



# BUSINESS EXCELLENCE AWARDS

## 2020 CALL FOR NOMINATIONS

The Battle Creek Area Chamber of Commerce and partnering agencies are excited to present the 2020 Annual Business Excellence Awards on Wednesday, May 20, 2020. This premier business event is an evening affair to recognize the achievements, and the contributions they make to the growth and prosperity of the economy, of successful businesses, nonprofits, organizations, and industry people in the Greater Battle Creek Area. This is a special evening when our entrepreneurs, businesses, nonprofits, and organizations are honored by their peers with extraordinary exposure and prestige.

Nominations for this year's Businesses of the Year are now being accepted until Friday, March 27, 2020. You may self-nominate or be nominated in the process. Once your nomination is received, 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 an application on our website, [battlecreek.org](http://battlecreek.org). When filling out the application, please have each nomination tell us the story of the business and why the business is one of the top businesses in the Greater Battle Creek Area. Answer the questions in the same passion that you conduct your business. These questions should NOT exceed four (4) pages in length, and no additional materials will be judged.

## 2020 JUDGING ELEMENTS INCLUDE:

- Business Growth & Performance
- Sound Business Strategies & Practices
- Customer Services Strategies & Practices
- Business Challenges
- Unique & Innovative Approaches
- Employee Relations
- Community Involvement & Contributions

2020 Award winners will be announced the evening of May 20 during the awards ceremony at Kellogg Community College's Binda Performing Arts Center.

## BATTLE CREEK AREA CHAMBER OF COMMERCE 2020 BUSINESS EXCELLENCE AWARD CATEGORIES:

*The Following is a listing of Awards for which we're seeking nominations. Please read each explanation, as criteria and application processes are different.*

**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.

**The Footprint Award** will recognize a business for new expansion, growth, and/or beautification of facility.

**Women in Business / Woman of the Year Awards** is to recognize outstanding women in business.

**ALL NOMINATIONS DUE FRIDAY, MARCH 27, 2020  
TO KARA BEER, [KBEER@BATTLECREEK.ORG](mailto:kbeer@battlecreek.org)**

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# BUSINESS EXCELLENCE AWARDS

## AWARD PRESENTING SPONSORS

Businesses now have the opportunity to associate their name with the Chamber's Businesses of the Year. Each of the presenting sponsors will have the opportunity to be 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
- The Footprint Award
- Woman of the Year

## SPONSORSHIPS AVAILABLE

All sponsorships include your business name and logo in all promotional print, 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 nominees. You have the option to purchase a standalone as is 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 [bbeers@battlecreek.org](mailto:bbeers@battlecreek.org) in either .JPEG or .PDF format.

Ad Size with	Standalone Cost	Additional Sponsorship
Full Page (8"x10")	\$500	\$350
1/2 Page (4"x10")	\$350	\$250
1/4 Page (4"x5")	\$250	\$150

## BUSINESS EXCELLENCE AWARDS NOMINATION APPLICATION

*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 2020 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 four (4) pages in length total. Please do NOT submit additional materials, as they will not be passed onto the judges.

### 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 (5) 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 criteria questions above and submit on or before March 27, 2020.

