please provide the scale of deliverables (how many or how often).**

**A:** This will be part of the scope with the selected vendor. We are initially looking for templates and an architecture for development, but ongoing services may be needed.

**Q: Is this RFP an annual exercise, or do you anticipate the selected partner supporting the work for multiple future years?**

**A:** This RFP is for an initial engagement with potential for ongoing advisory services. Multi-year contracting options may be considered based on performance and mutual agreement. Brand USA follows federal procurement guidelines for competitive solicitations.