



# WHAT MAKES YOUR BUSINESS UNIQUE?



## How-to-Enter Checklist

### 1 Make sure you're eligible

The contest is open to U.S. residents who are eighteen years of age or older and who own a small business. Businesses must have been in continuous operation for at least 12 months. If you are selected as one of the 102 National Champions, you must commit to attend one of the Championship Networking and Training Symposiums that will take place April 22–28, 2017, in Dallas, Texas. Nonprofit organizations are eligible for the SCORE Awards, but not the American Small Business Championship. To be eligible for a SCORE Award, you must have worked with a SCORE mentor in the last 12 months. Please read Official Rules for detailed eligibility requirements.

### 2 Prepare your entry materials

Once you begin entering online, you will not be able to save your work and come back later to submit. We therefore encourage you to gather all your entry information before you begin your entry online. You may enter online at [championship.score.org](http://championship.score.org) beginning on January 12, 2017, and may enter through February 13, 2017 at 5:00 pm EST.

#### Here's a list of the information you should prepare in advance that you will be asked to provide in the application:

- Basic information such as business name, description, number of employees, 2016 revenues, and contact information
- Names and ownership percentages of anyone who owns 5% or more of your business
- Either a 30–60-second video or a photo + narrative/text response of 1500 characters less that answers the question, "What one unique aspect of your business will make you succeed over the next year?"
- If you are submitting a video entry, the video should already be uploaded as a public video to either YouTube or Vimeo.
- Written responses to the questions:
  - How does your business make a positive impact on the community? (in 750 characters or less)
  - What would you do with a \$1,000 Sam's Club gift card, training, and help from a SCORE mentor to grow your business? (in 750 characters or less)

#### For SCORE Awards entrants only (you must have worked with a SCORE Mentor in the last year to be eligible)

- Name and email address of SCORE Mentor(s)
- Written response to the questions:
  - How has working with a SCORE mentor helped your business? (750 characters or less)
  - Have you had to overcome any obstacles along the way to build your business? (750 characters or less)
  - How will you utilize the marketing video and national recognition of winning a SCORE Award to help take your business to the next level? (750 characters or less)

### 3 Enter online

You may enter online at [championship.score.org](http://championship.score.org) beginning on January 12, 2017, and may enter through February 13, 2017 at 5:00 pm EST. For more information, e-mail [championship@score.org](mailto:championship@score.org).

**Thank you and we look forward to your entry.**

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