



April 8, 2022

To All Interested Proposers:

The Long Island Power Authority (the "Authority") is soliciting proposals from firms **for the Development of Brand Strategy and Related Communication Assets and Messaging**. The Request for Proposals ("RFP") is available for your reference on Bonfire's web site at <https://lipower.bonfirehub.com>.

It is requested that no later than **May 2, 2022, by 3 p.m. ET**, each proposer submit electronic copies of their technical proposal and price proposal in two separate files, along with the necessary forms.

To facilitate communications between the Authority and Proposers and to ensure that all Proposers have access to the same information, all information concerning this RFP will be posted on Bonfire's website at <https://lipower.bonfirehub.com>. All questions regarding this RFP must be submitted as set forth in the RFP. The Authority will post questions and responses on the RFP website.

Maria Gomes will serve as the primary point of contact for this RFP. Except as otherwise stated in the RFP, no other contact with Authority Board members, staff, or consultants regarding this RFP will be allowed during the RFP process. Violation of this requirement may be grounds for disqualification from the RFP process.

We look forward to your interest and participation in this RFP.

Sincerely,

/s/ Thomas Falcone

Chief Executive Officer