



# Award Nomination Submission Guidelines & Application

---

TBDC Awards of Excellence  
Toronto Business Development Centre  
1071 King Street West, Suite 113  
Toronto, ON M6K 3K2

[www.tbdc.com](http://www.tbdc.com) [awards@tbdc.com](mailto:awards@tbdc.com)  
416.345.9437

## **Award Categories**

### **Excellence in Community Impact**

Awarded to an incubator graduate who has made an impact through creating employment opportunities, increasing wealth creation or fostering environmental change in the city of Toronto.

### **Excellence in Perseverance**

Awarded to an entrepreneur with a disability who has overcome obstacles that could have been prohibitive to creating a successful business.

### **Excellence in Innovation**

Awarded to an entrepreneur who has created new technologies, or innovative products or services, that have had a positive impact for consumers.

### **Excellence in Youth Entrepreneurship**

Awarded to a young entrepreneur who has successfully applied the entrepreneurial spirit to the creation of a sustainable business venture. Applicant must be between the ages of 18-34 as of May 5, 2010.

### **Excellence in Entrepreneurship**

To honour an entrepreneur who has demonstrated creativity and sound management in achieving dynamic growth.

## **Are you Eligible?**

To participate in the TBDC Awards of Excellence you must:

- Have been a graduate of one of the TBDC's entrepreneurial training or incubation programs listed below:
  - Ontario Self Employment Benefit (OSEB)
  - Self Employment Assistance (SEA)
  - Self Employment Benefit (SEB)
  - Ontario Works (OW)
  - Biz Futures (BF)
  - New Opportunities Self-Employment Program (NOSEP)
  - Summer Company Program
  - Business Incubation Program
- Have started your business prior to May 5, 2008
- Be the current owner or majority shareholder of the business that you started in a TBDC program and that business must still be operational.
- Not be in a state of bankruptcy protection.

Note: Award winners will be required to attend the TBDC Awards Gala in Toronto on May 5, 2010

## **Application Deadline**

4:30 pm on February 19, 2010

## Formatting

Please follow the following format to ensure that your application is processed:

- For any additional documents that you will attach to your application please use a 12 point font and single spacing.
- Use headings where appropriate.
- Include the applicant name and company name on each page submitted.
- Page number the entire submission.
- Do not use a folder or bind your submission. A paper clip or staple should be used.
- Provide **four** complete copies of the entire submission.

## Submitting an Application

Please submit **four** copies of your application form and all of your supporting documents in an envelope to the following address.

Mail via regular mail, courier, or drop off in person, all **four** copies to:

TBDC Awards of Excellence

Toronto Business Development Centre

1071 King Street West, Suite 113

Toronto, ON

M6K 3K2

## For More Information

If you have any questions regarding the awards or your application please contact Sheryll Reid or Lynn Tremblay, TBDC Awards of Excellence at 416-345-9437 or e-mail [awards@tdbc.com](mailto:awards@tdbc.com).

## Submission Requirements

All **four** copies of your submission require:

1. **Cover Page** - Include the applicant name(s), company name, number of pages included, number of marketing materials, and your business card.
2. **Application Form - Pages 8 and 9** of this document are the application form that you must fill out in full. Please ensure that you have included a copy of this application form in each of your **four** copies.
3. **Candidate Profile (max. 1 page)** - This is a summary of your experiences in business, major accomplishments, personal challenges, and involvement in community organizations. Let us know why you are a good candidate for an award.
4. **Company Profile (max. 1 page)** - Describe your business and its products and/or services. Include details on your company's current standing in the market and your competitive advantage. What challenges and obstacles have you faced along the way and how have you overcome them.
5. **Innovation (max. 1 page)** - How is your business unique in the marketplace? What new products, services, or marketing techniques are you pioneering to satisfy your target market?
6. **Marketing Strategy (max. 1 page)** - Summarize your marketing plan and tell us why you are using the strategy that you are currently using.
7. **Growth Potential (max 1. page)** - Where do you see your company going? What are some new opportunities on the horizon? What are the threats in your market and how do you plan on overcoming them? Please include the management strategy that will help you with these opportunities and challenges
8. **Marketing Materials** - include up to **five different** pages of marketing materials. These may include brochures, news releases, media kits, etc.
9. **Checklist** - Please include a copy of the Contents Checklist on **page 5** of this document
10. **Declaration Form** - Please sign the Declaration Form on **page 10** of this document.

## Contents Checklist

| 4 | Task  |
|---|---|
|   | I have included a Cover Page with a business card attached          |
|   | I have completed and attached the application form                  |
|   | I have included a Candidate Profile                                 |
|   | I have included a Company Profile                                   |
|   | I have included a page that describes my company's Innovation       |
|   | I have included a Marketing Strategy                                |
|   | I have included a page that describes my company's Growth Potential |
|   | I have included up to five pages of Marketing Materials             |
|   | I have included a copy of this Checklist                            |
|   | I have included a signed copy of the Declaration Form               |
|   | I have included <b>four</b> copies of my entire submission          |

## Selection Process

All submissions will be pre-screened for completeness of information and eligibility before being submitted to the judges.

Judging panels will be from various industry backgrounds and will be representative of the larger business community of the Greater Toronto Area.

Judges will review and score each application and from these scores, semi-finalists will be selected. If you are a semi-finalist, you will be contacted for an interview with the judging panel.

All other applicants will be notified of their status in writing.

After all semi-finalists have been interviewed, the judging panel will decide on a winner for each of the categories. The winners will be revealed at the TBDC Awards of Excellence Gala Ceremony on May 5, 2010.

Applicants may submit an application in one category only.

There will be only one award winner in each of the categories from **page 1**.

**If there are no submissions that meet the award criteria, the judging committee reserves the right to not present that award.**

## **Award Winner Benefits**

Each of the **two** finalists in each category will receive a ticket to the Awards Gala on May 5, 2010.

Each finalist will be featured in a slideshow presentation at the gala.

Each finalist will be recognized on the TBDC website.

Each finalist will be included in the gala's program.

Media coverage of the event will give the finalists an opportunity to be featured.

The winner in each category will receive an awards trophy.

Award winners will be seen as a leader in the business community.

## Toronto Business Development Centre Awards of Excellence Application

|   |  |            |  |
|---|--|------------|--|
| Applicant Name  |  |            |  |
| Title   |  |            |  |
| Company Name  |  |            |  |
| Address   |  |            |  |
| City  |  | Province   |  |
| Postal Code   |  | Work Phone |  |
| E-mail  |  | Website    |  |
| <b>Youth Entrepreneurship Award Category Only - Date of Birth</b> |  |            |  |

Please list other partners or shareholders in the business.

|  |
|--|
|  |
|  |
|  |
|  |

Please select the one (1) category that you would like to apply for.

|          |                                      |
|----------|--------------------------------------|
| <b>4</b> | <b>Award Category</b>                |
|          | Excellence in Community Impact       |
|          | Excellence in Perseverance           |
|          | Excellence in Innovation             |
|          | Excellence in Youth Entrepreneurship |
|          | Excellence in Entrepreneurship       |

Date of Business Inception: \_\_\_\_\_

Dates that you were involved in a TBDC program: \_\_\_\_\_

Is your company a:

Sole Proprietorship \_\_\_\_\_ Partnership \_\_\_\_\_ Corporation \_\_\_\_\_

Industry Category: \_\_\_\_\_

**Job Creation**

Not including yourself, how many jobs has your company created over the last three years?

|                                 | <b>2009</b> | <b>2008</b> | <b>2007</b> |
|---------------------------------|-------------|-------------|-------------|
| Full Time (35 hrs/wk or more)   |             |             |             |
| Part Time (less than 35 hrs/wk) |             |             |             |

## 2010 TBDC Awards - Essence of Entrepreneurship Declaration Form

I acknowledge that the information provided in this award submission is true and complete to the best of my knowledge and belief.

I hereby authorize the release and use, in connection with the 2010 TBDC Awards - Essence of Entrepreneurship, of my name, company name, likeness, recording of my voice and photographs including videotapes or other forms of media. I agree that no compensation shall be due to me or my company for such usage if I am selected as a finalist or award recipient.

I understand that neither TBDC and/or the award judges will disclose financial information and business plan information sent in this award submission. All such information will be kept private and confidential.

Applicant Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Date: \_\_\_\_\_