



ELITE FRANCHISE 100 - 2027

ENTRY CREDIT & PAYMENT TERMS

OFFICIAL
PR PARTNER



CEMG

OFFICIAL AWARD
SUPPORTER



ENTRY FEE

The entry fee for the EF100 2027 is £299 + VAT per entry. An invoice will be issued following submission of your entry, and payment must be made in accordance with the invoice terms.

UNPAID ENTRIES

Any application submitted without full payment of the entry fee will not be accepted into the EF100 2027 judging process and will not be considered for inclusion in the rankings. Only entries where the entry fee has been received in full will be eligible for assessment.

REDEEMABLE CREDIT

Credit value: The redeemable credit is £299 (excluding VAT). The VAT element of the entry fee is not redeemable as credit.

The credit is redeemable against eligible Elite Franchise (UK) products and services as set out below. Eligible products and their current pricing are available on request from production@cemg.media and are subject to change. Credit is applied at the price prevailing at the time of redemption.

ELIGIBLE USE OF CREDIT

For brands that are successfully ranked in the EF100 2027, the redeemable credit may be used towards EF100 2027 Awards Ceremony tickets and EF100 profile advertising packages. For brands that are not ranked in the EF100 2027, the credit may instead be redeemed against eligible Elite Franchise online marketing campaigns.

EXCLUSIONS

The redeemable credit cannot be used in conjunction with any other offer, promotion or discount, and it cannot be applied retrospectively to products or services that have already been purchased.

CREDIT VALIDITY

All credit must be redeemed by 30 June 2027. Any unused credit remaining after this date will automatically expire and cannot be redeemed or refunded.

TRANSFERABILITY

The credit is non-transferable and may only be used by the company to which the original invoice was issued. For the purposes of this clause, the same billing account means brands that share the same registered company number or are invoiced under the same parent entity as confirmed at the time of entry. The credit cannot be transferred to another company or legal entity.

CASH VALUE AND REFUNDS

The redeemable credit has no cash value and cannot be exchanged for cash. The entry fee is non-refundable under any circumstances, including where an entrant withdraws from the awards programme or is disqualified.

WITHDRAWAL OR DISQUALIFICATION

If an entrant withdraws from the EF100 2027 programme or is disqualified, the entry fee will not be refunded. Any associated credit remains subject to these Terms and Conditions and may be used only in accordance with the eligibility rules set out above.

ACCEPTANCE OF TERMS

By submitting an EF100 2027 entry and paying the entry fee, entrants acknowledge and accept these Terms and Conditions. These Terms and Conditions are governed by the laws of England and Wales. Any disputes shall be subject to the exclusive jurisdiction of the courts of England and Wales.

For queries regarding your entry credit, contact production@cemg.media quoting your invoice number.

INCLUDED AS PART OF YOUR ENTRY

Your EF100 entry fee provides far-reaching promotional and marketing value designed to help showcase your business to franchisees, investors, partners, and the wider industry. The benefits listed below are indicative and subject to the entrant meeting all entry requirements. CE Marketing Group Ltd reserves the right to modify inclusions.

BRAND AND MARKETING BENEFITS

- Licensed use of the official EF100 logo across your marketing materials, website, social channels, presentations, and recruitment campaigns
- Professionally designed marketing collateral to help you promote your achievement and maximise visibility
- PR and communications support from the EF100 team to help amplify your brand story and industry recognition
- Social media promotion and digital exposure through EF100 channels and partner platforms

PREMIUM BRAND VISIBILITY

EF100 Annual Guide

A dedicated listing in the EF100 Annual Guide, positioning your brand alongside the UK's leading franchise businesses.

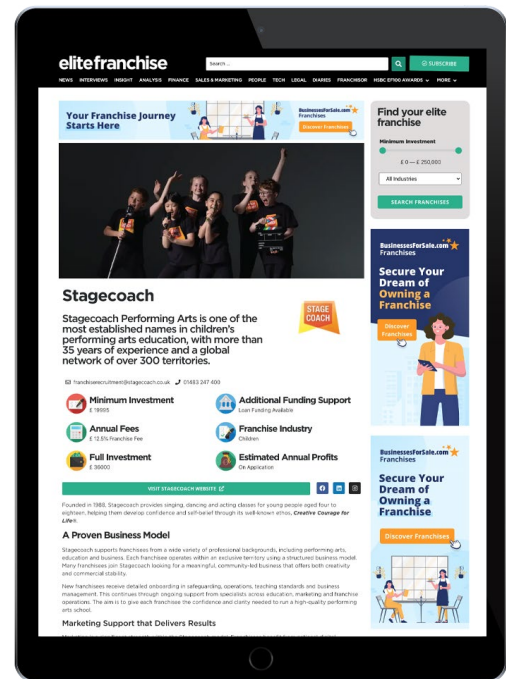
Franchise Opportunity Web Page

A comprehensive online franchise opportunity web page featuring your company overview, brand imagery, key business information, website links, franchise opportunity details, and leadership and brand highlights. This online presence helps prospective franchisees and industry stakeholders discover and engage with your brand long after the awards process concludes.

WHY IT MATTERS

Recognition within the EF100 provides independent validation of your franchise business and can help build trust with prospective franchisees, enhance recruitment and lead generation, strengthen investor and partner confidence, increase media visibility and industry awareness, and differentiate your brand in a competitive marketplace.

EF100 Annual Guide (Digital + Print)



Franchise Opportunity Web Page

For many franchisors, inclusion in the EF100 becomes a valuable long-term marketing asset that supports growth well beyond the awards cycle.