

CRITERIA FOR THE 2018 BRAND AMBASSADOR AWARD

BRAND AMBASSADOR AWARDS recognize the great efforts that many Franchise Members have put in place to upgrade the image of their Centers. From physical upgrades and modifications to meet brand identity standards to creating a positive team culture within their Centers, many Franchise Members have invested in positioning their operations for the future.

BRAND AMBASSADOR AWARDS WILL BE AWARDED TO THE Centers nominated that meet and/or exceed the criteria outlined below. Franchise Members can nominate their own Center or the Center of a fellow Franchise Member. Home Office Team Members and Regional Directors may also nominate Centers for these awards.

ELIGIBILITY: To be considered for the Brand Ambassador Award, the Franchise Member nominee must:

- Use the correct logo on all applications, including business cards, exterior and interior signage, website and marketing collateral.
- Be in good standing on all financial obligations and agreements.

AWARD CRITERIA: Points will be awarded based on the following criteria:

1. Interior Design, Décor and Organization

(0-50 Points):

Review of the Center to include, but not limited to:

- Interior design, décor and organization
- Neat and organized Center, inside and outside
- Creative applications displayed throughout the Center
- Other

2. Positive Team Culture (0-50 Points):

Programs in place to foster teamwork, community involvement and overall positive environment such as:

- Employee recognition and awards
- Team incentives, bonuses and/or profit-sharing
- Flexible benefit programs
- Training and professional development of team members
- Community outreach opportunities for employees
- Other

JUDGING:

Annually, there may be no limit to the number of Brand Ambassador Award recipients, with one (1) Best in Class Award Winner.

The decision of the Home Office panel judges will be final. Award winners will be notified of their status at the 2019 Convention in March.

QUESTIONS:

Please contact **Sandy Mirabitor**
at **248-596-8698** or
sandym@alliancefranchisebrands.com.

NOMINATION FORM

2018 BRAND AMBASSADOR AWARD

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AWARDS:

Annually, there may be no limit to the number of Brand Ambassador recipients, with one (1) Best in Class Award winner.

NOMINATE YOURSELF OR TELL US ABOUT THE CENTER YOU ARE NOMINATING FOR A 2018 BRAND AMBASSADOR AWARD:

Center Owner(s): _____

Center Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Email Address: _____ Telephone Number: _____

Nominated by: _____ Telephone Number: _____

WHAT TO ENTER:

Along with this completed form, please submit:

- ☐ Sample Center business card and Center marketing collateral (2-3 different pieces).
- ☐ Photo or video of the exterior of the Center.
- ☐ Photos or video of the interior of the Center, with emphasis on the customer-facing areas (e.g., showing a "first-class, tour-ready" status). Include any unique or creative applications within the Center.
- ☐ Summary of the programs and activities in place that create a positive team culture within the nominated Center.

HOW TO SUBMIT:

By Mail:

Mail your completed Nomination Form and supporting materials (photos, videos, etc.) to:

Sandy Mirabitor
Alliance Franchise Brands
47585 Galleon Drive
Plymouth, MI 48170

By Email:

Email your completed Nomination Form and supporting materials (photos, videos, etc.) to sandym@alliancefranchisebrands.com. Please put "2018 Brand Ambassador Nomination" in the subject line. If your file exceeds 10MB, call **Sandy Mirabitor** at **248-596-8698**.

DEADLINE:

All mailed submissions must be postmarked by December 14, 2018 or, if emailed, received by December 18. Late entries will not be accepted.

Please note: Information and materials will not be returned and may be shared within the Network via digital and print channels.

RECOGNITION:

All 2018 Brand Ambassador Award winners will be at the *Beyond The Expected AFB Convention* March 13-16 in Grapevine, Texas.