

50-50-50 Competition Application Form

€50,000 for your Business

Overview:

The 50-50-50 Competition celebrates and rewards one Guaranteed Irish member for their outstanding contribution to the Guaranteed Irish community and commitment to collaborate with the Guaranteed Irish network.

Eligibility Criteria:

1. Employment Size – 50 employees minimum
2. Guaranteed Irish Membership paid in 24/25

Assessment Criteria:

3. Collaboration with Guaranteed Irish Members: this will be judged on the quantity and quality of the collaborations.
 - Assessment of the quality and impact of collaborations with other members.
 - Consideration of factors such as community engagement, job creation, competitive advantages, sustainability efforts, and the duration of partnerships.
 - Each collaboration will be evaluated on the overview, testimonials, and tangible benefits.

Selection Process:

- Applications will be reviewed by the Guaranteed Irish Judging Panel, with each criterion scored out of the allocated points. The applicant with the highest cumulative score will win.
- Applications will be evaluated on the provided information and supporting evidence.
- Applicants may be contacted for additional information or clarification if needed.

Key Dates:

- Apply by 31st December 2024
- Winner announced by 29th January 2025
- Prize package roll-out from 1st March 2025

Prize Package:

The winner will receive a prize package valued at €50,000. This co-branded campaign between Guaranteed Irish and the winner encompasses various elements including but not limited to national and regional press, radio, TV, out-of-home (OOH) advertising, digital platforms, and public relations (PR). The details of the package will be confirmed early 2025