**RUBRIC – Assignment 3**

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| --- | --- | --- | --- | --- |
| Excellent  100-80%  4 | Very Good  70-79%  3 | Fair  60-69%  2 | Poor  50-59%  1 | Fail  0-49%  0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | 4 | 3 | 2 | 1 | 0 |
| Proposal includes suggestions regarding requested event details (ie menus, live entertainment) |  |  |  |  |  |
| Proposal includes a cover letter introducing the hotel, yourself, and your proposal |  |  |  |  |  |
| Proposal is personalized and tailored to the specific event group |  |  |  |  |  |
| Proposal reflects a professional image and showcases attention to detail through the designed layout |  |  |  |  |  |
| Proposal is creative, unique, and reflects the personality of hotel presented |  |  |  |  |  |
| Proposal includes additional selling material. Such as photographs, a convention brochure, a banquet menu, testimonials from satisfied planners |  |  |  |  |  |
| Proposal includes the salesperson’s contact information |  |  |  |  |  |
| Consideration of budget – established pricing structure for proposed event |  |  |  |  |  |
| Attention to the instructions – provided through the assignment outline |  |  |  |  |  |
| Overall value of proposal – clients will have little to no follow up questions |  |  |  |  |  |

**Overall Evaluation:**

Excellent: \_\_\_ Fair: \_\_\_ Poor: \_\_\_

**Comments:**