

Appendix C

Media Coverage (Weighting 25%)	Score	Description
Live international TV coverage	100	Inc live broadcasting on Sky Sports, Eurosport, international Television channels.
International TV highlights	80	Highlights on the above channels.
Dedicated TV Coverage	70	Half an hour/1 Hour special on local TV
Local TV dedicated show	60	Short Clip on BBC/UTV news. Season Ticket/UTV Life
National Press	50	National Newspaper Coverage
Local Radio	40	BBC Ulster, Cool Fm, Citybeat
Local Press	30	Local News papers and magazines

Joint Marketing (Weighting 20%)	Score	Description
Level 7	100	Title Sponsor (Belfast in title) and BCC recognised + LEVEL 6
Level 6	80	Logos on clothing (volunteers/athletes+event material e.g.Race Nos) + LEVEL 5
Level 5	60	Use of players prior, during and post event + LEVEL 4
Level 4	50	Prominent Branding at Venue beyond other sponsors + LEVEL 3
Level 3	40	Branding at venue equal to other sponsors, free advert + LEVEL 2
Level 2	30	Logos on Letterheads, Programmes, Posters + LEVEL 1
Level 1	20	Basic PR - Photoshoot stating BCC support

Number of Spectators (Weighting 15%)	Score	Description
10,000+	100	This is the total number of Spectators over the duration of the event!
7500+	90	
5,000+	80	
2500+	70	
1,000+	60	
750+	50	
500+	40	
250+	30	
100+	20	

Economic Benefits (Weighting 10%)	Score	Description
£500,000.00	100	This is only calculated on the event spend
£200,000.00	80	(suppliers, services, equipment, venue etc) in Belfast
£100,000.00	60	
£50,000.00	50	
£25,000.00	40	
£10,000.00	30	
£5,000.00	20	

Total Bednights (Weighting 10%)	Score	Description
2,000	100	The Number of Spectators and Participants who are staying in a Belfast Hotels.
1,000	80	
500	60	
250	40	
100	20	

Event Development (20% includes below)	Score	Description
Event History (5%)	Score	Description
1st Year of Event	100	
2nd Year of Event	80	
3rd Year Of Event	60	
4th Year of Event	40	
Event 5 years or over	20	
Event Sustainability (5%)	Score	Description
5%-10% of event budget from public sector	100	
11%-20% of event budget from public sector	80	
21%-30% of event budget from public sector	60	
31%-40% of event budget from public sector	40	
41%-50% of event budget from public sector	20	
Over 50% of event budget from public sector	0	
Sports Development (10%)	Score	Description
The sport is one which has a club structure	20	Must be within City Of Belfast
Event organised by a Sports National Gov Body	20	As recognised by Sport NI/BCC or club affiliated to a National Governing Body
The NGB/Club has an active development plan	20	Benefits of event for identified within the plan (a copy of the plan should be provided
There is an opportunity for the young people	10	From Belfast to participate in development activities as part of the event
The sport has a clear competition pathway	10	Opportunities to compete at local, provincial, national and international levels
The event will leave a legacy	10	Providing opportunities for the citizens of Belfast to participate in the sport in the future
Inclusive pricing structure	10	To encourage people to attend

Total	Out of 100
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