

# EVALUATION AND RECOMMENDATION REPORT

---

Major Events Sponsorship Scheme

[Insert Proposal Title]

Prepared by: [Insert Author]

[Insert Date]

## TABLE OF CONTENTS

1	BACKGROUND .....	3
1.1	Title.....	3
1.2	Sponsorship Term.....	3
1.3	Sponsorship Fee.....	3
2	PROPOSAL SUMMARY .....	3
3	EVALUATION PROCESS .....	4
3.1	Evaluation Panel.....	4
3.2	Evaluation Material .....	4
3.3	Scoring System.....	4
4	THE EVALUATION .....	5
5	SUMMARY STATEMENT .....	8
6	BASIS OF RECOMMENDATION.....	8
6.1	Basis.....	8
7	RECOMMENDATION FOR SPONSORSHIP .....	8
7.1	Endorsement by Evaluation Panel .....	9
7.2	Endorsement by Director .....	9
7.3	Endorsement by Chief Executive Officer .....	9

*NOTE: Please read & remove all yellow information boxes throughout the template and edit or delete all **red text** as required.*

# 1 BACKGROUND

## 1.1 Title

The Shire of Roebourne received a request for sponsorship from [Insert Organisation Name] on [Insert date] for [Insert title of event/project].

## 1.2 Sponsorship Term

The Sponsorship Request is for a period of [Insert number of years] with the event/project date being [Insert date] with the acquittal report due on [Insert date] each year of the term. There is an option to extend the contract for [Insert number of years], exercisable at the absolute discretion of the Shire of Roebourne.

Delete the final sentence if there are no extension options.

## 1.3 Sponsorship Fee

The requested sponsorship fee is:

CASH Sponsorship ex GST	IN-KIND Sponsorship Value ex GST
\$	\$

# 2 PROPOSAL SUMMARY

Event/Project Date	
Brief Description of Event/Project	
Proposed Venue	
Estimated Audience	
Ticket Price	
Local Suppliers Engaged	
Licensed/F & B	
Total Event/Project Cost	
Total Event/Project Revenue	
Economic Impact	
Promotion/Promoter	
Longevity of event	

Enter N/A for any sections not applicable

### 3 EVALUATION PROCESS

#### 3.1 Evaluation Panel

This proposal was assessed by a panel comprising of [Insert number] participants. Each member of the evaluation panel was provided the opportunity to disclose any potential conflicts of interest or prior knowledge of the [Applicants], prior to participating in the evaluation.

Details on the members of the panel are contained within the below table.

Name	Organisation	Position Title

#### 3.2 Evaluation Material

Prior to the evaluation meeting, each panel member was provided with a copy of the proposal and an evaluation workbook, which outlined the scoring method and contained a score sheet.

The evaluation panel then read and assessed the proposal.

After evaluating the proposal individually, the panel convened on [Insert date] to discuss the proposal and reach a recommendation for Council.

Clarifications were sought from [Applicant] as required and the responses were recorded.

#### 3.3 Scoring System

This proposal was evaluation on a qualitative criteria, assessed on a 0-10 score basis, as shown in the below table:

Score	Description
0	<i>Inadequate or not appropriate offer, many deficiencies, does not meet criterion</i>
1	<i>Between 0 and 2</i>
2	<i>Marginal offer, some deficiencies, partly meets criterion</i>
3	<i>Between 2 and 4</i>
4	<i>Fair offer, few deficiencies, almost meets criterion</i>
5	<i>Between 4 and 6</i>
6	<i>Good offer, no deficiencies, meets criterion</i>
7	<i>Between 6 and 8</i>
8	<i>Very good offer, exceeds criterion</i>
9	<i>Between 8 and 10</i>
10	<i>Outstanding offer, greatly exceeds criterion</i>

## 4 THE EVALUATION

The proposal was evaluated on a 0-10 basis against the following Qualitative Criteria:

### **A. STRATEGIC FIT – 20%**

Does the event help us to achieve our vision and is reflective of our values? What is the Shire's role in the event – inspire & mobilise, facilitate & promote or actively engage? Does the event drive economic impact and profiling opportunity for the Shire?

### **B. VALUE FOR MONEY – 20%**

Has the event been appropriately costed? Consideration to fees, marketing flights/accomm for performers, production/technical requirements and staffing costs. Consideration also given to the percentage of the overall budget vs ticket revenue which can be generated. Does it represent value for money?

### **C. AUDIENCE DEVELOPMENT/VALUES OF EXCELLENCE & DIVERSITY – 20%**

Does this event provide opportunities for long term, consistent programming with community interest in mind? Does the event provide an opportunity for community engagement, to build relationships with particular community segments not previously engaged? Are the values of excellence & diversity demonstrated through the presentation of this event?

### **D. GENRE – 10%**

Will the event genre appeal to our audience? Does the genre provide a point of different to events already held within the Shire?

### **E. VENUE SUITABILITY – 10%**

Is there a venue or space within the Shire that will allow the event to be presented? Is there an impact on local user groups, maintenance of the facility/venue etc?

### **F. PRODUCTION CAPABILITY – 10%**

Are there local suppliers who can deliver the level of technical and production support to stage the show? Will event management will be sourced from within or outside the Shire?

### **G. TIMING – 10%**

Does the proposed timing fit within the overall event schedule of the Shire? What other events are on at that time? Is it a suitable time of year?

QUALITATIVE CRITERIA		
A) STRATEGIC FIT	/10	%
Comments:		
B) VALUE FOR MONEY	/10	%
Comments:		
C) AUDIENCE DEVELOPMENT/VALUES OF EXCELLENCE & DIVERSITY	/10	%
Comments:		
D) GENRE	/10	%
Comments:		
E) VENUE SUITABILITY	/10	%
Comments:		
F) PRODUCTION CAPACITY	/10	%
Comments:		
G) TIMING	/10	%
Comments:		

--

		QUALITATIVE CRITERIA					
TOTAL OVERALL WEIGHTED SCORE	100%	A	B	C	D	E	F
		%	%	%	%	%	%

## 5 SUMMARY STATEMENT

A summary statement for the proposal is provided below.

The summary has been prepared in order to provide a brief overview of how the evaluation panel reached a decision regarding the recommendations. The summary is not intended to cover all criteria and issues discussed by the evaluation panel.

[Insert the comments regarding the discussion of the panel, including a final summary statement]

## 6 BASIS OF RECOMMENDATION

### 6.1 Basis

The Evaluation Panel considered the proposal against the qualitative criteria. As a result of the evaluation, it was considered [Insert organisation(s) name(s)] have demonstrated the ability to deliver an event with an advantageous outcome for the Shire of Roebourne.

The basis for this decision is [Insert reasoning].

**OR**

The Evaluation Panel considered the proposal against the qualitative criteria. As a result of the evaluation, it was considered [Insert organisation(s) name(s)] have not demonstrated the ability to deliver an event with an advantageous outcome for the Shire of Roebourne.

The basis for this decision is [Insert reasoning].

## 7 RECOMMENDATION FOR SPONSORSHIP

The Evaluation Panel recommends the Shire of Roebourne sponsor [Insert organisation(s) name(s)] to deliver [Insert Event/Project name] to the total value of [Insert total value of sponsorship].

It is anticipated that the sponsorship agreement will commence on [Insert date] for a [Insert number] [year] period, with [Insert number] [year/month/ week] extension options.

[Insert any additional information or issues to be resolved]

**OR**

The Evaluation Panel recommends the Shire of Roebourne does not sponsor [Insert organisation(s) name(s)] to deliver [Insert Event/Project name].



## 7.1 Endorsement by Evaluation Panel

[Insert Panel member]

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

[Insert Panel member]

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

[Insert Panel member]

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

## 7.2 Endorsement by Director

[Insert Director name]

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

## 7.3 Endorsement by Chief Executive Officer

[Insert CEO name]

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

