



Applicant Name: \_\_\_\_\_ Market Opportunity: \_\_\_\_\_ Date: \_\_\_\_\_

| Criteria             | Cannot Assess (0)  | Average (1)   | Good (2)  | Excellent (3)  | Score | Weight | Total (score x weight) |
|----------------------|--|---|---|--|-------|--------|------------------------|
| Artistic Quality     | No photos of artwork submitted.  | Demonstrates some artistic skill and technique. (Example: Uneven stitches, loose threads, unfinished edges, pairs that don't match, etc..)  | Demonstrates solid artistic skill and technique. (Example: Even stitches, good composition, etc..)  | Demonstrates exceptional artistic skill and technique. (Example: High-quality finishes, precise stitches, intricate textures, etc..)   |       | 40%    |                        |
| Artistic Originality | Artwork contains elements that have been taken from another artist's work. | The artwork is not very original or unique. (Example: Lack of distinct style.)  | The artwork is somewhat original and unique. (Example: Recognizable style.)   | The artwork is original and unique, standing out among other submissions. (Example: Incorporates new techniques or materials.)   |       | 20%    |                        |
| Marketability        | Artwork not suitable for the opportunity.                                  | Demonstrates limited potential to sell well in the market. (Example: Work is somewhat in demand in the marketplace, has limited appeal, limited variety in products (1-2 types) for the marketplace.) | Demonstrates some potential to sell well in the market. (Example: Work is in demand in the marketplace, has some appeal, some variety in products (3-5 types) for the marketplace.) | Demonstrates a strong potential to sell well in the market. (Example: Work is in demand in the marketplace, has broad appeal, has a variety of products (5+ types) for the marketplace, and offers products with a range of prices.) |       | 20%    |                        |



|                 |   |   |   |  |  |     |    |
|-----------------|---|---|---|--|--|-----|----|
| Professionalism | Application is incomplete.  | Demonstrates some unprofessionalism in communication and presentation. (Example: (Application late or has limited detail when answering questions, low-quality images of different pieces submitted, or not enough images submitted.) | Demonstrates a reasonable level of professionalism in communication and presentation. (Example: Application has some detail when answering questions, medium quality images of different pieces submitted.) | Demonstrates a high level of professionalism in communication and presentation. (Example: All application questions are completely answered using the space allotted (close to the maximum number of words), high-quality images of different pieces submitted.) |  | 10% |    |
| Experience      | Demonstrates no readiness to participate in the event or experience with in-person sales. | Demonstrates little readiness to participate in the event. (Example: Has no (0 shows) experience with in-person sales.)   | Demonstrates readiness to participate in the event. (Example: Has some (1 show) experience with in-person sales.)   | Demonstrates a high level of readiness to participate in an out-of-territory event. (Example: Has extensive (2-3 shows) experience with in-person sales.)  |  | 10% |    |
| <b>TOTAL</b>    |   |   |   |  |  |     | /3 |