



CRITERIA FOR EVALUATION OF APPLICATIONS

High Impact Event Grant Program

This rubric will be used to evaluate the effectiveness and impact of the marketing plan submitted for the High Impact Signature Event grant funding.

Marketing plans will be scored by TDC staff with a maximum score of one hundred (100) points per applicant. These staff scores will accompany the entire grant application when presented to the TDC for voting.

To be eligible for maximum funding of the marketing portion of the funding request, the Marketing Plan must score at least an 85. Scores from 55-80 will be eligible for 75% of requested funds. Scores of 50 or less will not be eligible for funding.

I. Marketing Channels & Tactics (Social, Website, Email, Commercials, Print Ads, etc.) (Maximum 20 points)

TDC staff will examine the variety and effectiveness of marketing channels used, such as social media, email campaigns, website promotions, partnerships, commercial placements, print ads, and more.

1. Comprehensive multi-channel strategy with an innovative and highly targeted approach. (20 points)
2. Multiple marketing channels identified with a reasonable implementation plan. (15 points)
3. Few marketing channels identified with limited execution strategy. (5 points)
4. No clear marketing channels identified, or approach is unfocused. (0 points)

II. Digital Advertising Strategy & Digital Ads Examples (Maximum 20 points)

The applicant should provide in-depth strategy for digital advertising through Meta, Google, etc.. TDC staff will review the quality and effectiveness of proposed digital advertisements. The use of Visit Sebring's logo, website, hashtag, and more should be considered in the ad designs.

1. Excellent, innovative digital ad strategy with multiple high-quality examples, and effectively identifies and targets key demographics. (20 points)
2. Clear ad strategy with multiple relevant examples showing thought in audience targeting. (15 points)
3. Ad example(s) show little thought to targeting or engagement, or strategy is vague and unstructured. (5 points)
4. No ad examples provided. (0 points)

III. Digital Audience (Maximum 15 Points)

Evaluating the overall digital audience comprised of followers, page likes, and subscribers to social media accounts and pages that are owned and operated by the Event Organizer. Only active accounts where the event and Visit Sebring brand will be promoted should be referenced in count. Proof of audience should be provided.

1. Provided proof of over 5,000,000 combined followers across platforms with active social media accounts and pages owned and operated by Event Organizer where the event and Visit Sebring brand will be promoted. (15 Points)
2. Provided proof of between 1,000,000 and 5,000,000 combined followers across platforms with active social media accounts and pages owned and operated by Event Organizer where the event and Visit Sebring brand will be promoted. (10 points)
3. Provided proof of less than 1,000,000 combined followers across platforms with active social media accounts and pages owned and operated by Event Organizer where the event and Visit Sebring brand will be promoted. (5 points)

IV. Digital Marketing Performance Metrics (Past Engagement & Results) (Maximum 15 points)

Evaluation of the Applicant's past performance in digital marketing, including impressions, clicks, engagement rates, and conversions will provide proven successes and support the request of the TDC for funding.

1. Provided detailed, compelling performance metrics demonstrating above-average audience engagement, conversions, and ROI. (15 points)
2. Some engagement data provided (likes, shares, comments, clicks) with moderate performance. (10 points)
3. Minimal engagement data provided with unclear or weak engagement metrics. (5 points)
4. No data provided (0 points)

V. Budget & ROI Justification (Maximum 15 points)

A detailed budget for the expenses applicant is asking to be reimbursed by the TDC should be provided and should include return on investment (ROI) projections and cost-effectiveness in reaching the intended audience.

1. Provides detailed budget for the expenses to be reimbursed by the TDC with excellent cost justification and realistic, high-impact ROI projections. (15 points)
2. Clear budget for the expenses to be reimbursed by the TDC with some justification for ROI projections. (10 points)
3. Basic budget breakdown, but little justification for expenses to be reimbursed by the TDC. (5 points)
4. No budget breakdown or ROI expectations. (0 points)

VI. Measurable Success Metrics & Reporting (Maximum 15 points)

Success metrics should be outlined with a plan on tracking and reporting the success of the marketing campaign to the TDC. The post-event reimbursement for funds tied to the marketing campaign will be determined by the success of the marketing campaign, therefore a clear plan for tracking and reporting the success should be well-defined to the TDC.

1. Comprehensive success metrics with a robust tracking and reporting strategy. (15 points)
2. Some measurable goals and basic tracking methods for evaluating success. (10 points)
3. Basic success metrics mentioned but with little detail on tracking and reporting. (5 points)
4. No success metrics or plan to measure and report marketing impact to TDC. (0 points)

BONUS POINTS: (Maximum 10 points)

Strategy and execution plan on how the destination itself (outside of the event) will be marketed to potential and actual attendees.