

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

**A. Introduction**

The Chicago Bears Small Business All-Pros, presented by PNC Bank, are back again, and we are ready to celebrate Chicago's vibrant small business community. During the 2025 NFL season, The Chicago Bears Football Club, Inc. (the "Chicago Bears") will select four (4) small businesses (the "All-Pros"), each to receive a four-week-long promotion highlighting their business, including but not limited to: inclusion in email newsletters (e.g., Bears Direct), two (2) posts on the Chicago Bears' @BearsLocal X account (f/k/a Twitter), in-game promotion on in-stadium televisions and videoboard image both for two (2) home games, and link to the All-Pros' website on Chicago Bears Small Business All-Pro webpage.

**B. Eligibility**

To be eligible to be an All-Pro, all small businesses must meet the following criteria:

1. Have a mission consistent with the core values of the Chicago Bears, which include: perseverance, respect, championship mindset, and community.
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, and 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 a comprehensive general liability insurance policy, in form acceptable to the Club, including public liability, advertising liability, bodily injury, and property damage, covering its activities hereunder, in an amount not less than one million dollars (\$1,000,000) for bodily injury and one million dollars (\$1,000,000) for property damage and applicable workers compensation insurance for its employees in an amount not less than applicable statutory limits..
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 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, Hard Seltzer, 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, Headphones & Headsets, Gaming Headsets, and Home Audio business categories, Health Care System, Hospital, Insurance Brokerage, Lending, Oil & Gas, Physical Therapy, Salty Snacks, Sports Fuel/Isotonic, Tablets, Ticketing, TV Distribution Services, Wine, Wireless, Contraceptives, Dietary and/or Nutritional Supplements (including any substance banned in professional sports) (except nutrition stores), Energy Drinks, businesses that Feature Nude or Semi-Nude Performers, Firearms, Ammunition, and Other Weapons, Fireworks, Sports Betting, Media that Contains or Promotes Overly Sexual or Excessively Violent Material, Restorative or Enhancement Services, Sexual Materials or Services, Social Causes or Issue Advocacy, Tobacco, Cannabis or Cannabis-Related Products, Medical Devices (except Aesthetics,

Cardiovascular, Dental, Drug Delivery Devices, Ear, Nose, and Throat, Ophthalmic, Orthopedic, Prescription Pharmaceutical Products), or any other Illegal, Immoral, Defamatory, Derogatory, or Obscene Products or Services or Products or Services that violate applicable law, as determined in the Chicago Bears' sole discretion.

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 applying to be an All-Pro must submit the official application via the Chicago Bears Small Business All-Pro Support Program (the "Program") website at <https://www.chicagobears.com/community/small-business-all-pros>.
2. 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 the selection of your business as an All-Pro will help your business grow, and what value you are 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 Chicago community.
  - In 100 words or less, please share you and/or your small business's Chicago Bears or gameday traditions
3. The individual completing the application must either be the majority owner or otherwise be the authorized representative of the entity submitting the application.
4. The Chicago Bears may request business documents from applicants during the application or review process, including but not limited to certificate of incorporation/formation, certificate of good standing, licenses, certifications, etc.

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

Four (4) All-Pros will be selected for the 2025 season. Each All-Pro will be selected to receive recognition/marketing exposure for four (4) weeks and two (2) regular season games during the season. Recognition/marketing exposure to include but not limited to: inclusion in email newsletters (e.g., Bears Direct), two (2) posts on the Chicago Bears' @BearsLocal X account (f/k/a Twitter), in-game promotion on in-stadium televisions and videoboard image both for one (1) home game, and link to the All-Pros' website 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 All-Pro will be conditioned upon the business's acceptance of and compliance with related terms and conditions established by the Chicago Bears. Recognition/marketing exposure assets shall be non-transferrable or assignable and will only be permitted to be used by the designated business selected as an All-Pro.

#### **E. Timeline**

1. Applications will open on Monday, June 23, 2025, and close on Sunday, July 27, 2025.
2. The Chicago Bears will notify all applicants via email on or approximately on Tuesday, August 19, 2025, of whether they were selected as an All-Pro.
3. Execution of the Program will take place during the 2025-2026 regular season.

#### **F. Review**

1. All Small Business All-Pro applications are due by 11:59 pm central daylight time on Sunday, July 27.
2. All 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.
3. All Small Business All-Pros will be determined in the sole discretion of the Chicago Bears.
4. To receive the recognition and marketing assets described herein, 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.