

OFFICIAL AWARDS
SUPPORTER



elitefranchise

100

TOP FRANCHISES

CANADA

— 2027 —

OFFICIAL PR
PARTNER



EF100 CANADA 2027

ENTRY PAYMENT, REDEEMABLE CREDIT & TERMS

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ACCEPTANCE OF TERMS

By submitting an EF100 2027 entry and paying the entry fee, entrants acknowledge that they have read and agree to these Terms and Conditions.

These Terms are governed by the laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any conflict of law principles. The parties agree that any dispute arising from these Terms, the EF100 Competition or the EF Top 100 Guide shall be brought exclusively before the courts of Toronto, Ontario, Canada, and irrevocably submit to the jurisdiction of those courts.

ENTRY FEE

The entry fee for the EF100 2027 is **CAD \$350 plus applicable taxes** per entry.

An invoice will be issued following submission of your entry and payment must be made in accordance with the invoice terms.

REDEEMABLE CREDIT

As part of your EF100 2027 entry, you will receive a **CAD \$350 redeemable credit** (excluding applicable taxes), equal to the value of your entry fee before tax.

The credit may be redeemed against eligible Elite Franchise (Canada) products and services, allowing you to reinvest the full value of your entry into additional marketing and promotional opportunities.

Eligible products and services are available on request from production@cemg.media and are subject to change. Credit will be applied at the prevailing price at the time of redemption.

ELIGIBLE USE OF CREDIT

For brands successfully ranked in the EF100 2027, the redeemable credit may be used towards:

- EF100 2027 Awards Ceremony tickets; and
- EF100 profile advertising packages.

Brands that are not ranked may instead redeem the credit against eligible Elite Franchise online marketing campaigns.

EXCLUSIONS

The redeemable credit cannot be exchanged for cash, cannot be applied retrospectively to products or services that have already been purchased, and

cannot be combined with any other promotional credit, offer, discount or incentive unless expressly approved by CE Marketing Group Ltd.

CREDIT VALIDITY

The redeemable credit must be redeemed by **June 30 2027**.

Any unused credit remaining after this date will automatically expire and cannot be redeemed or refunded.

TRANSFERABILITY

The redeemable credit is non-transferable and may only be used by the company associated with the billing account to which the original invoice was issued.

For the purposes of these Terms, a **billing account** includes companies or 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 may not be transferred to any company or legal entity that does not form part of the same billing account.

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 redeemable credit remains subject to these Terms and Conditions and may only be used in accordance with the eligibility requirements set out above.

UNPAID ENTRIES

Applications will not be accepted into the EF100 2027 judging process until the entry fee has been paid in full.

Only fully paid entries will be eligible for assessment and inclusion in the rankings.

INCLUDED AS PART OF YOUR ENTRY

Your EF100 entry fee provides significant promotional and marketing value designed to help showcase your business to franchisees, investors, partners and the wider industry.

In addition to your redeemable entry credit, successful entrants receive a range of promotional benefits. The benefits listed below are indicative and remain subject to entrants meeting all entry requirements. CE Marketing Group Ltd reserves the right to modify these 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 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 Canada’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, leadership profiles and brand highlights.

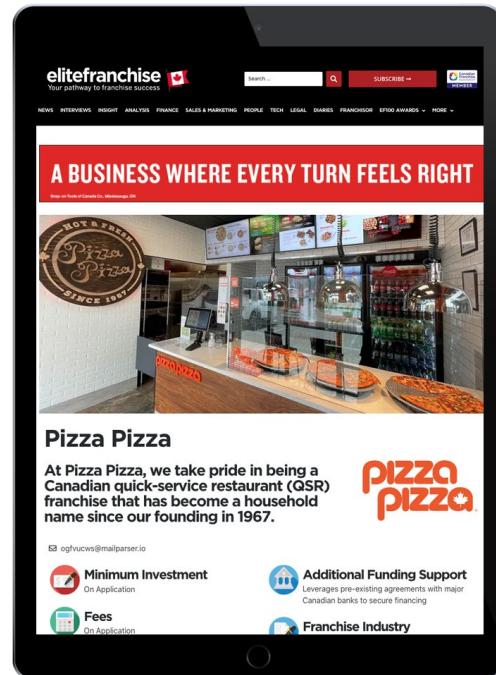
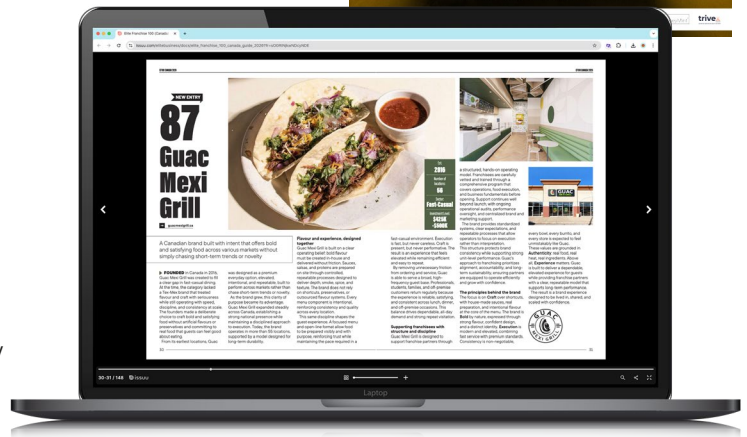
This online presence helps prospective franchisees and industry stakeholders discover and engage with your brand long after the awards process concludes.

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