

**"COMPANY XYZ"**

**RELATIVE VALUE ASSESSMENT MODEL**

<b>Image</b>		<b>Communication</b>		<b>Media Impact</b>	
<b>Criteria</b>	<b>Weight % x 1-3 = Score</b>	<b>Criteria</b>	<b>Weight % x 1-3 = Score</b>	<b>Criteria</b>	<b>Weight % x 1-3 = Score</b>
<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 ___ = ___		
<b>Total:</b>	<u>          /300</u>	<b>Total:</b>	<u>          /300</u>	<b>Total:</b>	<u>          /300</u>

<b>TOTAL SCORE:</b>	<u>          /900</u>
<b>MINIMUM SCORE:*</b>	<u>          600/900</u>

*\*Recommended minimum score before proceeding with sponsorship.*