

## Sponsorship Assessment Matrix

### Scoring scale:

A minimum score of 70/100 must be obtained to proceed with Sponsorship.

The Town has the option of seeking additional information if the score falls below 70.

<10/25 = Unacceptable return on investment

>15/25 = Acceptable return on investment

25/25 = Significant return on investment

Criteria	Available Score out of 100	Score & evidence.
<p><b>1. Does the application complement Councils Strategic Objectives?</b></p> <p><i>How many SCP outcomes? Has evidence been provided as to how they will be achieved?</i></p>	25	Score: /25
<p><b>2. Does the application increase economic vibrancy and raise the profile of the Town?</b></p> <p><i>Has evidence been provided as to how the Town's profile will be raised? What is the level of branding or profile exposure? Local, Regional, Radio, Television, branding opportunities.</i></p> <p><b>Does it achieve the Town's Marketing and communications objectives?</b></p> <p><i>Has a dollar value been attributed to the benefits? i.e. return on investment for the Town. For example, 2 x radio advertisements which mentions the Town of Victoria Park is valued at \$XX.</i></p>	25	Score: /25
<p><b>3. Does the application present opportunities to build</b></p>	25	Score: /25



<p><b>relationship with key stakeholders?</b></p> <p><i>Are there clear opportunities to leverage off the sponsorship and develop relationships with key stakeholders?</i></p>		
<p><b>4. Does the Town/Community receive reciprocal benefit from the Sponsorship beyond modest acknowledgment?</b></p> <p><i>Do the benefits exceed the sponsorship amount in dollar value, and social outcomes?</i></p> <p><i>Anticipated return on investment in dollar value: i.e. 10 free tickets for community members valued at \$xx</i></p>	25	Score: /25
<p><b>Total:</b></p>		/100