

**CHICAGO BEARS  
SMALL BUSINESS ALL-PROS SUPPORT PROGRAM GUIDELINES**

**A. Introduction**

The Chicago Bears Small Business All-Pros Support Program is a 2020 community initiative to help businesses affected by COVID-19 and award a total of \$190,000 in sponsorship assets (one (1) Small Business All-Pro will receive a marketing partnership valued in the amount of \$100,000 and one (1) Technology Assessment provided by Proven IT, valued at \$4,000 consisting of one (1) session at the small business's primary office where the business's IT and technology infrastructure will be assessed for security, current business demand and future growth, and recommendations will be provided to the small business, and nine (9) Small Business All-Pros will receive recognition and marketing exposure via Chicago Bears digital and social media assets valued in the amount of \$10,000 each to qualified small businesses).

**B. Eligibility**

To be eligible as a Chicago Bears Small Business All-Pro, all small businesses must meet the following criteria:

1. Have a mission consistent with the core values of The Chicago Bears Football Club, Inc.
2. Have a significant portion of the business transacted with customers/clients in the Chicago Bears Home Marketing Area ("HMA") and have its primary office located in the HMA. For purposes of this section, the Chicago Bears Home Marketing Area is defined as the City of Chicago and the area within 75 miles in every direction from the exterior corporate limits of the City of Chicago and in the State of Illinois.
3. Be independently operated and owned: no parent company/private equity, not a franchise, not a cooperative.
4. Must be a registered business with the state of Illinois
5. Have been operating for three or more years at the time of entry.
6. Have 75 or less employees.
7. Have a reputation for credibility and integrity.
8. Have a current state business entity registration (corporation, LLC, LLP, etc.) in good standing.
9. Has suffered financial, business or other economic adverse impact as a result of the COVID-19 pandemic and related crises.

The following business entities will not be eligible to apply:

1. Any organizations affiliated with any current or former Chicago Bears employees (including players, coaches and staff).
2. Any small business entities, as determined in the Chicago Bears sole discretion, that is in one of the following business categories: Affinity Card, Airline, Banking, Beer, Illinois gaming and casino, Carbonated Soft Drinks, Teas and packaged water, Cloud Based Technology and Services, Over-the-top (OTT) video sharing services, video on demand (VOD), and Other Television or Video Distribution Services, Copiers, Credit Card, Debit Card, Financial Services, Hard Seltzer, Headphones & Headsets, Gaming Headsets, and Home Audio business categories, Health Care System, Hospital, Insurance Broker, Lending, Oil & Gas, Physical Therapy, Salty Snacks, Sports Fuel/Isotonic, Tablet, Ticketing, TV Distribution Services, Wine, Wireless, Contraceptives, Dietary and/or Nutritional Supplements (including any substance banned in professional sports) (except nutrition stores), Energy Drinks, Establishments that Feature Nude or Semi-Nude Performers, Firearms, Ammunition, and Other Weapons, Fireworks, Sports Betting, Illegal Products or Services, Media that Contains or Promotes Overtly Sexual or Excessively Violent Material, Restorative or Enhancement Services, Sexual Materials or Services, Social Causes or Issue Advocacy, Tobacco, Cannabis or Related Products, Medical Devices (except Aesthetics, Cardiovascular, Dental, Drug Delivery Devices, Ear, Nose, and Throat, Ophthalmic, Orthopedic, Prescription Pharmaceutical Products).
3. Charitable organizations currently recognized by the Internal Revenue Service (the "IRS") as a public charity under Section 501(c)(3) of the Internal Revenue Code (the "Code").
4. Any small business under any current criminal and/or government agency investigation, prosecutions and/or indictments.

**C. Application Process**

1. Small businesses interested in seeking to be a Small Business All-Pro must submit the official application via the Chicago Bears Small Business All-Pro Support Program website at <https://www.chicagobears.com/community/small-business-all-pros>. The individual completing the application must either be the majority owner or otherwise be the authorized representative of a small business legally registered, licensed, and operating in the Chicago Bears HMA as defined above.
2. This application must be completed by the small business requesting to be a Small Business All-Pro. It is not to be completed by a Chicago Bears employee or by an individual not officially associated with or employed by the applicant small business.
3. Business documents may be requested during the application or review process.
4. As part of the application, each small business will be required to provide responses to the following prompts
  - In 150 words or less, please tell us how your small business has been adversely impacted by the COVID-19 pandemic and related crises and how the Chicago Bears Small Business All-Pro Support Program would help your business.
  - In 100 words or less, please tell us how your small business makes a positive impact on the local community.

**D. Partnership and Recognition/Marketing Assets**

There will be one (1) Small Business All-Pro Marketing Partnership awarded to one (1) recipient small business valued in the amount of \$100,000, and one (1) Proven IT Technology Assessment valued at \$4,000 consisting of one (1) session at the small business's primary office where the business's IT and technology infrastructure will be assessed for security, current business demand and future growth, and recommendations will be provided to the small business. In addition, there will be a total of nine (9) small businesses that will receive recognition and marketing exposure via Chicago Bears digital and social media assets valued in the amount of \$10,000 for each recipient. All partnership and recognition/marketing exposure assets awarded will be in the Chicago Bears sole discretion. Partnership and recognition/marketing exposure assets shall be non-transferrable or assignable and will only be permitted to be used by the designated business selected for the Small Business All-Pro.

**E. Timeline**

1. Submissions for grants will open on Friday, September 11, 2020 and shall close on Sunday, September 27, 2020.
2. Notifications will take place by Friday, October 16, 2020. All applicants will be notified of their application status via email.
3. Execution of the Small Business All-Pro Marketing Partnership and recognition/marketing exposure will take place during the 2020-2021 regular season.

**F. Review**

1. A Small Business All-Pro application will not be eligible for review until the form is submitted and completed by 11:59 pm central standard time on Sunday, September 27, 2020.
2. All Small Business All-Pro applications will be subject to the Chicago Bears review of the small business's satisfaction of the eligibility criteria set forth above. The Chicago Bears reserve the right to decline entering into a partnership with any small business based on the Chicago Bears' review of the eligibility criteria.
3. All Small Business All-Pro Pros will be determined by the Chicago Bears, in collaboration with any sponsors or business partners of the Chicago Bears that may be involved in the Small Business All-Pro Support Program.
4. At least 50% of all small businesses selected will be "Minority or Women Owned" in accordance with the qualifications established where the primary office is located within the HMA.