

THINKING BIGGER BUSINESS MEDIA, INC.



17<sup>th</sup> ANNUAL 25 UNDER 25 AWARDS PROGRAM

# • APPLICATION •

Complete instructions on how to prepare and submit your application for the 17th annual 25 Under 25 Awards program.



• ABOUT THE AWARD •



**CONGRATULATIONS ON BEING NOMINATED** for the 25 Under 25 Awards program. The 25 Under 25 Awards program was created 17 years ago by Thinking Bigger Business Media's owner and publisher, Kelly Scanlon. To celebrate the company's 10-year anniversary, Kelly wanted something that would last longer than a one-time celebration party. Through her work with the magazine and entrepreneurial community, she knew there were thousands of small businesses working daily to provide jobs, bolster our economy, and give back to the Kansas City community.

She also ran across the following statistic: *Small businesses comprise the largest number of companies both locally and nationally, with roughly 83 percent of Kansas City area and 86 percent of businesses nationwide employing 19 or fewer employees.* It was then that the 25 Under 25 Award was created. For the last 17 years, Thinking Bigger Business Media has recognized 25 small businesses with under 25 employees every year. We hope to have the opportunity to honor you in our 17th year.

**NOW THAT YOU HAVE BEEN NOMINATED, THE NEXT STEP IS TO COMPLETE THE APPLICATION.**

> Operate a for-profit company in the greater Kansas City area

> Employ fewer than 25 employees (or full-time equivalents)

> Been in business for at least three years as of Sept. 29, 2017

**APPLY TODAY!**

Everything you need to know about how and when to apply for the award are enclosed here. If you have questions, please feel free to contact us. We encourage you to apply, and we look forward to receiving your application so we can have the opportunity to honor you as one of Kansas City's outstanding small businesses.

17<sup>TH</sup> ANNUAL 25 UNDER 25 AWARDS PROGRAM



• TIMELINE •



**AUG. 01**

Call for nominations

**SEPT. 29**

End of nomination period

**NOV. 03**

All applications and supporting materials due

**DEC. 01**

Judges meeting, winners notified

**FEB. 24, 2018**

**17th Annual 25 Under 25 Awards Gala at the Downtown Marriott Hotel**

*\* business owner must be present to accept the award*



• APPLICATION •



The following application will ask for company information as well as answers to four questions. Please note that all fields must be completed in order to be sent to the judges. If any area is left incomplete, the application will not be sent to the judging panel.

Please complete the following fields and return the completed application packet and requested materials to:

**MEGAN SCANLON**  
Operations & Events Manager  
[mscanlon@ithinkbigger.com](mailto:mscanlon@ithinkbigger.com)

\* *In Subject Line include:*  
*25 Under 25 Award Application*

You will receive a confirmation of receipt within 1 hour during normal business hours or by 8:30 a.m. the following business morning if submitted after 5 p.m.

**Please note:**  
All final honorees must commit to having the company owner or president accept the 25 Under 25 Award at the Awards Dinner & Gala on Saturday, February 24, 2018.

**KEEP IN MIND:** While completing your application, be mindful that this is the only information judges receive to evaluate your company against all other applications. Use the questions and supporting materials in the following pages to thoroughly represent and define your company. Well thought out, concise and articulate answers are always noticed.

17<sup>TH</sup> ANNUAL 25 UNDER 25 AWARDS PROGRAM



• CONTACT INFORMATION •



NAME OF COMPANY

CONTACT INFORMATION

This person will receive all information, including e-mail reminders.

NAME

-----

ADDRESS

-----

CITY, STATE, ZIP

-----

PHONE

-----

E-MAIL

-----

WEB SITE

-----



-----



-----

OWNER INFORMATION

This person is the key decision maker within the company.

NAME

-----

ADDRESS

-----

CITY, STATE, ZIP

-----

PHONE

-----

E-MAIL

-----

Is your company a certified Minority Business Enterprise, Women's Business Enterprise or Veteran-owned?

MBE

WBE

VETERAN

-----	-----	-----
-------	-------	-------

17<sup>TH</sup> ANNUAL 25 UNDER 25 AWARDS PROGRAM



• COMPANY INFORMATION •



**NUMBER OF YEARS IN BUSINESS**

**NUMBER OF FULL-TIME EMPLOYEES (FULL-TIME EQUIVALENTS)**

**WHAT INDUSTRY ARE YOU IN?**

**BUSINESS STRUCTURE** [choose one]



**SOLE PROPRIETOR**



**PARTNERSHIP**



**CORPORATION**



**OTHER**



• COMPANY INFORMATION •



**COMPANY PROFILE**

Please describe your company and what it does. Consider history, accomplishments, purpose, future vision and anything else you would like the judges to know about. Company profiles should aim to be approximately 500 words (about one, single spaced page). *Remember, this is how the judges are going to get to know and understand your company.*



• QUESTIONNAIRE •



**PLEASE ANSWER THE FOLLOWING THREE QUESTIONS**

**In what way has your company overcome obstacles/challenges to achieve your present success? Please include a "lessons learned" section; that is, if you had to start your business all over again, what would you do differently?**

*Don't be afraid to toot your own horn on this element. These answers are never criticized for their honesty, but instead are met with respect and admiration.*

**Write down the one word you would use to define your small business. Then use that word as a basis to explain what sets your business apart from other small businesses.**





• QUESTIONNAIRE •



QUESTIONS CONTINUED

**How has your company contributed to the greater community in which you do business?** *At the heart of small business development is a concept that growth of the small business community helps all in the community. The judges are looking for detailed information on all community and charitable activities of the company. This includes not only support of business-related clubs and activities, but also charitable and philanthropic activities. While this kind of activity is rewarded in the judging, the judges nonetheless are careful to weigh it against the financial strength of the company. In other words, a company should be able to demonstrate community involvement and charitable activities without jeopardizing its bottom line financials.*

17<sup>TH</sup> ANNUAL 25 UNDER 25 AWARDS PROGRAM



• REFERENCES •



**Letter of support** (These must be on letterhead from someone other than the person who nominated your company.)

Please attach your letter of support as a separate file to your application submission.



**Industry References** (You do not need letters from these references.)

Please provide reference's name, company, address, email and phone number.

**BANK REFERENCE**

**ATTORNEY REFERENCE**

**CPA/ACCOUNTANT REFERENCE**

**INDUSTRY REFERENCE**

17<sup>TH</sup> ANNUAL 25 UNDER 25 AWARDS PROGRAM



• FINANCIAL INFORMATION •



**Every company must MAIL their financial background sheet in a sealed envelope to:**

**25 Under 25 Awards  
Thinking Bigger Business Media  
P.O. Box 754  
Shawnee Mission, KS 66201**

Please **PRINT** this completed page and **MAIL**. Please **DO NOT** submit the financial form via email. This is for the security of your financial information. If you have any questions about what to submit, you may contact us at (913) 432-6690, and we will forward your name/questions to the independent financial judge. Detailed financial information on individual businesses will *not* be reviewed by the staff of Thinking Bigger Business Media, the judges, or released publicly. We adhere to a very strict process that ensures your financial information remains confidential. *The financial information is designed to avoid recognizing a company that is teetering on the edge of bankruptcy, which diminishes the prestige of the award. Proof of financial viability is also a factor that distinguishes this recognition from many other business recognition programs.*

All financial figures will be used only for the purpose of the 25 Under 25 Awards program and then destroyed.

Please complete the following chart of financial information for 2015 and 2016, as well as the six months ending June 30, 2017. You should be able to pull the figures from your income statements and balance sheets.

**FINANCIAL CONTACT INFORMATION**

**COMPANY NAME**

**CONTACT**

**PHONE**

**E-MAIL**

**COMPANY FINANCIAL BACKGROUND**

**All information is required. Incomplete information will result in disqualification**

	2015	2016	2017 (PERIOD ENDING JUNE 30)
<b>TOTAL SALES/REVENUES</b>			
<b>TOTAL ASSETS</b>			
<b>EQUITY/NET WORTH</b>			
<b>NET INCOME</b>			
<b>NUMBER OF FULL-TIME EMPLOYEES</b>			



• SUPPORTING MATERIALS •



You may submit up to *THREE (3) pieces of additional supporting material*. This can include items such as: company collateral, articles about your company, previous awards, etc.

Please submit additional supporting material in .jpeg or .pdf file formats.

This is not a **REQUIRED** piece of the application. This is an optional opportunity to show more about your company.

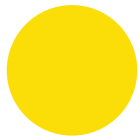


• APPLICATION CHECKLIST •



**APPLICATION CHECKLIST (due Nov. 3, 2017)**

**All information must be complete for the application to be considered.**



Email [mscanlon@ithinkbigger.com](mailto:mscanlon@ithinkbigger.com) with the following attachments:

- > Completed 25 Under 25® Fillable PDF Application Packet
  - All fields except the financial information (to be mailed) should be completed.
- > Letter of support from someone other than the person who nominated your company.
- > Up to three additional attachments of collateral (articles, company information, etc.) in .jpg or .pdf file format.

You will receive a confirmation of receipt within 1 hour during normal business hours, or by 8:30 a.m. the following business day if submitted after 5 p.m.



In a **sealed envelope**, mail financial information to:

25 Under 25® Awards  
Thinking Bigger Business Media  
P.O. Box 754  
Shawnee Mission, KS, 66201

You will receive a confirmation email the day your financial information is received.

Please note: All final honorees must commit to having the company owner or president accept the 25 Under 25® Award at the Awards Dinner & Gala on **February 24, 2018.**

**CONTACT INFORMATION**

**MEGAN SCANLON**, Operations & Events Manager, Thinking Bigger Business Media  
[mscanlon@ithinkbigger.com](mailto:mscanlon@ithinkbigger.com) :: (913) 432-6690