

THINKING BIGGER BUSINESS MEDIA INC.



18th ANNUAL 25 UNDER 25
SMALL BUSINESS AWARDS

• APPLICATION •

Complete instructions on how to prepare and submit your application for the 18th annual 25 Under 25 Awards program.



• ABOUT THE AWARD •



CONGRATULATIONS ON BEING NOMINATED for the 25 Under 25 Small Business Awards. The program was introduced 18 years ago by Thinking Bigger Business Media in conjunction with the company's 10-year anniversary to honor the thousands of small businesses that provide jobs, bolster our economy, and give back to the Kansas City community.

Consider these statistics:

- > 99.7% of U.S. businesses are small businesses, and 89% of firms nationwide have fewer than 20 employees
- > 82% of Kansas City companies have fewer than 20 employees
- > Firms with less than 20 workers employ 16.8% of private sector workers

Thinking Bigger Business Media is a champion of small businesses, which is why we have recognized 25 small businesses with 25 or fewer employees every year since 2001. We hope to have the opportunity to honor you in our 18th year.

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

CRITERIA:

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

> Employ up to 25 employees (or full-time equivalents)

> In business for at least three years as of Sept. 28, 2018

APPLY TODAY!

DEADLINE: NOV. 2

Everything you need to know about how and when to apply for the award is 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.

18TH ANNUAL 25 UNDER 25 AWARDS PROGRAM



• TIMELINE •



AUG. 01

Call for nominations

SEPT. 28

End of nomination period

OCT. 16, 17, 19

Honoree workshops: How to Win the 25 Under 25 Award
Workshops in Overland Park, the Northland and Lee's Summit
Sign up for a workshop: 25u25workshop2018.eventbrite.com
Password: NOMINEE

NOV. 02

All applications and supporting materials due

DEC. 07

Judges meeting, winners notified

FEB. 23, 2019

18th 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:

JENNIFER GAMBLE
Operations & Events Manager
jgamble@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 23, 2019.

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.



• 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

TITLE

WEBSITE





OWNER INFORMATION

This person is the key decision maker within the company.

NAME

ADDRESS

CITY, STATE, ZIP

PHONE

E-MAIL

TITLE

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

MBE

WBE

VETERAN

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• COMPANY INFORMATION •



YEAR FOUNDED

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.*

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• 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

18TH 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
 116 W. Third Street, Suite 203
 Kansas City, MO 64105

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 2016 and 2017, as well as the six months ending June 30, 2018. 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

	2016	2017	2018 (PERIOD ENDING JUNE30)
TOTAL SALES/REVENUES			
TOTAL ASSETS			
EQUITY/NET WORTH			
NET INCOME			
NUMBER OF FULL-TIME EMPLOYEES			



• SUPPORTING MATERIALS •



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

Please provide information below or submit additional materials 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.

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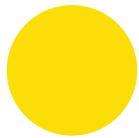


• APPLICATION CHECKLIST •



APPLICATION CHECKLIST (due Nov. 2, 2018)

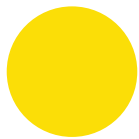
All information must be complete for the application to be considered.



Email jgamble@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
116 W. Third Street, Suite 203
Kansas City, MO 64105

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 23, 2019.**

CONTACT INFORMATION

JENNIFER GAMBLE, Operations & Events Manager, Thinking Bigger Business Media
jgamble@ithinkbigger.com :: (913) 432-6690