

SmallBiz100 - 2025

We are committed to making the application process as inclusive as possible.

If you need assistance in completing the application please email the team at comms@smallbusinesssaturdayuk.com and we will do our utmost to help you.

* Indicates required question

1. Email *

2. First Name *

3. Last Name *

4. Job Title *

5. Business Name *

6. Street Address (We will be creating a map to show successful applicants this will be pinpointed to the local area but not an exact address). *

7. Town *

8. County


9. Postcode *

10. Website

11. Phone Number *

12. What year was your business established? *

13. Region *


 Dropdown

Where is your business located?

Mark only one oval.

- Scotland
- Northern Ireland
- Wales
- North East
- North West
- Yorkshire and the Humber
- West Midlands
- East Midlands
- East of England
- South West
- South East
- Greater London

14. Business Sector *

 Dropdown

Mark only one oval.

- Accountancy, banking and finance
- Business, consulting and management
- Charity and voluntary
- Creative arts and design
- Education
- Energy and utilities
- Engineering and manufacturing
- Environment and agriculture
- Healthcare
- Hospitality and events management
- Information technology
- Law
- Law enforcement and security
- Leisure, sport and tourism
- Marketing, advertising and PR
- Media and internet
- Property and construction
- Recruitment and HR
- Retail
- Sales
- Science
- Social care
- Transport and logistics
- Other

SmallBiz100 Application Questions

The following questions will be used by the judges to select this year's SmallBiz100. Please answer within the 1200 character limit for each question.

15. Tell us the story of your business, e.g. How did it start?, What are your future plans?, How do you currently promote your business? *

16. What does your business do to support other businesses and your local community? *

17. Tell us about how your business is committed to sustainability. *

18. Why do you want to be part of the SmallBiz100? *

19. What ideas do you have to make the most of Small Business Saturday this year? *

20. How did you hear about the SmallBiz100? *

21. Please write a paragraph to describe your business that we can use for marketing purposes. *

Think about including: How it started / primary purpose / products or services / size / reach / audience / what makes it special.

22. Please upload a picture which we could use to represent you and your business in our PR and marketing *

Please ensure the filename contains your business name

Files submitted:

23. We strongly encourage you to submit a video with your application.

We really want to meet the people behind the business and will not be judging your technical skills. This video is not for public use and will only be watched by the judges. Up to two minutes is ideal and it is fine to be recorded on a phone. If you are not yet using video in your business and would like some inspiration you will find some great hints and tips contained in the following videos hosted by fellow small business experts:

- [How Facebook Reels and TikTok Propel Small Businesses to Success](#)
- [How to Create an Instagram Reel in Just 60 Seconds!](#)

Please share your video with us via a link (Dropbox, Google Drive, Vimeo or similar). Let us know the link below:

Social Media Channels

We will always look to help promote small businesses through our own social media channels so please include all of your social media handles below:

24. LinkedIn Company Page

25. LinkedIn Personal Profile

26. Facebook Business Page

27. Instagram

28. YouTube

29. TikTok

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