

July 15, 2026

To Whom It May Concern:

Notice is hereby given that sealed proposals are sought and requested for the following:

***** REQUEST FOR PROPOSALS *****

NAME: Welding Academy Marketing
DATE: August 11, 2026
TIME: 2:00 PM
PLACE: CONFERENCE ROOM 202
IAM-CLINTON COMMUNITY COLLEGE
53 CLINTON POINT DRIVE, PLATTSBURGH 12901

***** REQUEST FOR PROPOSALS *****

Two (2) copies of the bid must be submitted in a sealed envelope addressed to:

Office of the Controller
Clinton Community College
46 Beekman Street
Plattsburgh, NY 12901

On the face of said envelope the following information shall be included:

1. NAME AND ADDRESS OF BIDDER
2. NAME OF BID: **Welding Academy Marketing**

No Contractor to whom this contract is let, granted or awarded, shall assign, transfer, convey, sublet or otherwise dispose of same, or of his/her right, title and interest herein, including the performance of this contract or the right to receive moneys due or to become due, or of his/her power to execute this without the prior written consent of the Office of the Vice President for Administration at Clinton Community College. In the event that the contractor shall without prior written consent assign, transfer, convey sublet or otherwise dispose of this contract or of his/her right, title and interest herein, including the performance of this contract, or the right to receive moneys due or to become due, or his/her power to execute such contract to any other person or corporations, or upon receipt by Clinton Community College of an attachment against the contract, the College shall be relieved and discharged from any and all liability and obligation growing out of such contract to such contractor and the person or corporation to which such contract shall have been assigned, his/her assignees, transferees or sub lessee shall forfeit and lose all moneys theretofore earned under this contract except to much as may be required to pay his/her employees.

Any bid submitted will be binding for 120 day subsequent to the date of the bid opening.

SPEC SHEET
Clinton Community College
Plattsburgh, NY 12901

Marketing/Outreach—August 11, 2026

Clinton Community College's Institute for Advanced Manufacturing (IAM) is seeking from qualified marketing firms to develop and execute a targeted marketing and student recruitment campaign for four (4) three-week Welding Academies (held over the course of 18 months). The objective is to recruit qualified participants from the North Country region for a workforce training program leading to employment opportunities.

Creative Approach

Respondents shall submit a conceptional marketing strategy for Welding Academy demonstrating their proposed messaging, recommended communication channels, and overall creative direction including: a proposed campaign theme or tagline; sample social media graphic or mock-up, and brief 2-3 page description of how the campaign would generate qualified enrollments. (These materials submitted for the RFP are for evaluation purposes only and will not be used by the College without proposer's written permission.) Proposal should include breakdown of costs for advertising, deliverables, design, and labor.

Campaign Goals:

Goals:

The primary goal of the campaign is to raise awareness of the program and enroll a total of 48 individuals into the programs over 18 months. There are 12 seats per cohort. The campaign needs to generate qualified student inquiries, increase applications, reach targeted populations, and promote welding career opportunities.

Audience

Target audience includes socially and economically underrepresented populations in the regional workforce, including but not limited to those who are not in the labor force, unemployed, underemployed and/or low-income individuals. This may also include adults seeking career changes, dislocated workers, recent high school graduates, veterans, transitioning military, women entering skill trades and incumbent workers seeking advancement.

Required Deliverables

Campaign should be mix of media between digital advertising utilizing social media and regional opportunities. Creation of flyers and information print material including graphic design matching slicks for social media, to be distributed to CBOs, employment agencies and other organizations to reach target audience. Media buy may include a mix of print, broadcast and digital advertising as appropriate.

Reporting Requirements

Bidder will also provide weekly campaign reports including digital analytics, copies of all creative materials, access to any campaign dashboards if created and not accessible by IAM staff.

Clinton Community College owns all creative work after RFP has been awarded. Source files must be provided and photos and videos become College property. The College may reuse materials without additional licensing fee.

For purposes of this procurement Clinton Community College has established an overall MWBE participation goal of 30% of the total contract value for NYS Certified Minority and Women-owned Business Enterprises.

*****NOTICE TO BIDDERS OUTSIDE OF NEW YORK STATE *****

Out-of-State bidders are requested to submit a certificate verifying authority to do business in new York State. (available from the Department of State, Albany) or a letter from the Office of the New York State Secretary of State exempting them from registering this is not to be confused with the authority to collect Sales Tax in New York State.

Failure to submit same will result in bid being rejected. (Please see **Instructions to Bidders and General Requirements.**)

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Bid award will be contingent upon funds being available.

All bids submitted must be on each individual item for which a bid is requested. No contingency or variance of the bid specifications will be considered or allowed in awarding the bid.

IMPORTANT

Bids not submitted on Clinton Community College bid form will be rejected.

It is the bidder's responsibility to read the attached **INSTRUCTIONS TO BIDDERS**, which outlines bidding rules of Clinton Community College.

Upon submission of bid, it is understood that the bidder has read, fully understands and will comply with said **INSTRUCTION TO BIDDERS**.

Bidders much complete attached college forms which include Non-Collusion Bidding Certification, Information Sheet, Vendor Reference Sheet, Iranian Energy Sector Divestment and Authority to do business in New York State. These forms **must be properly executed and submitted with the bid.**

It is the bidder's responsibility to check for addenda on the website at intervals after the initial bid is posted <http://www.clinton.edu/businessoffice/bids.aspx>.

Clinton Community College
46 Beekman Street
Plattsburgh, NY 12901
Phone (518) 562-4130
Email: Jessica.wyser@clinton.edu

NON-BIDDER'S RESPONSE

VENDOR NAME: _____

BID NAME: _____ BID DATE: _____

For the purposes of facilitating your firm's response to our invitation to bid, Clinton Community College is interested in ascertaining reasons for prospective bidders' failure to respond to invitations to bid. If your firm is not responding to this bid, please indicate the reason(s) by checking any appropriate item(s) below and returning this form to the Office of the Vice President for Administration/Business at the above address.

We are not responding to this invitation for bid for the following reason(s):

_____ Items or materials requested not manufactured by us or not available to our company.

_____ Our items and/or materials do not meet specifications.

_____ Specifications not clearly understood or applicable (too vague, too rigid, etc).

_____ Quantities too small.

_____ Insufficient time allowed for preparation of bid.

_____ Incorrect address used
Correct mailing address is: _____

_____ Our branch/division handles this type of bid
Correct name and mailing address _____

_____ Other reason(s):

ATTENTION OUT-OF-STATE BIDDERS

No bid will be considered when opened unless accompanied by a certified copy of your Authority to do Business in New York State. This is not to be confused with a sales tax certificate. The Authority can be obtained by contacting:

New York State Department of State Division of Corporations
99 Washington Ave
One Commerce Plaza
Albany, NY 12231
(518) 473-2492
www.dos.ny.gov

If the Certificate does not accompany the bid, the bid is NOT VALID.

In the event you are of the opinion that you are not required to obtain the Authority to do Business in New York State then you should complete the *Statement Concerning Authority to do Business*.

You must also have the Non-Collusion Certificate completed and signed and if you are a corporation, you must have the Resolution completed and signed.

**Statement Concerning Authority to do Business
in the State of New York**

A certificate of authority is required of out-of-state companies if the company has property, employees or agents used in conducting its business activities within the state of New York. Generally, business activities are defined as having an office in the state, making sales or promotional calls with the state, delivering products or merchandise and/or making service calls within the state.

Companies conducting mail order activities with New York customers are not considered doing business within New York State if the company has no property, employees, agents and/or representatives in or traveling into the state. _____ is such a mail order company, as such it is not required to hold a Certificate of Authority.

Performance under the attached bid will not result in any action that would result in a requirement to obtain a Certificate as all commerce will be conducted by mail. It is the opinion of legal counsel for this firm:

Name _____

Address _____

Address _____

Telephone _____

That this firm is not required to file an Authority to do Business in New York State as required by Section 1301 of the NYS Business Corporate Law.

Individual Acknowledgement

Signature

State of _____

County of _____ ss.

On this _____ day of _____ two thousand and _____

Before me, the subscriber, personally appeared _____ to me personally known and known to me to be the same person described in and who executed the within Instrument, and he/she acknowledged to me that he/she executed the same.

Notary Public

Corporate Acknowledgement

Signature

State of _____

County of _____ ss.

On this _____ day of _____ two thousand and _____

Before me, the subscriber, personally appeared _____ to me personally known and known to me to be the same person described in and who executed the within Instrument, and he/she acknowledged to me that he/she executed the same.

Notary Public

AUTHORITY TO DO BUSINESS IN NEW YORK STATE

A foreign corporation (non-New York State organized corporation) must submit with its bid and up-to-date certified copy of its Authority To Do Business in New York State, which can be obtained from the Office of the New York State Secretary of State, or a completed "Statement Concerning Authority to do Business in the State of New York".

CHECK ONE: _____ this is to certify that I have read the above Special Notice relative to foreign and/or out-of-state corporations and I am submitting a certified copy of the Authority to do Business in the State of New York which is duly authenticated having the official seal of the State of New York affixed thereto, or a completed "Statement Concerning Authority to do Business in the State of New York."
_____ This is to certify this Special Notice does not apply to the firm/business/individual submitting the bid.
(Only New York State firms may check this box.)

NON-COLLUSION CERTIFICATE

1. I undersigned hereby certifies:
- a. This quote, bid, or proposal has been independently arrived at without collusion with any other vendor, bidder or with any competitor or potential competitor.
 - b. This quote, bid, or proposal has not been knowingly disclosed and will not be knowingly disclosed, prior to the date of quotes, bids, or proposals for this project, to any other vendor, bidder, competitor or potential competitor.
 - c. No attempt has been, or will be made to induce any other person, partnership, or corporation to submit a quote, bid, or proposal.
 - d. That there is no conflict of interest.
 - e. The person signing this quote, bid, or proposal certifies that he/she has fully informed himself/herself regarding the accuracy of the statements contained in this certification, and under the penalties of perjury, affirms the truth thereof, such penalties being applicable to the bidder as well as the person signing on their behalf.
 - f. The undersigned hereby certifies that (he), (she), (it) is familiar with the code of Ethics and Standards of Conduct of Clinton Community College in effect as the time of the submission of this quote, bid, or proposal and states that (he), (she), (it) is not aware of any violation thereof by the submission of this quote, bid, or proposal. A copy of said Code of Ethics and Standards of Conduct of Clinton Community College is available for review at the Office of the Controller,

THE SIGNATURE CERTIFIES THAT I HAVE READ INSTRUCTIONS TO BIDDERS AND GENERAL REQUIREMENTS OF THE CONTRACT AND THE GENERAL CONDITIONS; THAT I WILL ATTACH CERTIFICATION AUTHORITY TO DO BUSINESS IN NEW YORK STATE, IF NOT A NEW YORK STATE FIRM; THAT THE BIDDER HEREBY AGREES TO THE PROVISION OF SECTION 139-a, AND 139-b OF THE NEW YORK STATE FINANCE LAW (WAIVER OF IMMUNITY CLAUSE); THAT THE BIDDER CERTIFIES THE FIRM IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER; AND FURTHER, THE BIDDER CERTIFIES ITEMS (a)-(e) OF THE NON-COLLUSION CERTIFICATE.

DATE: _____ SIGNED: _____

FIRM: _____

RESOLUTION (FOR CORPORATE BIDDERS ONLY)

RESOLVED THAT _____ be authorized to sign and submit the bid or proposal of this corporation for the following project:

and to include in such bid or proposal, the certificate as to non-collusion required by Section 139-d of the State Finance Law 2604 of the Public Authorities Law as the act and deed of such corporation, and for any inaccuracies or misstatements in such certificates this corporate bidder shall be liable under the penalties of perjury.

The foregoing is true and correct copy of the resolution adopted by _____
Corporation, at a meeting of its Board of Directors held on _____ day of _____, 20____.

(Seal of the Corporation)

Signature & Title of Officer of the Corporation

Information Sheet

Name of Bidder: _____

Address: _____

Type of Entity: Corp. _____ Partnership _____ Individual _____

Type of Corporation: _____

If a non-publicly owned corporation:

Name of Corporation: _____

List of Principal Stockholders (holding over 5% of outstanding shares)

List of Officers

List of Directors:

Date of Organization: _____

If a Partnership:

Partners: _____

Name of Partnership: _____

Date of Organization: _____

If business is conducted under an assumed name, a copy of the certificate required to be filed under the New York General Business Law must be attached.

“Iran Divestment Act of 2012”

“Iranian Energy Sector Divestment”

Pursuant to State Finance Law §165-a, the Commissioner of General Services is required to develop a list of persons it determines engage in investment activities in Iran, which is defined as provision of goods, services or credit of \$20,000,000 or more, relating to the energy sector.

General Municipal Law §103-g(4) states as follows:

Every bid or proposal hereafter made to a political subdivision of the state or any public department, agency or official thereof where competitive bidding is required by statute, rule, regulation or local law, for work or service performed or to be performed or goods sold or to be sold, shall contain the following statement subscribed by the bidder and affirmed by such bidder as true under penalties or perjury.

The below signed bidder affirms the following as true under penalties of perjury:

- a. “By submission of this bid, the bidder identified herein and each person signing on behalf of the bidders certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and behalf of this bidder is not on the list created pursuant to paragraph (b) of subdivision 3 of Section 165-a of the state finance law.”

Corporate or Company Name

By:

Signature

Title

Sworn to before me this

_____ day of _____, 20 _____

Notary Public

REFERENCE SHEET

All bidders are required to complete this form so the College will have three references of past performance. References should involve project and/or service situations of similar size and scope to this bid. References must have had dealings with the Bidder within the last thirty-six months. The College reserves the right to contact any or all of the references supplied for an evaluation of past performance in order to establish the responsibility of the Bidder before the actual award of the bid and/or contact.

If references have been filed with the Office of the Vice President of Administration during the last 12 months, it will not be necessary to complete the references portion of this form. Indicated filing date on the line provided.

BIDDER'S NAME: _____

DATE FILED: _____

Reference's Name: _____

Address: _____

Phone: _____ Contact Person _____

Reference's Name: _____

Address: _____

Phone: _____ Contact Person _____

Reference's Name: _____

Address: _____

Phone: _____ Contact Person _____