Alexandria Chamber of Commerce

2017 Business Leadership Awards

Presented by: Burke & Herbert Bank

At Your Service Since 1852®

The Alexandria Chamber of Commerce annually honors businesses for their significant role in driving Alexandria's business community and economic growth. To be considered for a Business of the Year award, the organization must be setting the standards for excellence and innovation with their business practices and community involvement.

Winners will be announced at our Business Awards Celebration on October 18th. Please visit www.alexchamber.com for more information about the event, which will be posted later this year.

Eligibility Requirements

- Must be a member in good standing with the Alexandria Chamber of Commerce **both at the time of the nomination and at the event in October**
- **A representative from the business must be present at the event to win**
- Meet the additional criteria for the specific award for which the business is being nominated (see below)
- Must not have won in any category in the past 5 years
- Nominator must be a member of the Alexandria Chamber of Commerce and must identify themselves on the application
- Nomination must be received in full by **July 31, 2017**

A business may self-nominate, or another individual may nominate the business in one of the categories below. *The committee reserves the right to move the business into another category during judging.*

- Small Business
  - 1-25 full time employees and under $2.5 million annual revenue
- Medium Business
  - 26-50 full time employees and/or over $2.5 million - $10 million annual revenue
- Large Business
  - 75+ full time employees and/or revenue over $10 million
- Association/Non-Profit
  - 501 (c)(3), (c)4 or c)(6) organizations
- Rising Star
  - business in operation 2 years or less

Alexandria Chamber of Commerce
2017 Business Leadership Awards

Presented by: Burke & Herbert Bank
At Your Service Since 1852®

Benefits of Participating

This is an excellent opportunity to gain great exposure for your company. By participating, your company will be recognized for its success and celebrate its achievements among the entire Alexandria business community.

As an Award Nominee you will receive:

- Official Business Award nominee logo to display on your company website and/or marketing materials
- Company name listed on the Chamber website's Business Awards page
- Company name and description in Business Awards program
- Free ticket to the Awards Ceremony & Reception

As an Award Winner you will receive:

- Official Business Award Winner logo to display on your company website and/or marketing materials
- Company name listed as an Award Winner on the Chamber's website, press materials, and other promotional materials
- On-going recognition throughout the year at various Chamber events
- Recognition on stage during the Business Awards Reception
- Special award engraved with your company name

Alexandria Chamber of Commerce
2017 Business Leadership Awards

Presented by: Burke & Herbert Bank
At Your Service Since 1852®

NOMINATOR INFORMATION:

Name: _____

Company: _____

Address: _____

Telephone Number: _____

Email: _____

AWARDS CATEGORY:

(Please select which category the business you are nominating falls under)

- □ Small Business
- □ Medium Business
- □ Large Business
- □ Association/Non-Profit
- □ Rising Star Business of the Year

2017 Alexandria Chamber of Commerce
Business Leadership Awards

Presented by: Burke & Herbert Bank
At Your Service Since 1852®

THIS PAGE MUST ACCOMPANY APPLICATION

Please read through all pages and complete all sections fully. The information included on this form will be considered confidential and will only be used by the panel of judges in their decision making process. Please make sure to review the eligibility requirements before applying. Refer to the evaluation criteria to determine which category business should be nominated within.

Submit application and supplemental materials to: sbolouri@alexhamber.com

Company Information

Business Name: _____

Business Address: _____ City:_____

Phone: _____ Email: _____

Website: _____ How long has the business been in Alexandria? _____

Number of full time employees: _____ Annual Revenue _____

Main Contact Name: _____

Main Contact Phone:_____Main Contact Email: _____

Award Category

Please check the box(s) that best fits your organization's area of accomplishment. In order to be eligible you must be able to address all criteria for the award(s) you are applying for.

☐ **Small Business**

☐ **Medium Business**

☐ **Large Business**

☐ **Rising Star Business**

☐ **Association/Nonprofit**

Alexandria Chamber of Commerce
2017 Business Leadership Awards

Presented by: Burke & Herbert Bank
At Your Service Since 1852®

Written Information

Please use a separate piece of paper to supply the requested information in 350 words or less per section. The information supplied below is included to help you frame your responses as the selection committee will review and score the application solely based on the information you provide.

- **Business Overview**
  Provide a brief description of what your business does, its primary activity in the business community. Include number of employees, how long in business, etc.

- **Impact of the Business in the Community. Response should include the following points:**
  - What sector of the business community does the business operate within (i.e, banking, retail, etc) and does the business fulfill a service gap in the region?
  - Demonstrate how the company or product is considered creative & innovative, leading to success in the marketplace
  - Does the business support business collaborations to promote Alexandria businesses (relationships with other community partners/business associations)
- **Goals/Marketing**
  - Describe your long term goals and the change/impact you hope to achieve
  - What marketing tools will be used to promote your business? (ads, social media,etc.)
  - How will you measure the results of your campaign? The stated goals should be quantifiable and not stated in vague terms such as better service.

- **Sustainability/Budget (please answer questions appropriate to your business)**
  - FOR PROFIT BUSINESS: Demonstrate how the company has maintained consistent growth, both in number of employees and revenue (Percentages indicating growth are acceptable. *All information will remain strictly confidential).*
  - FOR PROFIT BUSINESS: Describe plans to sustain growth and staying power
  - NONPROFIT BUSINESS: Please provide your budget demonstrating income & expenditures (*All financial information will remain strictly confidential).*
  - NONPROFIT BUSINESS: Describe plans to sustain growth and staying power

Alexandria Chamber of Commerce
2017 Business Leadership Awards

Presented by:

Burke & Herbert Bank
At Your Service Since 1852®

- **Chamber Involvement**
  Describe your involvement with the Chamber and how Chamber membership has contributed to improvement of your business (networking, benefits, advocacy, etc.).

- **Charitable Contributions**
  - FOR PROFIT BUSINESS: Demonstrate how the business participates as a charitable partner in the community (i.e., volunteering, grant activities)
  - NONPROFIT BUSINESS: Demonstrate how the nonprofit/association collaborates with other nonprofits in the community

- **SUCCESS STORY**
  Provide up to 3 testimonials/customer service support letters with your application.