

Annual Business Excellence Awards

2017 Annual Business Excellence Awards

Calling all Sponsors!

The Battle Creek Area Chamber of Commerce and partnering agencies present the Annual Business Excellence Awards (BEA) program. This premier business event will be an evening affair and will be recognizing the achievements of successful businesses, nonprofits, organizations and industry people in the greater Battle Creek area and the contributions they make to the growth and prosperity of the economy.

This annual business event, the Chamber's largest, brings together business, nonprofit, organizations, government and industry leaders from all over the area to join in celebrating the Chamber's and business community's achievements. It has extraordinary exposure and prestige attached to it. This is a special evening when our local entrepreneurs, businesses, nonprofits and organizations are honored by their peers.

Members and guests will gather to pay tribute to the award recipients. Don't miss this opportunity to honor business excellence. Awards will be recognized at the Battle Creek Area Chamber of Commerce's Annual Business Excellence Awards on Wednesday, May 17, 2017 at KCC's Binda Theater.

Deadline for nominations is Friday, March 24, 2017. You may self nominate or be nominated in this process. An anonymous group of judges will review and make recommendations for the winners.

Chamber Specific Awards (Start up; Small; Mid-Size; Large Businesses of the Year) will need to fill out the application's 17 questions (see insert). Please have each nomination tell us the story of the business and why the business is one of the top businesses in Battle Creek in 2017. Please answer the questions in the same passion that you conduct your business. These questions should NOT exceed 4 pages in length and no additional materials will be judged.

Award winners will be announced the evening of May 17 at the awards ceremony.

Judging Elements

- Business Growth & Performance • Sound Business Strategies & Practices
- Customer Service Strategies & Practices • Business Challenges
- Unique & Innovative Approaches • Employee Relations
- Community Involvement & Contribution

Please see the back for the 2017 Business Excellence nomination form.

sponsorships

Award Presenting Sponsors

Businesses now have the opportunity to associate their name with Chamber's Businesses of the Year. Each of the presenting sponsors will have the opportunity to be a part of the recognition process the night of the event, the company will receive 20 tickets to attend as well as recognition on all promotional printed materials.

PRESENTING SPONSOR - \$2,500

Opportunities to choose from:

- Start up Business of the Year
- Small Business of the Year
- Mid-Size Business of the Year
- Large Business of the Year
- Emerging Leaders

Sponsorships Available

All sponsorships include your business name and logo in all promotional print and digital materials and ticket packages to the event.

PLATINUM SPONSOR : \$750 (includes 15 tickets to the event)

GOLD SPONSOR: \$500 (includes 10 tickets to the event)

SILVER SPONSOR: \$400 (includes 5 tickets to the event)

BRONZE SPONSOR: \$250 (includes 2 tickets to the event)

Awards Program Magazine

This magazine will be a full color, glossy program for the event featuring all of the nominees. You have the option to purchase a standalone ad or add it on to your sponsorship package for a reduced rate. All ad copy needs to be created by the sponsor and sent to kbeer@battlecreek.org in either jpeg or pdf file.

Ad size	Standalone Cost	Additional with Sponsorship
Full page (8" x 10")	\$500	\$350
1/2 Page (4" x 10")	\$350	\$250
1/4 Page (4" x 5")	\$250	\$150

Annual Business Excellence Awards

The following is a listing of the awards for which we are seeking nominations. Please read each explanation, as criteria and application process are different. Awards will be recognized at the Battle Creek Area Chamber of Commerce's Annual Business Excellence Awards on Wednesday, May 17, from 5:30 p.m. to 8:00 p.m. at KCC's Binda Theater.

Battle Creek Area Chamber of Commerce Business Excellence Awards

START UP BUSINESS OF THE YEAR is to recognize a start up business (within the last 12 months) who has demonstrated exemplary "Best Practices."

SMALL BUSINESS OF THE YEAR (25 employees or less) is to recognize and honor a business who has demonstrated exemplary "Best Practices." Must have been in business at least three (3) years and be a member of the Battle Creek Area Chamber of Commerce in good standing.

MID-SIZE BUSINESS OF THE YEAR (26-50 employees) is to recognize and honor a business who has demonstrated exemplary "Best Practices." Must have been in business at least three (3) years and be a member of the Battle Creek Area Chamber of Commerce in good standing.

LARGE BUSINESS OF THE YEAR (51+ employees) is to recognize and honor a business who has demonstrated exemplary "Best Practices." Must have been in business at least three (3) years and be a member of the Battle Creek Area Chamber of Commerce in good standing.

New this year!

THE FOOTPRINT AWARD will recognize a business for new expansion and growth.

WIB AWARD will recognize a woman owned business.



269.962.4076

Monday-Friday 9 a.m. - 5 p.m.

One Riverwalk Centre, Suite 3A, 34 West Jackson Street, Battle Creek, MI 49017

BattleCreek.org

2017 NOMINATIONS

QUESTIONS FOR CHAMBER BUSINESS NOMINEES ONLY:

Please tell us the story of your business and why your business is one of the top businesses in Battle Creek in 2017 by answering the questions below with the same passion that you conduct your business. Please attach your answers to this section on a separate sheet (s) of paper, not to exceed 4 pages in length total. Please do NOT submit additional materials, as they will not be passed on to the judges.

(PLEASE ATTACH THIS SHEET TO YOUR ANSWERS NOT TO EXCEED 4 PAGES)

Business History and Vision (20 points)

1. Tell us your business history.
2. Describe a challenge you have faced in your business this year and how it was overcome.
3. What makes you most proud about your business?
4. Where did your original start-up money come from?
5. What would you like your business to look like in five years?

Management Practices (20 points)

6. Describe your best management practices.
7. What resources (people, financial, other) do you use to keep your business running?
8. What tools do you use to promote your business?
9. How do you show support for your employees?

Entrepreneurial Spirit & Customer Service (20 points)

10. Why did you want to start a business?
11. What makes your business special?
12. What are your business' principles and values?
13. What makes your approach to customer service unique?

Community and/or Environmental Involvement (20 points)

14. How does your business serve your community?
15. How does your community support your business?
16. Do you use sustainable business practices and/or what does your business do to support the environment?

Overall Impression (20 points)

17. Please tell us about your business and why you should be awarded this award.

All nominees for the Battle Creek Area Chamber of Commerce Awards must answer all of the criteria questions above and submit on or before March 24, 2017.

