Anticipated TOTAL number attendees (Note: Attendees include participants, speakers, delegates, exhibitors, media, visitors etc. Anticipated profile of event participants/delegate/exhibitors/visitors Event Duration (includes all days that attendees) Season (time of the year) Location (Region/District) Recurrance in Gauteng Linkages to leisure tourism (in addition to the event) Linkages to business tourism (in addition to the event) Linkages to business tourism (in addition to the event) Linkages to frade , investment & infrastructure improvement) Estimated job opportunities(Direct, indirect and EPWP jobs) Total projected economic impact - Gross Geographic impact for one event (calculated based on estimated attendee and visitor spend as well as event operational and capital spend and using accepted provincial multiplier) Extended interest (based on supporting information from media houses as well as similar events in Gauteng, South Africa or elsewhere) Extent of Media coverage (based on similar events in Gauteng, South Africa or elsewhere) Extent of Media coverage (based on similar events in Gauteng, South Africa or elsewhere) Estimated value of media coverage (as estimated by a reputable media reporting company and based on exposure of similar events in South Africa or elsewhere) Category total score: 10 Community involvement (improve liveability in Gauteng, Community interest) Unifying/ creation of social cohesion Number of Jobs (working days) created sustained (calculated from the direct, indirect and induced economic impact spend using an agreed multiplier) Skills development Diversity of service providers(include township SMME/ youth /women Businesses) Category total score: 10 Alignment to GCR image Improvement in public spaces/ places Category total score: 15 Develops vibrancy/ Home of Champions themes in the province Alignment to GCR image Event Legacy Alignment to GCR induced proved in the province of the provin	Category	Criteria
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Develops pride in Gauteng brand Embraces sports, culture, creative, music, arts, heritage, innovation, learning, lifestyle, cuisine theme		Alignment to GGT 2030 – Ten high growth sectors
Develops pride in Gauteng brand Embraces sports, culture, creative, music, arts, heritage, innovation, learning, lifestyle, cuisine theme		Innovative, leading edge event
cuisine theme		Develops pride in Gauteng brand
Category total score: 10		
		Category total score: 10

Environmental Impact	Green event
	Category total score: 5
Professionalism of Event team and Quality of support	Quality of business plan
	Quality of sponsors
	Quality of endorsements
	Experience of organisers
	Extent of support from local, provincial, national government
	Involvement of relevant Industry Association
	Category total score: 15
Funding	Extent of committed financial support from Industry Association
	Extent of committed financial support from sponsors/ Private sector
	Category total score:10