CONGRATULATIONS on being a 2018 Gator100 honoree! This fact sheet will help you spread the word about the Gator100 and your company’s accomplishment.

THE GATOR100

Now in its fourth year, the Gator100 recognizes the world’s 100 fastest-growing, Gator-owned or Gator-led businesses and serves as the University of Florida’s premier entrepreneurial awards program. Gator100 companies have been in business at least five years and have annual revenues of $250,000 or more. The Gator100 is ranked by Compound Annual Growth Rate. CAGR is determined by global accounting firm Ernst & Young, which ensures confidentiality of financial submissions.

Website: gator100.ufl.edu
Hashtag: #Gator100

HOW TO PROMOTE YOUR GATOR100 AWARD

Now that your company has been selected as one of the fastest-growing, Gator-owned or Gator-led businesses in the world, it’s time to spread the word. There is a sample press release in the Gator100 Media Kit. Here are some organizations you should send it to:

Local media organizations: Your company is making an impact in your community. Inform your local newspaper(s) and television station(s). Emphasize your company’s growth, job creation and impact. Include some personal information that reporters may find interesting.

Hometown media organizations: Don’t forget about where you came from. Your hometown newspaper(s) and television station(s) are always looking for interesting features on homegrown success stories.

Area chamber of commerce: Your local chamber of commerce is always interested in promoting business success in its city. By interacting with your city’s chamber of commerce, it could open up doors to help expand and enhance your business.

Professional/civic organizations: At the bottom of your résumé, there is likely a list of civic, professional organizations, and charities you support or are involved in. They would appreciate hearing about your honor.

WHEN TO SEND?

Your selection to the Gator100 is newsworthy. How do you improve the likelihood media members will see it? Here are a few things to keep in mind:

Promote mid-week: Press releases sent on Monday and Friday receive little traction. Sending your press release Tuesday through Thursday gives you the best chance of being seen.

Send in the morning: Industry standards are clear about which days to send press releases; what time to send them is unclear. We recommend sending your announcements in the morning when editors and reporters are most likely to be checking their email.
Here are a few recommendations that might make your email/press release stand out from the rest:

**Personalize it.** Editors and reporters give e-mail blasts cursory looks. Try to personalize the email by using a specific reporter’s name in the salutation. If you have time, do a quick search of that reporter’s work in the media organization’s archives. If you find articles about businesses that have been recognized for similar accomplishments, make sure to mention that in your email.

**Be careful about attachments.** Editors and reporters are hesitant to open attachments from new contacts. In addition to attaching a Microsoft Word document or PDF, paste your message or press release in the body of the email. This way, editors and reporters can get to your message instantly.

**Follow up.** If you don’t hear back from the media organizations you contacted, call or send a brief email to confirm if they received your message. Also, take the opportunity to subtly remind them how sharing your story would resonate with readers and viewers.

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**2018 GATOR100 BY THE NUMBERS**

The top-ranked company was ACY Contractors, LLC., a full-service construction firm providing construction management, general and trade construction services for K-12, higher education, entertainment, healthcare, Federal and other niche markets. Its President & CEO, Michael Young, is an alumnus of the College of Design, Construction and Planning, earning his BS in Building Construction in 1997.

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**2018 GATOR100 BY THE NUMBERS**

- **1988**: Earliest founding date
- **2**: Internationally based companies
- **17**: U.S. states represented
- **12**: UF colleges represented
- **55**: Repeat GATOR100 honorees
- **159.51%**: Top growth rate
- **$6.2B**: Revenues earned in 2016
- **43,679+:** Employed by the 2018 GATOR100