

## Project: Sponsorship Inventory and Evaluation

Name of Firm: \_\_\_\_\_

Name of Evaluator: \_\_\_\_\_ Date: \_\_\_\_\_

All criteria should be rated using a range from 0 -10, within the following guidelines:

0 - 3 Poor                      4 - 7 Good                      8 - 10 Excellent



|   | Max | Score | Comments |
|---|-----|-------|----------|
| <b>Understanding of project</b><br><ul style="list-style-type: none"> <li>• Relevant previous experience with similar projects.</li> <li>• Philosophy and approach to scope of work.</li> <li>• Knowledge of needs and requirements of City of Columbus/CRPD.</li> <li>• Content and form of written proposal.</li> </ul> | 10  |       |          |
| <b>Competence to performance</b><br><ul style="list-style-type: none"> <li>• Experience and qualification of firm, particularly of staff assigned.</li> <li>• Knowledge of sponsorship practices, agreements and sponsorship investments national, regional as well as local.</li> </ul>                                  | 10  |       |          |
| <b>Approach</b><br><ul style="list-style-type: none"> <li>• The proposed approach to complete the project.</li> <li>• Feasibility and clear definition.</li> <li>• Project scope, budget and schedule.</li> </ul>   | 10  |       |          |
| <b>Project Tasks Defined</b><br><ul style="list-style-type: none"> <li>• Tentative schedule showing work sequence.</li> <li>• A narrative description of the project tasks.</li> <li>• Description of the staff assignments.</li> </ul>   | 10  |       |          |
| <b>Past Performance</b><br><ul style="list-style-type: none"> <li>• Quality of references.</li> <li>• Demonstrated knowledge of working on similar projects with public agencies, particularly municipalities and Recreation/Parks.</li> </ul>  | 10  |       |          |
| <b>Cost Recovery</b><br><ul style="list-style-type: none"> <li>• Specific examples of successful ROI with similar organizations.</li> </ul>   | 10  |       |          |
| <b>Timeline</b><br><ul style="list-style-type: none"> <li>• Realistic detailed schedule demonstrating approach, tasks and staff commitment.</li> </ul>  | 10  |       |          |
|   | Max | Score | Comments |
| <b>TOTAL POINTS FOR THIS FIRM</b>   | 70  |       |          |

**Check that the following is included in packet. These materials are required for consideration.**

|   | Received | Comments |
|---|----------|----------|
| • Cover letter, firm name, address, phone, email, FIN tax ID, contact   |          |          |
| • Year firm established   |          |          |
| • Description of project approach                                       |          |          |
| • Exp w/sponsorship inventory/evaluation include rec/park and municipal |          |          |
| • Similar project examples  |          |          |
| • ROI-Return on investment example                                      |          |          |
| • Key personnel and resume  |          |          |
| • Subcontractors  |          |          |