

Festival Application Scoring Rubric				
Criteria	Ratings			
Event Name	5 points Required Element Addressed Event name if fictitious and is not similar to any results found when performing a Google search.		0 points Required Element Not Addressed Event name is not fictitious or is similar to results found when performing a Google search.	
Event Date(s) and Time(s)	5 points Required Element Addressed Event date(s) and times(s) are clearly stated with start and end times of the festival. All dates are included if a multi-day festival.		0 points Required Element Not Addressed Event date(s) and times(s) are not clearly stated or lacking in detail.	
Location	5 points Required Element Fully Addressed Included specific location of festival with name of site, street address, city, state, and zip code.	3 - 4 points Required Element Partially Addressed Included partial information on location of festival with name of site, street address, city, state, and zip code.	1 - 2 point Required Element Minimally Addressed Lacks two or more elements and/or details on location of festival with name of site, street address, city, state, and zip code.	0 points Required Element Not Addressed Information on location of festival not provided.
Logo	5 points Demonstrates Full Application of Concepts Logo created is fictitious and does not resemble the logo of any existing entity. Logo is of high-quality professional level design and presentation. Logo is unique to the fictitious festival.	3 - 4 points Demonstrates General Application of Concepts Logo created is fictitious and does not resemble the logo of any existing entity. Logo is of average-quality design and presentation. Logo is unique to the fictitious festival.	1 - 2 point Demonstrates Minimal Application of Concepts Logo created is fictitious and does not resemble the logo of any existing entity. Logo is of poor-quality design and presentation. Logo is unique to the fictitious festival.	0 points Application of Concepts Not Demonstrated Logo created is not fictitious or resembles the logo of an existing entity. OR Logo is of poor-quality design. OR Logo not created.

<p>About the Festival</p>	<p>5 points Demonstrates Full Application of Concepts Included a well written summary of the festival including the name, background, milestones, activities, attendee demographics, location, and pricing, parking, transportation, etc. as applicable. Section is professional quality with proper details, grammar and sentence structure, punctuation, capitalization, and free of spelling errors.</p>	<p>3 - 4 points Demonstrates General Application of Concepts Included a written summary of the festival including the name, background, milestones, activities, attendee demographics, location, and pricing, parking, transportation, etc. as applicable. Section is semi-professional quality in grammar and sentence structure, punctuation, capitalization, and one spelling error.</p>	<p>1 – 2 points Demonstrates Limited Application of Concepts Included a poorly written summary of the festival including the name, background, milestones, activities, attendee demographics, location, and pricing, parking, transportation, etc. as applicable. Section is fair quality in details, grammar and sentence structure, punctuation, capitalization, and several spelling errors.</p>	<p>0 points Application of Concepts Not Demonstrated Included a summary that is lacking in detail or is unprofessional in quality. Or section not provided.</p>
<p>About the Application</p>	<p>5 points Demonstrates Full Application of Concepts Included a well written detailed overview of the purpose for the application and application deadline, and important dates. Also included general festival policies such as cancelation, load in / out, setup and tear down policies and procedures.</p>	<p>3 - 4 points Demonstrates General Application of Concepts Included a general overview summary of the purpose for the application and application deadline, and important dates. Also included general festival policies such as cancelation, load in / out, setup and tear down policies and procedures.</p>	<p>1 – 2 points Demonstrates Limited Application of Concepts Included a poorly written summary of the purpose for the application.</p>	<p>0 points Application of Concepts Not Demonstrated Included a summary that is lacking in detail or is unprofessional in quality. Or section not provided.</p>

<p>Terms and Conditions</p>	<p>5 points Demonstrates Full Application of Concepts Included a specific Terms and Conditions policy including process for selection, and requirements of applicant including required documentation based on the type of application. Documentation could include copy of business tax certificate, certificate of insurance, hold harmless agreement, FL Department of Revenue sales tax form, COVID-19 Waiver, photo release, other acknowledgments as required.</p>	<p>3 - 4 points Demonstrates General Application of Concepts Included general Terms and Conditions policy including process for selection, and requirements of applicant including required documentation based on the type of application.</p>	<p>1 – 2 points Demonstrates Limited Application of Concepts Included limited Terms and Conditions policy based on the type of application.</p>	<p>0 points Application of Concepts Not Demonstrated Included a policy that is lacking in detail or is unprofessional in quality. Or section not provided.</p>
<p>Prices/Fees</p>	<p>5 points Demonstrates Full Application of Concepts Included a detailed summary of all applicable fees and charges and associated benefits.</p>	<p>3 - 4 points Demonstrates General Application of Concepts Included a general summary of all applicable fees and charges.</p>	<p>1 – 2 points Demonstrates Limited Application of Concepts Included a limited summary of applicable fees and charges.</p>	<p>0 points Application of Concepts Not Demonstrated Included a summary that is lacking in detail. Or section not provided.</p>

Application Questions	5 points Demonstrates Full Application of Concepts Included a section with required business information (Business name, Legal business name, Contact name, Address, Email, Phone, Website (Optional), Logo (Optional), and thorough details of additional information section with questions applicable to the type of application.	3 - 4 points Demonstrates General Application of Concepts Included sections with required business information and general details for additional information and questions section.	1 – 2 points Demonstrates Limited Application of Concepts Included sections with some required business information and limited details for additional information and questions section.	0 points Application of Concepts Not Demonstrated Business information and additional information sections lack sufficient detail. OR section not provided.
Festival Staff	5 points Required Element Addressed Festival staff (team member(s)) contact information provided with full details.		0 points Required Element Not Addressed Festival staff (team member(s)) contact information provided with missing details OR not included.	
Optional Elements	Up to 5 points for Each Category Application submission included one or both of the following applied within the created application to be required of potential applicants. <ul style="list-style-type: none"> • Sustainability Practices (policies, rules, guidelines, packaging, etc.) • Diversity, Equity, and Inclusion (goals for demographics, measurements, applicant questions, etc.) 			
Optional Materials	Up to 5 points for Each Category Application submission included one or more of the following applied to enhance the level of the fictitious festival. <ul style="list-style-type: none"> • Photos (with proper acknowledgement) • Marketing Graphics (fictitious and festival related) • Event/Festival Map 			

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