



**NOTICE TO BIDDERS  
PROMOTIONAL PARTNERSHIP - SENIOR EXPRESS VAN**

The Town of Clifton Park is currently seeking proposals for promotional messaging on a new planned Senior Express Transportation Van for the Town's Senior Transportation Services.

Please refer any questions to the Office of the Town Supervisor at 518-371-6651, ext. 240. Proposals will be received no later than 3:00 PM on Friday, March 13, 2020 at the Clifton Park Town Clerk's Office, One Town Hall Plaza, Clifton Park, New York 12065, or at [pbarrett@cliftonpark.org](mailto:pbarrett@cliftonpark.org). Or visit online at <https://cliftonpark.org/government/requests-for-bids-and-proposals.html>.

Total Price \_\_\_\_\_

Company's Name \_\_\_\_\_

Company's Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Company's Phone \_\_\_\_\_

Representative's Name \_\_\_\_\_

**SEND TO: PROMOTIONAL PARTNERSHIP-SENIOR EXPRESS VAN  
Town of Clifton Park Town Clerk  
One Town Hall Plaza  
Clifton Park, New York 12065**



# Town of Clifton Park

One Town Hall Plaza • Clifton Park, New York 12065 • (518) 371-6651 • FAX: (518) 371-1136

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February 21, 2020

To Whom It May Concern,

The Town of Clifton Park is offering a unique opportunity to partner with the Town to promote Your Brand through an innovative marketing and advertising License, utilizing the exterior of a New Senior Express Transportation Van.

The Town's Senior Transportation Service operates throughout the Town of Clifton Park and surrounding communities. Our popular service provides transportation for Clifton Park residents, aged fifty and older, to virtually any local destination within the Clifton Park area, including grocery stores, pharmacies, dry cleaners, hairdressers, restaurants, professional offices and the Town Senior Community Center on the Clifton Common.

In addition, the Senior Express Van transports Clifton Park Residents to medical appointments in municipalities such as Albany, Schenectady, Troy, Ballston Spa, Saratoga Springs, Mechanicville, Latham and Niskayuna.

As a result, our Senior Transportation vans are recognizable throughout Southern Saratoga County and the Capital Region. Therefore, your brand will realize thousands of impressions each week. You will also be supporting a valuable service for a large and growing demographic.

The vans operate from 8:00 A.M to 4:00 P.M., Monday through Friday. The highest bid will be selected for this unique partnership. The minimum bid is \$5,000 for a one-year license, with an option to renew the partnership for an additional year for the same license fee. Only one organization will be selected to advertise on the vehicle. The successful bidder will pay the cost of the lettering "wrap" or lettering scheme which will be subject to the reasonable approval of the Town. The Town will work closely with the successful bidder to ensure the advertising on the vehicle is acceptable to both parties. The Town reserves the right to incorporate the words "Clifton Park Senior Express" on both sides, front and rear of the vehicle.

If you are interested in providing a proposal for review and consideration, please submit the proposal to the physical address or email address below:

Town Supervisor Philip C. Barrett  
Town of Clifton Park  
Town Hall One Town Hall Plaza  
Clifton Park, NY 12065  
pbarrett@cliftonpark.org

All submissions are due no later than 5:00 pm, March 13, 2020. All inquiries regarding this RFP should be directed to the Office of the Town Supervisor, Phil Barrett via email to [pbarrett@cliftonpark.org](mailto:pbarrett@cliftonpark.org). Or visit online at <https://cliftonpark.org/government/requests-for-bids-and-proposals.html>

Sincerely,

Philip C. Barrett  
Town Supervisor