

Appendix A

Client Services Committee, Wednesday, 24th October, 2001

Criteria and weightings

- **Media coverage** **30**
- **Joint marketing** **25**
- **Spectator appeal** **20**
- **Economic benefits** **10**
- **Tourism appeal** **10**
- **Other sponsorship** **5**
- **Accessibility** **0**
- **Inclusivity** **0**

Joint marketing, media coverage and spectator appeal have been weighted heavily to reflect the local benefits to be accrued from the sponsorship.

Tourism appeal and economic benefits have been weighted moderately to reflect the likely impact of sponsoring local sports to the amounts available.

Other sponsorship has been weighted lightly as the inclusion of other sponsors will be welcomed to ensure the viability of the event but can potentially limit Belfast City Council's exposure.

Accessibility and inclusivity for spectators have not been weighted as these should be considered essential criteria."

Client Services Committee, Tuesday 23rd April 2002.

| | Criteria |
|--|---|
| <ul style="list-style-type: none">• Events must be organised in Belfast <input type="checkbox"/>• Organisers must be affiliated to governing bodies recognised by Sports Council or recognised by Belfast City Council <input type="checkbox"/> | <ul style="list-style-type: none">• Media Coverage• Joint Marketing• Spectator Appeal• Economic Benefits• Tourism Appeal• Development Plan |