<table>
<thead>
<tr>
<th>Score</th>
<th>Enhancing Experiences or Traditions</th>
<th>Representation of Thunderbird Brand</th>
<th>Serving a Large Majority of the Student Population</th>
<th>Video ‘Pitch’ of Event</th>
</tr>
</thead>
</table>
| 4     | • Effective in demonstrating the value to students for their academic or career purposes  
      • Effective in demonstrating how the event will enhance Thunderbird traditions and/or cultural experiences  
      • Illustrates the overall enrichment of the Thunderbird student experience | • Clearly demonstrates how the event will generate brand recognition for Thunderbird  
• Effectively describes how Thunderbird will be represented  
• Illustrates the long-term impact of the event (relationships, partnerships etc.) | • Clearly demonstrates that a large majority of current full-time students will be reached  
• Describes the benefit of the event to current students | • Multimedia is used to clarify and illustrate the main purposes of the event  
• Format enhances the content  
• Presentation captures audience attention  
• Presentation is organized and well laid out |
| 3     | • Demonstrates the value to students for their academic or career purposes  
      • Demonstrates how the event will enhance Thunderbird traditions and/or cultural experiences  
• | • Demonstrates how the event will generate brand recognition for Thunderbird  
• Provides a description of how the Thunderbird brand will be represented | • Demonstrates that a large majority of current full-time students will be reached  
• | • Multimedia is used to illustrate the main purposes of the event  
• Format is appropriate for the content  
• Presentation captures audience attention  
• Presentation is well organized |
| 2     | • Provides limited examples of how this event will enhance academic or career pursuits  
      • Provides limited information on how this event will impact cultural experiences or traditions of Thunderbird | • Loosely illustrates how the event will generate brand recognition for Thunderbird  
• | • Event reaches a minimal amount of students  
• | • Multimedia loosely illustrates the main points  
• Format does not suit the content  
• Presentation does not capture audience attention  
• Presentation is loosely organized |
| 1     | • Doesn’t provide examples of how the event will enhance academic or career purposes  
• Contains no clear goal to enhance cultural experiences or traditions of Thunderbird | • Does not provide a solid description of how the event will generate brand recognition for Thunderbird  
• | • Does not describe how this event will impact a vast majority of the student population  
• | • Presentation appears sloppy and/or unfinished  
• Format does not enhance content  
• Presentation has no clear organization |