CITY OF MIAMI BEACH SPONSORSHIP SCORE

CATEGORY	SCORE	NOTES
Are you a registered 501(c)3? (Yes = 5 pts. No = 0 pts.)	5	
Length of Event: (number of active event days, minus number of load in / load out days)	0	Take the number of event days and minus load in and load out days. This is to get even producers to tighten up their load in / load out timelines.
History of Event (1-2 years = 2 pts, 2-4 years = 4 pts, 4-6 years = 6 pts, 6-8 years = 8 pts. 10+= years = 10 pts.)	10	
Hotel Room Block (1-100 rooms = 2 pts, 100 - 250 rooms = 4 pts 250 - 500 rooms = 6 points, 500 - 1000 rooms = 8 points, 1000+ rooms = 10 points).	10	verified with hotel contracts or booking codes. We will not accept estimates - hotel rooms must be confirmed through a verified source.
Local Attendees (1-100 = 2 pts, 100 - 250 = 4 pts 250 - 500 = 6 points, 500 - 1000 = 8 points, 1000+ = 10 points).	10	verified by audience audits - GMCVB
National Attendees (1-100 = 2 pts, 100 - 250 = 4 pts 250 - 500 = 6 points, 500 - 1000 = 8 points, 1000+ = 10 points).	10	verified by audience audits - GMCVB
International Attendees (1-100 = 2 pts, 100 - 250 = 4 pts 250 - 500 = 6 points, 500 - 1000 = 8 points, 1000+ = 10 points).	10	verified by audience audits - GMCVB
Resident Benefit (10% - 25% = 2 pts, 25% - 35% = 4 pts, 35% - 50% = 6 pts, 50%+ = 8 pts, Free = 10 pts.	10	verified by TCD
Community Benefits (Educational, Environmental, Small Business, etc.) 1 benefit = 2 pts, 2 benefits = 4 pts, 3 benefits = 6 pts, 4 benefits = 8 pts, 5+ benefits = 10 pts)	10	verified by TCD
Marketing / PR Exposure Local = 3 pts, National = 6 pts, International = 10 pts.	10	This needs to be proven with previous years results
Utilizes additional City of Miami Beach venue (Miami Beach Convention Center, Fillmore, Colony Theatre etc.) = 5 pts	5	Venue needs to be not public property to free up public space.
Name of event incorporates Miami Beach Brand (Miami Beach, Art Deco, South Beach, etc.) = 10 pts	10	"Miami" is not a reference
TOTAL	**100**	**Applicants cannot receive more than 100% of their funding request.**