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A green wireframe globe is positioned on the left side of the image, partially overlapping the main text. It consists of a grid of lines representing latitude and longitude.

# **Guaranteed Irish Business Awards**

# **2022**

Support Local, Look Global



## Introduction

The Guaranteed Irish Business Awards are the national celebration of Trusted businesses, both homegrown and International, that are registered in Ireland.

Award winners set the benchmark for Irish businesses who Support Jobs, Communities and Provenance, making a meaningful contribution to Ireland, its people and its economy.

# #AllTogetherBetter

By being a licensed Guaranteed Irish business, your company benefits from this national seal of approval already.

Recipients of a national 'Guaranteed Irish award' ensures your company gets the recognition of its success and is acknowledged by both consumers and other businesses, of the major contribution you and your business make to the ongoing process of strengthening the economy of our island.

2022 will be the inaugural Guaranteed Irish Awards which invites home grown and International businesses to apply. Only licensed Guaranteed Irish members can apply.



# Media Sponsors Include

Irish Independent 

newstalk

THE IRISH TIMES

# Event Details

24<sup>th</sup> March 2022



THE SHELBOURNE  
DUBLIN  
A RENAISSANCE HOTEL





THE SHELBOURNE  
DUBLIN  
A RENAISSANCE HOTEL

**Guaranteed Irish**  
All together better



# Title Sponsor Benefits

## Pre-Event



- Be positioned as a main title sponsor of the event
- Logo in premium placement everywhere – in the lock-up of the event logo (i.e at the header, not the footer)
- Largest Logo at a scale of 50% of the size of the event logo and used whenever the event logo is used
- 1 x dedicated social media post on company
- Press Release
- Logo to appear on social media headers/skins
- An “about” section on the website for main sponsors including a direct link to the website of your choice
- Logo recognition on all event marketing collateral including website, newsletters, print ads, social media, press and media
- Listed at top of sponsors logos on website.
- Launch Photo shoot

# Title Sponsor Benefits

## At Event:

- Logo included on all marketing collateral
- Option to have a company representative take a photo with the winners at the award ceremony
- Opportunity to provide product to attendees in goodie bags or on the tables.
- Logo recognition and welcome note in official guide/app
- Logo to be included on the backdrop to the Awards Ceremony
- Listed at top of sponsors logos on show signage

## Post Event:

- Use of official "Event Partner" Logo for 6 months post-show
- Inclusion in post-show press release to press and media
- First option to renew sponsorship contract for the following year





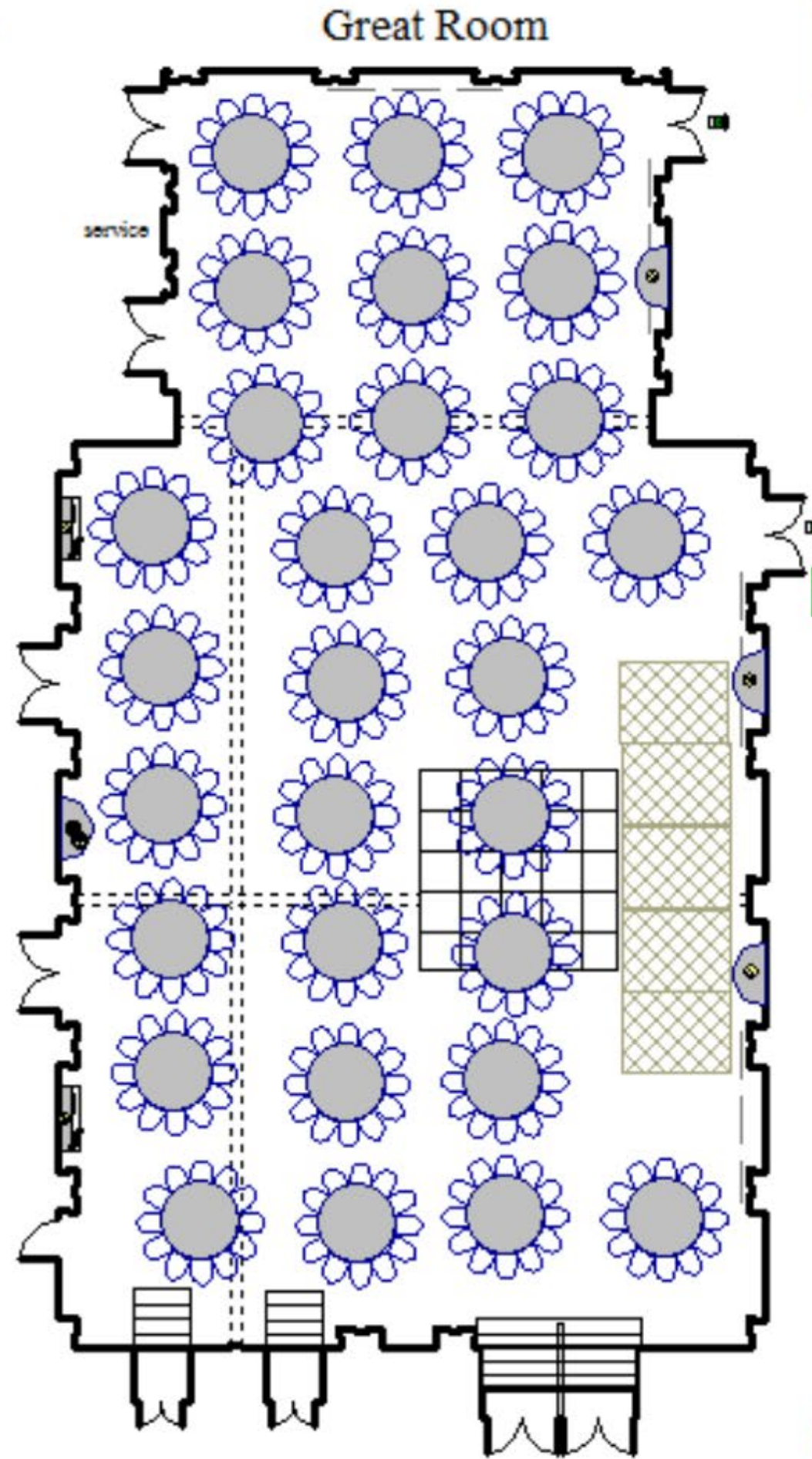
# Title Sponsor

# Event Branding

Table Dressings  
& Menus



Event Backdrop  
& Screen

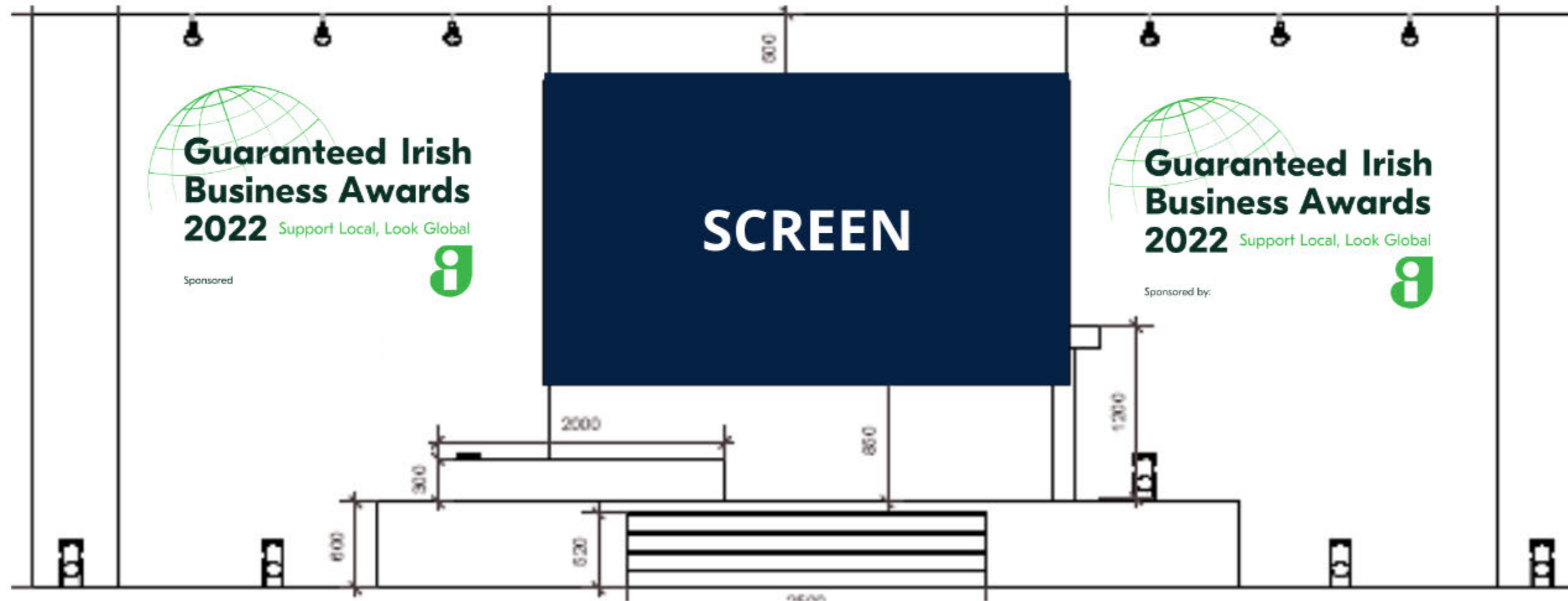


Main Entrance

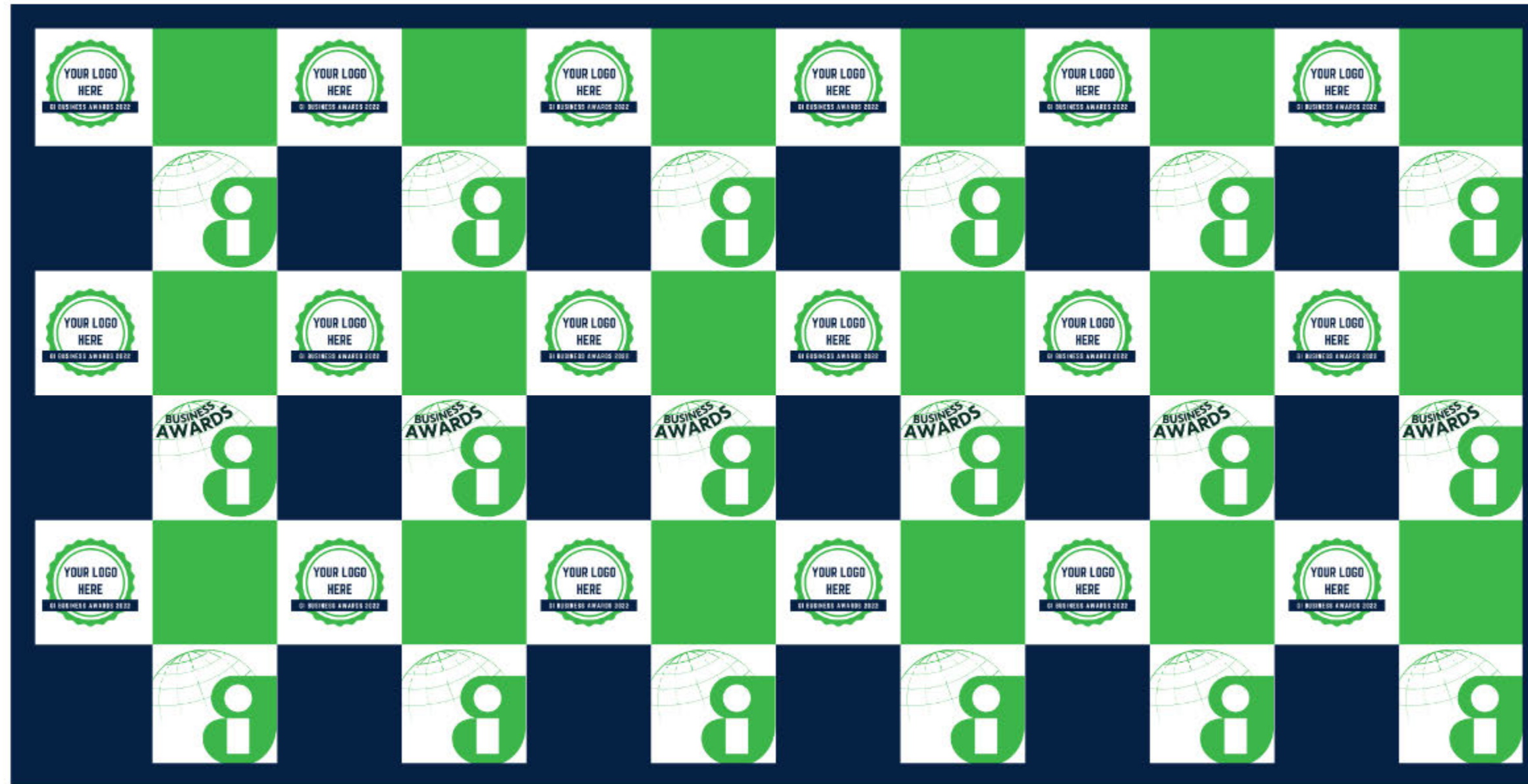


# Title Sponsor

## Logo Inclusion on Event Backdrop



# Title Sponsor Photography Backdrop



# Category Sponsor Benefits



## PRE-EVENT

- Be positioned as Industry/Category Leader
- Logo at a scale of 20% of the size of the event logo
- Listed on sponsors logos page
- Logo to appear everywhere the category is mentioned on all marketing collateral
- 1 x dedicated social media post on sponsorship of the category

## AT EVENT

- Logo on category signage above the category on the screen
- Logo recognition in marketing collateral where category is mentioned

## POST EVENT

- Use of official "Event Partner" Logo for 6 months post-show
- First option to renew sponsorship contract for the following year
- Inclusion in post-show press release to press and media

# Title Sponsor Event Signage

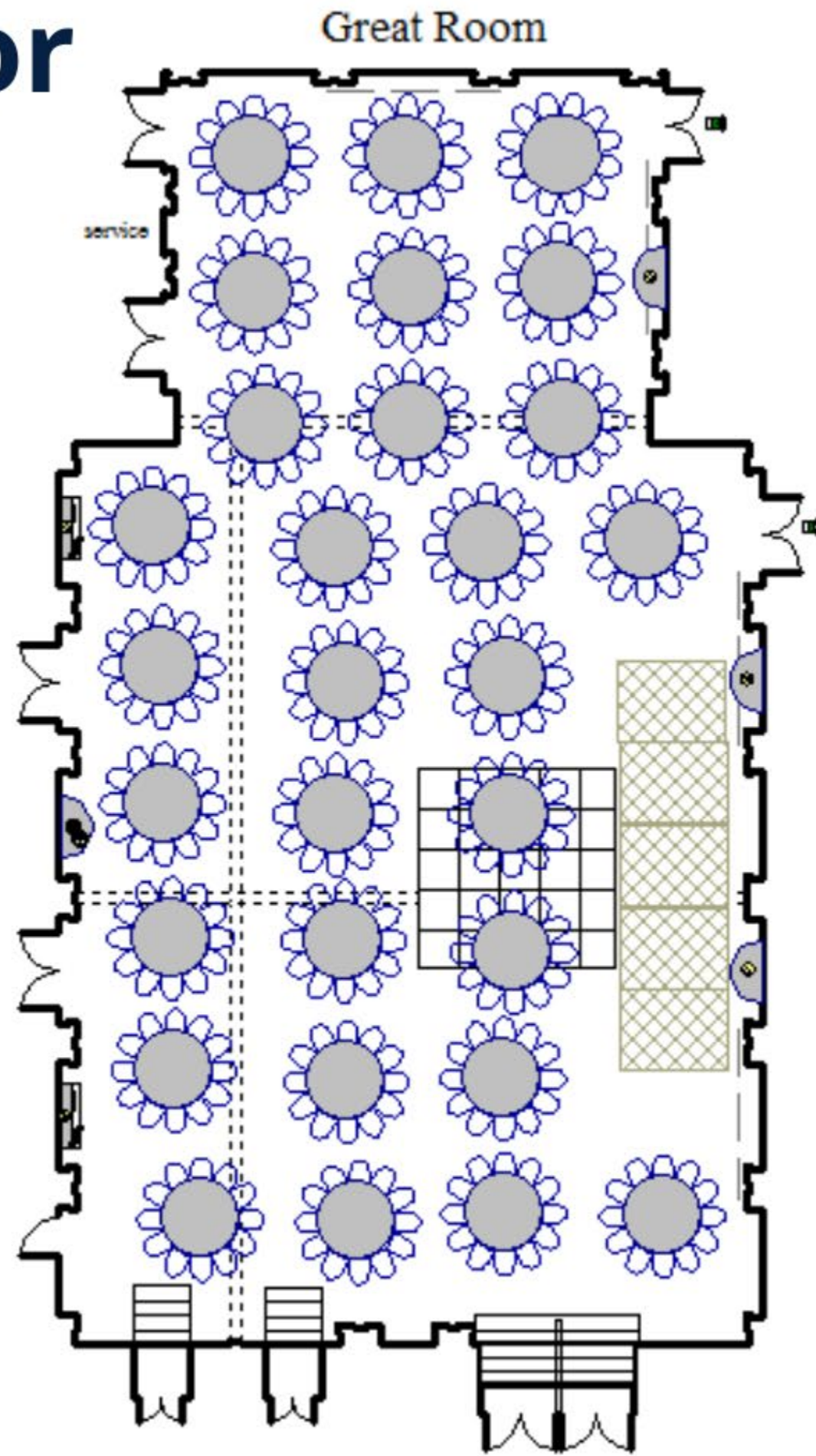


Title Sponsor Logo

Category  
Sponsors Logos

# Category Sponsor

# Event Branding



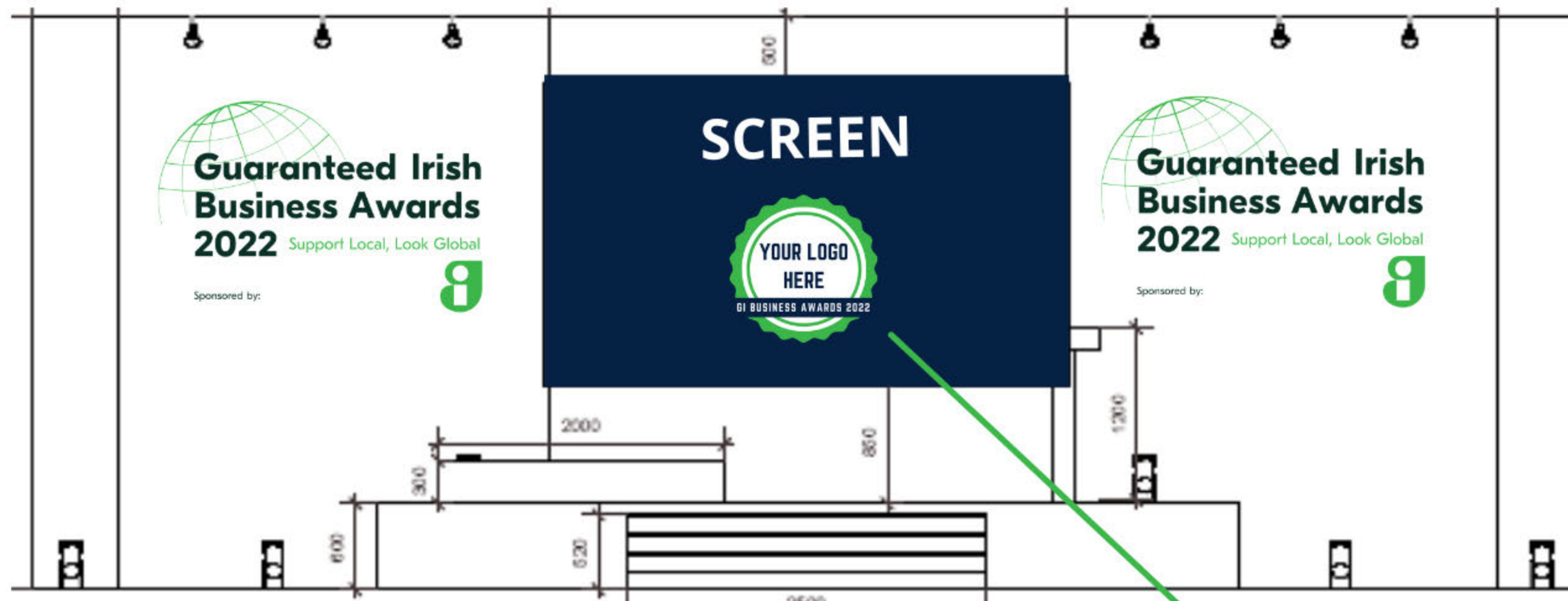
Event Screen



Main Entrance

# Category Sponsor

## Logo Inclusion on Event Screen



Your logo will appear on the screen when your category is being announced

# Awards Sectors and Categories

## Food & Beverage

- Food Academy Award  
(Must be members of the Supervalu Food Academy & operating for less than five years)
- Food Supplier or Producer
- Beverage Supplier or Producer

## Technology

- Small Indigenous  
(less than 50 employees)
- SME or Multinational company based in Ireland  
(50+ employees)

## Pharmaceutical & Healthcare

- Indigenous Company
- Multinational with a global impact

## Professional Services

- Small Indigenous (less than 50 employees)
- SME or Multinational with a global impact
- Business Support Solutions – Suppliers of support services to business.  
(Graphic Design & Printing, Office Solutions & Stationery, PR & Marketing & Shipping & Transport)

## Tourism & Hospitality Marketing

- Destination Hotels  
Hotels or Irish Visitor Experiences attracting a global market (open to groups or individuals)



# Awards Sectors and Categories

## E-Commerce

- Small Indigenous  
(less than 50 employees)
- SME or Multinational company based  
in Ireland  
(50+ employees)

## Start Up

- Tech  
(In business more than one year & less than five  
years)
- All Other Business  
(In business more than one year & less than five  
years)

## Home, Beauty & Lifestyle

- Craft, Gift & Beauty
- Home & Lifestyle

## Construction, Engineering & Manufacturing

- Indigenous Company
- SME or Multinational with a global  
impact
- Guaranteed Irish House Champion  
(Must be featured on website & activity using & promoting  
site.)

# Guaranteed Irish Achievement Awards:



-  **Guaranteed Irish Company of the Year**
-  **Guaranteed Irish Brand Activation Award**
-  **Guaranteed Irish Person of the Year**
-  **Guaranteed Irish 'One to Watch'**
-  **Guaranteed Irish Advocate within a Business**
  - Small (less than 50 Employees)
  - Medium (50 – 200 Employees)
  - Large (More than 200 Employees)

**Awarded by Guaranteed Irish Board of Directors - No Entry Required**

# Contact Us

## Phone Number

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 (01) 661 2607

## Email Address

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## Website

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 [guaranteedirish.ie/business-awards](https://guaranteedirish.ie/business-awards)



**Guaranteed Irish**  
All together better

[Register Here](#)