

2009 Restaurant Neighbor Award

DEADLINE: JUNE 5, 2009 * Apply today—win \$5,000!

NATIONAL
RESTAURANT
ASSOCIATION



AMERICAN
EXPRESS



RECOGNIZING OUTSTANDING COMMUNITY SERVICE AMONG OUR RESTAURANTS

WHAT IS THE RESTAURANT NEIGHBOR AWARD?

The National Restaurant Association's Restaurant Neighbor Award recognizes outstanding community service programs among our nation's restaurants. Each year, four national winners are chosen: a small business, a mid-size business, a large business/national chain, and one Cornerstone Humanitarian. Finalists are chosen by their state restaurant associations and then compete for one of four national awards. American Express is the founding partner of the award.

WHAT DO THE NATIONAL WINNERS RECEIVE?

- ✓ \$5,000 to support their community project or favorite charity.
- ✓ Expense-paid trip to Washington, D.C. for the gala awards dinner.
- ✓ Profile in a widely distributed booklet and web section that highlights restaurant community service projects.
- ✓ Widespread recognition through the National Restaurant Association's public relations and marketing initiatives.

HOW DOES A RESTAURANT APPLY?

1. Complete the application form or apply online at www.restaurant.org/community. Incomplete applications will not be eligible for the award.

2. Choose a category:

- Restaurant Neighbor Award** (recognizing a small business, mid-size business and large business/national chain for a specific community project or program).
- Cornerstone Humanitarian** (recognizing an individual for his or her personal dedication to community service).

Please note: Large corporations that run a nationwide program or partner nationally with one charity must apply on behalf of their corporate offices for the "Large Business/National Chain" award. Individual franchisees can apply on behalf of their restaurants if they run a separate project, or one restaurant location of a large business/national chain can apply in the mid-size restaurant category for a program specific to that individual restaurant.

3. Submit:

Supporting materials such as support letters, newspaper articles, photos or promotional materials about the project (no more than 10 items will be accepted). All materials become the property of the National Restaurant Association and will not be returned.

DEADLINE TO APPLY FOR THE AWARD IS JUNE 5, 2009.

Submit applications to:

National Restaurant Association
c/o Restaurant Neighbor Award
1200 Seventeenth Street, NW
Washington, DC 20036

To apply online, go to www.restaurant.org/community

2009 Restaurant Neighbor Award

APPLICATION *Recognizing outstanding community service among our nation's restaurants*



Deadline: June 5, 2009



RESTAURANT NEIGHBOR AWARD — For Outstanding Community Projects

The Restaurant Neighbor Award is presented to a restaurant or company for its outstanding community service programs or project.

CHOOSE THE CATEGORY FOR YOUR BUSINESS:

Small business

Annual sales less than \$5 million.

Mid-size business

Annual sales between \$5 million and \$100 million or one restaurant or franchise of a national chain running a program specific to that restaurant.

Large business/ National chain

A national program run in all units nationwide and with sales of more than \$100 million.

COMPLETE THE FOLLOWING CONTACT INFORMATION AND DETAILS ABOUT YOUR COMPANY:

Restaurant/Company _____

President/Owner _____

Address _____

City _____ State _____ ZIP _____

Telephone _____ Fax _____

E-mail _____ Web site _____

Key Contact Person (if other than president or owner) _____

Key Contact Title _____

Key Contact Company _____

Key Contact Phone _____ Key Contact E-mail _____

What is your restaurant's annual sales volume? _____ How many restaurants do you operate? _____

Annual sales volume of your national corporation or parent company? _____ Number of employees? _____

Estimate the total dollar amount your company donated in 2008 to community organizations \$ _____

Estimate the total in-kind contributions (food, beverage, supplies, etc.) your company donated in 2008 \$ _____

Are you a member of the NRA or your state restaurant association? Yes No Membership number: _____

For national chain applications:

Is the program for which you are applying a nationwide program or is it specific to one restaurant or one region?

Nationwide program Specific to one restaurant (If specific to one restaurant only, please complete the following):

Annual sales volume of the specific restaurant? _____ Number of employees? _____

Does the restaurant receive marketing or financial support from the corporate office to run the program? Yes No

PLEASE ANSWER ALL OF THE FOLLOWING QUESTIONS ON A SEPARATE PIECE OF PAPER

- Describe **one** community project or ongoing program that has had the greatest impact on your community.
- How did your restaurant get involved in the cause or project?
- How long has your restaurant been involved in the project or program?
- How is your staff involved?
- What is the impact of your restaurant's involvement (e.g., how much money has been raised, people fed, items donated, etc.)?

To apply online, go to www.restaurant.org/community