

**CHICAGO BEARS
SMALL BUSINESS ALL-PROS PRESENTED BY PNC
SUPPORT PROGRAM GUIDELINES**

A. Introduction

The Chicago Bears Small Business All-Pros, presented by PNC are back and we are ready to EAT! We have teamed up with PNC Bank to show support for Chicago's vibrant local food and restaurant community. During the 2024 season, we will be featuring some of the city's best flavors, and you have a chance to be a part of it. The Chicago Bears will provide three (3) locally-owned restaurants, catering or other foodservice businesses the opportunity to earn a two-week long promotion highlighting their business. Promotion to include but not limited to: inclusion in email newsletters (Bears Direct), tweet on @BearsLocal, in-game promotion, and link on Chicago Bears Small Business All-Pro webpage.

B. Eligibility

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

1. Have a mission consistent with the core values of The Chicago Bears Football Club, Inc. (the "Chicago Bears")
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. Have either an Illinois Food Sanitation Certificate or a Chicago Food Sanitation Certificate and/or the appropriate licenses and/or certification to sell food in the City of Chicago or in the State of Illinois.
10. Submit a complete and an accurate Small Business All-Pro application as further described in Section D below.

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 sole discretion of the Chicago Bears, that is not in the foodservice industry.
3. Any small business entities, as determined in the sole discretion of the Chicago Bears, that is in the business of manufacturing, producing or distributing beverages or products in the following categories: Beer, Carbonated Soft Drinks, Teas and packaged water, Hard Seltzer, Wine, Energy Drinks, and Coffee
4. 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").
5. 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, including but not limited to certificate of incorporation/formation, certificate of good standing, licenses, certifications, etc.
 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 will the Chicago Bears Small Business All-Pro Support Program help your business grow and what value are you hoping to receive by being an All-Pro.
 - In 100 words or less, please tell us how your small business makes a positive impact on the local community.
 - In 100 words or less, please share your Chicago Bears or gameday traditions.

D. Partnership and Recognition/Marketing Assets

There will be three (3) Small Business All-Pros that will receive recognition/marketing exposure for two (2) weeks and three (3) regular season games during the season. Recognition/marketing exposure to include but not limited to: inclusion in email newsletters (Bears Direct), tweet on @BearsLocal, in-game promotion, and link on Chicago Bears Small Business All-Pro webpage. All partnership and recognition/marketing exposure assets awarded will be in the sole discretion of the Chicago Bears and receipt thereof by each Small Business All-Pro will be conditioned upon the business's acceptance of and compliance with related terms and conditions established by the Chicago Bears. 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 Wednesday, September 25, 2024 and shall close on Wednesday, October 23, 2024.
2. Notifications will take place on or approximately on Friday November 1, 2024. All applicants will be notified of their application status via email.
3. Execution of the Small Business All-Pro Support Program will take place during the 2024-2025 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 daylight time on Wednesday, October 23, 2024.
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 and application materials. 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 and application materials.
3. All Small Business All-Pros will be determined by the Chicago Bears.
4. To receive the partnership, recognition and marketing assets described herein, selected Small Business All-Pros must agree to the Chicago Bear's standard terms and conditions in form and substance satisfactory to the Chicago Bears.

Each applicant acknowledges the right of the Chicago Bears to reject any or all applications, in whole or in part, and to waive any informality or irregularity therein. Each applicant further acknowledges the right of the Chicago Bears to reject an application if the applicant fails to timely submit by application, or if the application is in any way incomplete or irregular. Chicago Bears may for its convenience, elect to terminate this program at any time prior to the established time and date for submission of applications. Should the Chicago Bears elect to terminate the program, applicants shall not be entitled to recover any costs from the Chicago Bears.