**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:**