

Woodstock Event Sponsorship Program Rubric

#	Evaluation Criteria	3	2	1	Rel. Wt.	Raw Score	Total Score
1.	The event specifically demonstrates a financial benefit to the Town of Woodstock.	The event application includes measurable data that supports outcomes that financially benefit the Town of Woodstock.	The event application includes data that demonstrates little financial benefit to the Town of Woodstock.	The event application fails to demonstrate outcomes beneficial to the Town of Woodstock.	3		
2.	What is the anticipated number of visitors to the town of Woodstock (incl. out-of town, overnight, local and event vendor attendees)?	Anticipated attendance is greater than 1000.	Anticipated attendance is greater than 500 but less than 1000.	Anticipated attendance is less than 500	3		
3.	How and where will this event be advertised?	Digital, national/international, regional, statewide as well as local advertising	Statewide/Regional as well as local advertising	Local advertising only	3		
4.	Does the event have broad-based private-sector, public, community, or local support?	The event application demonstrates strong broad-based as shown by letters of support and/or signatures from other organizations.	The event application demonstrates broad-based support but fails to provide supporting documentation.	The event application demonstrates weak or fails to demonstrate public, private-sector, community or local support.	2		
5.	For annual events, what trends are demonstrated by attendance records?(New events may reference data from a similar successful event in another location.)	Attendance records demonstrate a significant upward trend.	Attendance records demonstrate a weak upward trend or a flat trend.	Attendance records demonstrate a downward trend.	2		

6.	Does the organization have other funding sources (including self-generated or organization funds)?	The entity applying for support demonstrates multiple funding sources.	The entity applying for support demonstrates additional funding from at least one (1) additional funding source.	The entity applying for support fails to demonstrate additional funding sources.	1		
7.	How does the event fit within the schedule of other events in Woodstock?	The event occurs in a "shoulder season" and does not conflict with other events, bringing people to town in a typically quiet season.	The event occurs during a peak season but is a signature event and important to the strength of that season.	The event occurs during a peak season and conflicts with other, more significant events.	3		