

DATE: 06/22/2023

NON-CONSTRUCTION CONTRACT SOLICITATION NOTICE

MTA- HQ IS NOW ADVERTISING FOR THE FOLLOWING:

SSE #: 15878

OPENING/DUE DATE: 07/28/2023

TYPE OF SOLICITATION: RFP

DOCUMENT AVAILABILITY DATE: 06/23/2023

SOLICITATION TITLE: Brand Licensing Services

DESCRIPTION: The Metropolitan Transportation Authority ("MTA") invites brand licensing services providers ("Prospective Proposer," "Bidder" and/or "Contractor") to submit proposals in response to this Request-for-Proposal ("RFP"). The objective of this RFP is to identify and contract with a licensing agent who will greatly enhance the MTA's licensing program in many ways, including:

- i. Help the MTA to acquire new licensees
- ii. Expand the markets for MTA licensed merchandise within the United States and abroad
- iii. Help existing MTA licensees to develop new products and expand into new channels and markets, including the Web3/Metaverse and gaming verticals
- iv. Significantly grow the MTA's revenues from the Licensing Program

Funding: N/A Goals: N/A Est \$ Range: N/A Contract Term: 5 years, plus a two-year renewal option

(X) PRE-BID CONFERENCE

DATE: 07/12/2023

TIME: 2:30PM

Location: 333 West 34th Street, New York, NY 10001

() SITE TOUR N/A

DATE:

TIME:

PLACE:

FOR MORE INFORMATION, PLEASE CONTACT:

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