

## CRITERIA FOR THE 2019 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, their 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. From the recipients of the Brand Ambassador Award, Best In Class winner will be selected.

The decision of the Home Office panel of judges will be final. Award winners will be notified of their status at the 2020 Convention in March.

**QUESTIONS:**

Please contact **Crystal Adkins**  
at **410-312-3600** or  
**crystala@alliancefranchisebrands.com.**

## NOMINATION FORM

# 2019 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 2019 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:

- ☐ 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. 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 (i.e. employee holiday party, employee birthday recognition, etc.).

### HOW TO SUBMIT:

#### By Mail:

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

to: **Crystal Adkins**

**Alliance Franchise Brands**

**11685 Crossroads Circle, Suite E**

**Middle River, MD 21220**

#### By Email:

Email your completed Nomination Form and supporting materials (photos, videos, etc.) to [crystala@alliancefranchisebrands.com](mailto:crystala@alliancefranchisebrands.com). Please put "2019 Brand Ambassador Nomination" in the subject line.

### DEADLINE:

All mailed submissions must be postmarked by January 25, 2020 or, if emailed, received by January 31. 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 2019 Brand Ambassador Award winners will be at the AFB Convention on March 25-28 in Denver, Colorado.