

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 2026 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), highlighting on a minimum of three (3) social media platforms determined by the Chicago Bears, a one-year membership to the Chicagoland Chamber of Commerce, in-game promotion on in-stadium televisions, one (1) videoboard image for two (2) home games, and a link to the All-Pros' website on the Chicago Bears Small Business All-Pro webpage.

B. Eligibility

To be eligible for consideration 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 includes: 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 consecutive years at the time of entry.
6. Have at least five (5) employees and no more than seventy-five (75) 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 an annual gross revenue between \$250,000 and \$5,000,000.
10. Have a comprehensive general liability insurance policy, in form acceptable to the Chicago Bears, 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.
11. Fully and accurately complete and submit a 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 Overtly 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 provide a brief description of your business.
 - 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 unique features make your business an exceptional candidate for the Program.
 - In 150 words or less, please tell us how your small business makes a positive impact on your community.
 - In 150 words or less, please share you and/or your small business's Chicago Bears or gameday stories and/or 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) Small Business All-Pros will be selected for the 2026 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 in the manner described above. Recognition/marketing exposure to include but not limited to: inclusion in email newsletters (e.g., Bears Direct), highlighting on a minimum of three (3) social media platforms determined by the Chicago Bears, a one-year membership to the Chicagoland Chamber of Commerce, in-game promotion on in-stadium televisions and one (1) videoboard image for two (2) home games, and a link to the All-Pros' website on Chicago Bears' Small Business All-Pro webpage. The form and content of all partnership and recognition/marketing exposure assets awarded will be in the sole discretion of the Chicago Bears and is subject to change. 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 Tuesday, June 23, 2026, and close on Wednesday, July 29, 2026.
2. The Chicago Bears will notify all applicants via email on or approximately on Monday, August 10, 2026, of whether they were selected as an All-Pro.
3. Execution of the Program will take place during the 2026-2027 regular season.

F. Review

1. All Small Business All-Pro applications are due by 11:59 pm CDT on Wednesday, July 29.
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. The Chicago Bears request the right to require additional information be provided by the applicant.
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 shall be required to agree to additional Chicago Bears' 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. Each applicant hereby waives, releases, and discharges the Chicago Bears and its owners, subsidiaries and affiliates, and their respective officers, directors, employees, and agents from any and all claims, liabilities, damages, or causes of action arising out of or relating to the applicant's participation in, or submission of an application to, this program.