

"COMPANY XYZ"

RELATIVE VALUE ASSESSMENT MODEL

| Image | | Communication | | Media Impact | |
|-------------------------------|-----------------------------------|-----------------------------|-----------------------------------|---------------------|-----------------------------------|
| Criteria | Weight % x 1-3 = Score | Criteria | Weight % x 1-3 = Score | Criteria | Weight % x 1-3 = Score |
| <i>Responsive</i> | 20x ___ = ___ | <i>Image</i> | 25x ___ = ___ | <i>Audience</i> | 40x ___ = ___ |
| <i>Responsible</i> | 20x ___ = ___ | <i>Promotability</i> | 25x ___ = ___ | <i>Demographics</i> | 30x ___ = ___ |
| <i>Successful</i> | 15x ___ = ___ | <i>Test Audience Appeal</i> | 15x ___ = ___ | <i>Reach</i> | 10x ___ = ___ |
| <i>Corporate Identity</i> | 15x ___ = ___ | <i>Empl'ee/Dealer Value</i> | 15x ___ = ___ | <i>Frequency</i> | 10x ___ = ___ |
| <i>Regional/Cdn. Identity</i> | 10x ___ = ___ | <i>PCP Publicity</i> | 15x ___ = ___ | <i>Exclusivity</i> | 10x ___ = ___ |
| <i>Positive Impression</i> | 10x ___ = ___ | <i>Ownership</i> | 10x ___ = ___ | | |
| <i>Community</i> | 10x ___ = ___ | <i>Control/Delivery</i> | 5x ___ = ___ | | |
| Total: | <u> /300</u> | Total: | <u> /300</u> | Total: | <u> /300</u> |

| |
|---|
| TOTAL SCORE: <u> /900</u> |
| MINIMUM SCORE:* <u> 600/900</u> |

**Recommended minimum score before proceeding with sponsorship.*