



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