BASA AWARDS® 2027

ENTRY KIT

Everything you need to
submit your nominations

Best of AMERICA
Small Business Awards
www.basawards.com

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Best of AMERICA
Small Business Awards

Welcome

We invite your organization to submit your application to the 2027 Best of America Small Business Awards, the independent awards that honor and recognize *only* small business excellence.

All businesses operating in the U.S., small, public or private, for-profit and nonprofit, are encouraged to apply. We accept nominations from both small businesses and entrepreneurs equally.
Despite the lasting after-effects of the economic downturn and work uncertainties, more and more businesses in America are doing their best to provide their communities with excellent products, services, technology, and innovations. However, these efforts are often downplayed and unrecognized.

Our Awards exist to recognize, reward, and promote the best small businesses in our nation. These one-of-a-kind awards aim to highlight and glamourize small organizations' and entrepreneurs' hard work, passion, and stamina. Unlike other awards, small businesses only compete with small businesses.

Our Panel of Judges is independent and not influenced by any sponsors, events, partnerships, or the press; they only care about real work and achievements.

To mark the 2027 competition, we have commissioned an internationally acclaimed artist from Italy to create the winners' trophies. The statuette is one of the most coveted national honors conferred to a small business.

This booklet has all the information you need to prepare and submit your entry to the Best of America Small Business Awards. The first step is to review all categories and identify which ones are right for you. This information is also available on the website. Submission of entries to the 2027 BASA Awards will close on August 20, 2027, followed by two judging rounds and public voting. BASA Winners, Finalists, and the TopList will be announced in October 2025.

We look forward to seeing your organization's entries to the 2027 Best of America Small Business Awards. Please don't hesitate to contact us with your questions; our team of experts is always available to reply to any queries on applications and categories.

Good luck!

Anna Stella
President, The Best of America Small Business Awards

About the Awards

The Best of America Small Business Awards exists to celebrate small businesses, visionaries, innovators, disruptors, and entrepreneurs for their notable efforts in growing and building our economy and a better working world. Unlike other business awards, the BASA Awards is prestigiously independent and was created with an unwavering love for small businesses, as small businesses are big for our economy and make up 99% of U.S. companies. The award aims to showcase the best of small businesses for their work and contribution to their community and encourage more small businesses to get excited about new opportunities.

With over 150 categories to choose from, the award is not influenced by big corporations and has no nepotism, vetting process, or big guys always winning nature. The BASA Awards independent panel of judges only cares about one thing- YOUR WORK! The BASA Awards statuette is a hand-made work of art uniquely created in Italy by the internationally acclaimed artist Ithaca. Learn more at basawards.com.

Who can participate?

The BASA Awards are America's first and largest independent business award for small businesses only. Unlike other awards, all BASA Awards entrants have an equal chance of winning despite their size or years in operation. With over 150 categories grouped into 6 tracks, all entries are judged based on their work and achievements.

Best of AMERICA
Small Business Awards

Burning questions?

Reach out to our Awards Team

Participation rules

- ★ You must be a small business to quality for the competition.
- ★ The nomination period runs from October 15, 2026, to August 20, 2027.
- ★ There is no limit to the number of entries an organization/ company can send applications to the awards.
- ★ Entrants can request to have their initially registered category entry changed in writing at any time before the final submission date.
- ★ All entries must be submitted in English by August 20, 2027, via the official awards-management software – Zealous. Access is provided upon registration. No late entries will be admitted.
- ★ The Early Bird registration fee is $150 with an additional $50 for added entry (until May 1, 2027), the Early Deadline fee is $160 with an additional $60 for added entry (until July 31, 2027), while the Regular Deadline fee is $185 with an additional $75 for each extra category entry (until August 20, 2027).
- ★ Terms and conditions can be found on basawards.com.

Best of AMERICA
Small Business Awards

Key Dates

Recognition for your leadership and commitment to the future of small businesses across multiple channels.

2027 Awards Calendar

Best of AMERICA
Small Business Awards

May 1, 2027

First Early-Bird entry deadline ($150 for first entry, $50 additional entries).

July 31, 2027

Early Deadline July 31, 2027 11:59 PM, PST ($160 for first entry, $60 additional entries).

August 20, 2027

Regular Deadline (No entries will be accepted after this date) August 20, 2027 11:59 PM, PST ($185 for first entry, $75 additional entries).

September 20 - October 13, 2027

Judging Round 1 & 2 Round 1: score and admission to public vote. Round 2: winners selection.

October 6 - 12, 2027

Finalists & Public Vote Finalists will be notified on Oct 6, 2027. The Public Vote will be open from October 6 to 12, 2027 11:59 PM, PST.

October 15 - 31, 2027

Winners & TopList notified for the 2027 BASA Awards. Winner packages will be sent in December 2027.

Monitor the BASA Awards social media pages for updates to the calendar

www.basawards.com

READY? ENTER NOW

Best of AMERICA
Small Business Awards

The Categories

It’s time to get the recognition you deserve.

Award Tracks

Best of AMERICA
Small Business Awards

BEST
SMALL BUSINESS
CATEGORIES

BEST
STARTUP
CATEGORIES

BEST
ENTREPRENEURS
CATEGORIES

BEST
IN CLASS
CATEGORIES

BEST
CAMPAIGNS
CATEGORIES

BEST
IN TECH
CATEGORIES

BEST SMALL BUSINESS CATEGORIES

Best of AMERICA
Small Business Awards

- ★ Accountancy & Bookkeeping
- ★ Advertising Company
- ★ Apparel & Fashion
- ★ Beauty
- ★ Biotechnology
- ★ Bitcoin, Crypto & Blockchain
- ★ Brewery
- ★ Business Consulting
- ★ Cannabis
- ★ Coaching
- ★ Computer & Office Equipment
- ★ Construction
- ★ Content & Publishing
- ★ Design
- ★ eCommerce & Online Services
- ★ Education & Training
- ★ Energy
- ★ Electronics
- ★ Events Management
- ★ Financial Services, Banking & Funding
- ★ Financial Planners & Services
- ★ Fitness & Wellness
- ★ Food & Beverage
- ★ Franchise Opportunities
- ★ Freight and Logistics Brokerage
- ★ Gaming
- ★ Health Care & Medical
- ★ Insurance
- ★ IT Managed Services
- ★ IT Solutions & Support
- ★ Legal Services
- ★ Manufacturing
- ★ Marketing Agency
- ★ Moving Services
- ★ NonProfit
- ★ Office Supplies & Furniture
- ★ Payroll & HR
- ★ Printing & Signs
- ★ Professional Services
- ★ Promotional Products
- ★ Property Management
- ★ Public Relations
- ★ Real Estate
- ★ Recruitment
- ★ Retail
- ★ Security
- ★ Sports
- ★ Software & CRM
- ★ Staffing & HR
- ★ Tech & AI
- ★ Trade Show
- ★ Transportation, Shipping & Logistics
- ★ Travel
- ★ Utilities
- ★ Video
- ★ Winery

BEST STARTUP CATEGORIES

Best of AMERICA
Small Business Awards

- ★ Accountancy & Bookkeeping
- ★ Advertising Company
- ★ Apparel & Fashion
- ★ Beauty
- ★ Bitcoin, Crypto & Blockchain
- ★ Business Consulting
- ★ Cannabis
- ★ Coaching
- ★ Computer & Office Equipment
- ★ Construction
- ★ Content & Publishing
- ★ Design
- ★ eCommerce & Online Services
- ★ Education & Training
- ★ Energy
- ★ Events Management
- ★ Financial Services, Banking & Funding
- ★ Financial Planners & Services
- ★ Fitness & Wellness
- ★ Food & Beverage
- ★ Gaming
- ★ Health Care & Medical Centers
- ★ Insurance
- ★ IT Managed Services
- ★ IT Solutions & Support
- ★ Legal Services
- ★ Marketing Agency
- ★ NonProfit
- ★ Office Supplies & Furniture
- ★ Payroll & HR
- ★ Public Relations
- ★ Printing & Signs
- ★ Professional Services
- ★ Promotional Products
- ★ Recruitment
- ★ Retail
- ★ Security
- ★ Software & CRM
- ★ Sports
- ★ Staffing & HR
- ★ Tech & AI
- ★ Transportation
- ★ Travel
- ★ Video

BEST ENTREPRENEURS CATEGORIES

Best of AMERICA
Small Business Awards

- ★ Accountancy & Bookkeeping
- ★ Advertising Company
- ★ Apparel & Fashion
- ★ Beauty
- ★ Biotechnology
- ★ Bitcoin, Crypto & Blockchain
- ★ Brewery
- ★ Business Consulting
- ★ Cannabis
- ★ Coaching
- ★ Computer & Office Equipment
- ★ Construction
- ★ Content & Publishing
- ★ Design
- ★ eCommerce & Online Services
- ★ Education & Training
- ★ Energy
- ★ Events Management
- ★ Financial Planners & Services
- ★ Financial Services, Banking & Funding
- ★ Fitness & Wellness
- ★ Food & Beverage
- ★ Franchise Opportunities
- ★ Gaming
- ★ Health Care & Medical Centers
- ★ Insurance
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- ★ Public Relations
- ★ Real Estate
- ★ Recruitment
- ★ Retail
- ★ Security
- ★ Software & CRM
- ★ Sports
- ★ Staffing & HR
- ★ Tech & AI
- ★ Trade Show
- ★ Transportation, Shipping & Logistics
- ★ Travel
- ★ Utilities
- ★ Video
- ★ Winery

BEST IN CLASS CATEGORIES

Best of AMERICA
Small Business Awards

FAMILY BUSINESS
- ★ Best Family Small Business of the Year

WOMEN-LED
- ★ Best Women-Led Small Business of the Year

MINORITY-OWNED
- ★ Best Minority-Owned Small Business of the Year

VETERAN-OWNED
- ★ Best Veteran-Owned Small Business of the Year

LGTBQ-OWNED
- ★ Best LGBTQIA+ Owned Small Business of the Year

DISABILITY-OWNED
- ★ Best Disability-Owned Small Business of the Year

BEST CAMPAIGN CATEGORIES

Best of AMERICA
Small Business Awards

BEST CAMPAIGN

- ★ Disruptor Product & Campaign of the Year
- ★ Fundraising Non-Profit Campaign of the Year
- ★ Investors Campaign of the Year
- ★ Marketing Campaign of the Year
- ★ PR Campaign of the Year
- ★ Social Media Campaign of the Year

BEST INITIATIVE

- ★ Diversity, Equity and Inclusion Initiative of the Year
- ★ Sustainability Initiative of the Year
- ★ CSR Initiative of the Year

BEST IN TECH CATEGORIES

Best of AMERICA
Small Business Awards

- ★ AI of the Year
- ★ APP of the Year
- ★ Technology of the Year
- ★ Website of the Year

Best of AMERICA
Small Business Awards

What Winners Get

Our aim is to recognize great entrepreneurship from start to finish. Together, let's celebrate the future of small businesses.

What Winners Get

- ★ **Winner Certificate of Excellence**
- ★ Global **recognition** of your work and Winner Status
- ★ **Best of America Small Business Awards logos & winner seals** for your website, social media, ads, and signature
- ★ **Mentions in our press releases and media activities**
- ★ **Listed** on our website
- ★ **Promotional campaign** of your work on our social media and other BASA Awards channels
- ★ Get access to our engaged community where you can promote your business and network.

Best of AMERICA
Small Business Awards

THE TROPHY ATLANTA

★ **100% handmade in Italy for the BASA Awards®. A work of art with amazing design and texture. Winners can order the trophies (extra fee to pay).**

★ **Made of ceramic with gold luster.**

★ **Strong foundation signifying resilience and persistence. Learn more.**

ORDER YOUR TROPHY

What TopList Companies Get

- ★ **TopList logos and badges** for your website, social media, ads and signature
- ★ Featured on our website **Hall of Fame forever**
- ★ **Global recognition** of your work
- ★ **Promotional campaign** of your work on our social media and other channels.

Best of AMERICA
Small Business Awards

What Finalists Get

- ★ Admitted to public vote for a chance to become **Winners** and make it to the **TopList**
- ★ **Finalist badge** for your website, social media
- ★ **Listed** as a finalist on our website during the public vote
- ★ Industry **recognition** of your work.

Best of AMERICA
Small Business Awards

Best of AMERICA
Small Business Awards

Preparing Your Entries

Strictly for small businesses only, we are unlike any other business awards.

How to enter the Awards: Entry preparation tips

Registration and entry submission to the BASA Awards are made easy and convenient for you.

Step 1.

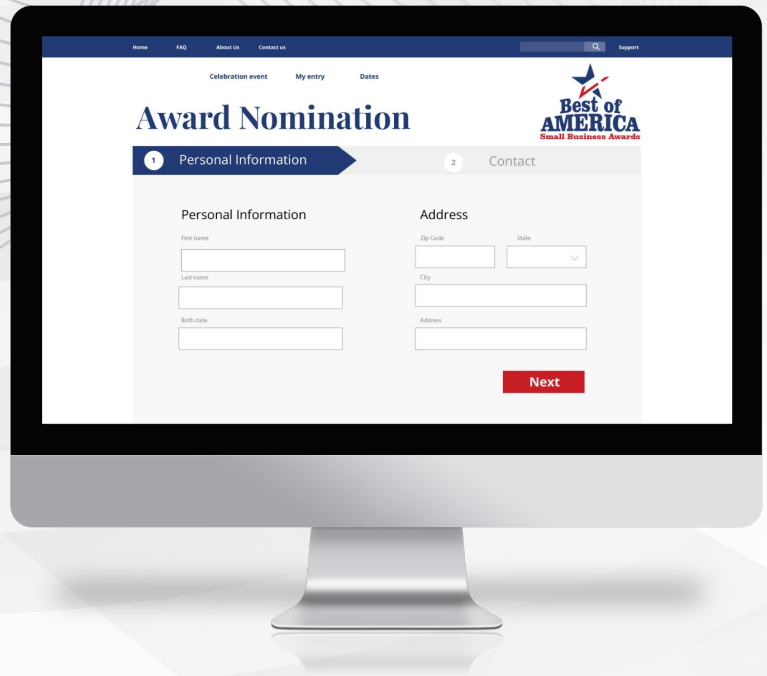
Register at basawards.com/account/register.

If you have questions or need help contact our team at awards@basawards.com. Remember to provide information about your company so they can advise you accordingly.

Step 2.

Go to your email inbox and use the access link sent to log in to the registration portal. You will also find a PIN CODE in your inbox in case the system asks for additional security.

Online entry form preview



Preparing your entries

1. Prepare your story in advance

As a small company, your story and history are just as important as a healthy balance sheet. Therefore before you start filling out your entry, we recommend having your business information ready in advance so that you don't miss out on any key points. We at BASA Awards value and respect your background and business story. We want to hear what inspired you to start your business and the journey you took to get where you are today. Often small businesses don't get the recognition they deserve, and the BASA Awards are the place where your hard work can be celebrated. Therefore, make sure you don't undersell yourself or your business, or (worse) write a cliche and tired narrative. Focus on your inspiring journey, insights, and game-changing accomplishments.

2. Focus your achievements on the required period

As you write your nominations, put more emphasis on the achievements you made from January 2022 until today. Therefore, focus mainly on achievements you made during the eligible period; otherwise, judges will not rate your entry high.

3. Fill your entries offline

Instead of filling your entries on the fly online, we recommend you write them offline first. Doing that helps secure your data in case of an issue with your computer or a system glitch on our end. Additionally, you will be able to review your work at any time before sending it in and you will keep a permanent record of your entries for future use.

4. Title all your entries

Although it is not necessary to include the category name in the title, as judges can tell the category when they review your entry, make sure to title individual entries. The ideal title is the name of the company/ job title, such as "John Doe, President" or your project name, if applicable. You can also include other text that is meaningful to your entry.

5. Attach supporting material and links

While it's optional to include supporting materials or links to your entry, we strongly recommend that applicants do so. If you don't have any materials to support your entry, at least, include a link to your organization's website for judges to have additional basic information on your organization. Judges usually lower applications' scores if they don't have any supporting links or materials.

6. Test all attached links

Before submitting your application, ensure all links to images, videos, and other supporting materials are working fine. Click through each link to confirm its validity and if it has the correct information you want to share with the judges.

7. Adding video and other media

When attaching materials for judges to review, ensure they are easily downloadable. Judges don't have a lot of time to wait for materials to download from services like Box.com, Hightail, Dropbox, etc. If sending a video, we recommend using a link to a hosted version of Vimeo, Youtube, or a similar service to make it easy for judges to view the material.
Alternatively, we encourage applicants to have the materials directly downloadable by attaching them to our servers.

8. Submit entries for multiple applicants

PR or marketing agencies that want to submit entries for multiple clients will not need to create an entry submission account for each client. They can make one account using the agency's name with the agency's description and contact information. After that, they use the account to submit their clients' entries. They will only need to begin each client's entry with the name and title of the client, like " XYZ Company: John Doe, CEO" or " ABC Company: The ABC Company Website." By titling entries like this, we will be able to tell that the agency is applying in their client's name, and if the client wins, they will be recognized as BASA Award winners, and the award will go to them, not to the agency.

Evaluation Process

All entries will be evaluated and scored fairly, and we promise no entrant will experience nepotism or favoritism. Our independent Panel of Judges is very passionate about small businesses and only cares about your work.
The BASA Awards® Panel of Judges comprises industry experts and passionate small business owners who genuinely understand real-life challenges and how small businesses work, from bootstrapping to multi-million organizations.

Step 1: Submission & Approval

All entries are assessed upon submission to ensure they meet the eligibility criteria and that all fields are completely filled out as per the requirements.

Once the application is approved, it is moved to the evaluation phase. All approved entries will be evaluated for each category based on their merit and the set criteria. The final score of each entry is the average score of the marks awarded by each jury member in the category.

How It Works

Step 1:	**Submission & Approval**
Step 2:	**Judges round 1: The judges evaluate all entries**
Step 3:	**Companies with a score of 75% and above are named Finalist and admitted to a public vote**
Step 4:	**Public vote**
Step 5:	**Judges round 2: Winners selection -** one winner per category only **TopList selection** **TopList is announced**
Step 6:	**Winners are announced**

Step 2: Panel of Judges Evaluation

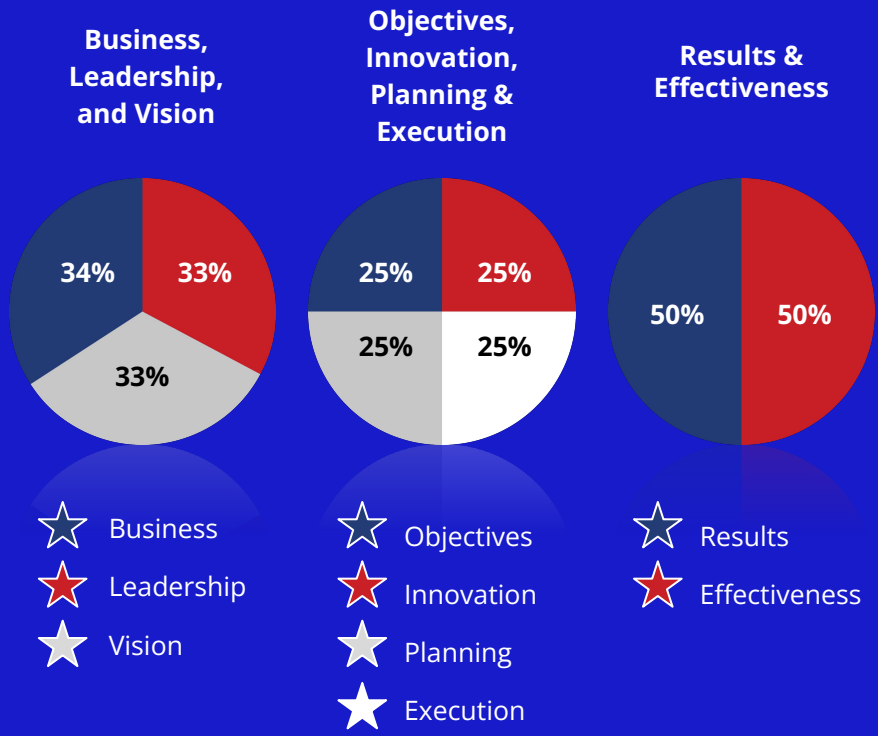
The BASA Awards® Panel of Judges comprises industry experts and passionate small business owners who genuinely understand real-life challenges and how small businesses work, from bootstrapping to multi-million organizations. Each entry is evaluated by a panel of 3 – 6 judges in accordance with their areas of expertise.

Our strict evaluation process ensures that judges affiliated with an entry are not assigned categories where such entries are present.

The final score of each entry is the average score of the marks awarded by each jury member in the category. Learn about the Judging Criteria and Weights and the Score Normalization.

Criteria & Weights

All BASA Awards entries are scored based on 3 key criteria:



Step 3: Finalist Announcement

All entries that score an average of 75% from the Judges will be named Best of America Small Business Finalists and receive the *Finalists Digital Kit*.

The Finalists will be admitted to the round of public vote to increase their chances of becoming Winners and making it to the TopList.

Step 4: Public Vote

Once the Finalists are announced, online public voting opens on our platform. Note that participants in the public vote can only cast one vote per finalist.

During the public vote, participants want to get as many people as possible to vote! Finalists at this stage are allowed to rally their friends and families to vote for them.

The nominations with the highest public votes will make it to the TopList.

Step 5: Winners Selection

After the public vote is completed, the Judges round no. 2 starts. Finalists with the highest average score per category from both judges and public votes will be named BASA Awards® Winners. We will have one winner per category.

Step 6: Winners Announcement

All Winners will be notified by email in October 2027. The *Winner packages* will be sent by mail in December 2027. All Winners will have an opportunity to order the trophy, upon paying an extra fee.

Step 7: TopList Announcement

The TopList comprises all companies with the highest score in the public votes. The companies will be listed in the TopList web section and will get the *TopList Digital Kit*.

Scores

All entries are assessed upon submission to ensure the entry meets the eligibility criteria and that all fields are completely filled as per the requirements. Once the application is approved, it is moved to the evaluation phase.

All approved entries will be evaluated for each category based on their merit and the set criteria. The final score of each entry is the average score of the marks awarded by each jury member in the category.

Entries that score an average of 75% from the Judges will be named BASA Awards Finalists and submitted to public vote to increase their chance in becoming **Winners** and make it to the **TopList**.

The TopList comprises all companies with the highest score from the public vote. The Finalists with the highest average score per category from both judges and the public vote will be named BASA Awards Winners.

Score Normalization

The BASA Awards® uses a mathematical formula to ensure that every entry is scored fairly and based on the same standards, regardless of the number of Judges who evaluate the submissions. Doing this helps reduce variation in judging by standardizing each Judge's scores.

Standardization is necessary, especially when one Judge has a more critical view of an entry while another is more generous and wants to award a higher score. It becomes less of an issue when all Judges give a score to an entry and only award the average score to normalize the scores from all Judges.

The mathematical technique relies on two separate distribution measures to level the playing field. It balances scores before calculating each entry's average score to account for the natural variation in Judges.

Sample Forms

Download the sample entry form for the upcoming edition of the Best of America Small Business Awards if you wish to know what to expect and prepare the information in advance.

Best Small Business Categories

Click to see the Sample entry form for the track.

Best in Class Business Categories

Click to see the Sample entry form for the track.

Best Startups Categories

Click to see the Sample entry form for the track.

Best in Campaigns Categories

Click to see the Sample entry form for the track.

Best Entrepreneurs Categories

Click to see the Sample entry form for the track.

Best in Tech Categories

Click to see the Sample entry form for the track.

IT'S TIME TO GET the recognition you deserve

ENTER NOW

THE BOOK
BEST IN BUSINESS 2028

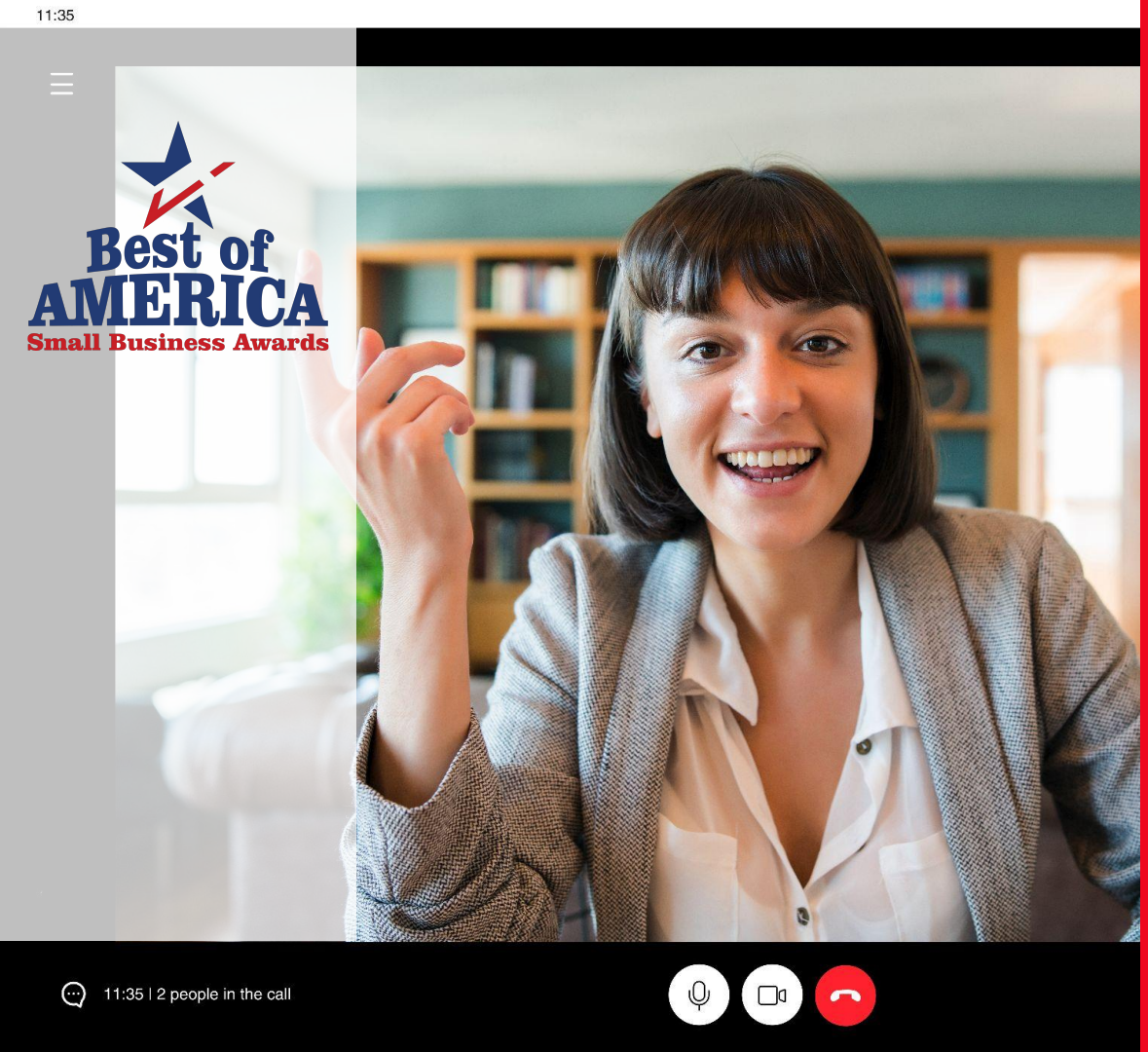
Open For Submissions

Out in November 2027, the *book* ***Best In Business 2028*** celebrates outstanding small businesses that have risen through the ranks through innovation, determination, and success. The book showcases inspiring stories and insights from selected small businesses across diverse sectors. Learn more here.

SUBMISSIONS CLOSE ON AUGUST 20, 2027

OCOTILLO WELLS
PUBLISHING

BEST OF BUSINESS TV SHOW
ROLL
SCENE
TAKE
BEST OF BUSINESS TV SHOW
Season 5
Day.Night Int Ext Mos
Filter
Sync
every week
YouTube
NEW EPISODE
The Best of BUSINESS Show
FIND OUT MORE



Burning Questions?

Contact us for any questions regarding the Best of America Small Business Awards. Our team will happily assist you with the registration, category selection, and submission process.

Subscribe to our newsletters to get insights, special deals, exclusive content, and more! Follow our social media pages to stay updated with our latest news, campaigns, creativity, and inspiration.

CONTACT US

Resources to Help Prepare Your Entries

Many public relations agencies and independent practitioners are well-versed in crafting entries for the BASA Awards®. If you're pressed for time and unable to prepare, write, and submit your BASA Awards® entries, seeking the expertise of a PR professional can be highly beneficial. There are numerous communications experts who specialize in creating award-winning entries.
A well-crafted entry can make all the difference, showcasing your achievements and standing out to the judges. Let these experts help you present your best self and maximize your chances of success.

Get in touch to receive the list of standout professionals in this field.

Best of America Small Business Awards 2027

Contact to discuss suitable options
Dan Rossi

Website
www.basawards.com

Email
awards@basawards.com

Best of AMERICA
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