

Category	Criteria
Economic Impact	Anticipated TOTAL number attendees (Note: Attendees include participants, speakers, delegates, exhibitors, media, visitors etc.)
	Anticipated profile of event <u>participants/delegate/exhibitors/ visitors</u>
	Event Duration (includes all days that attendees)
	Season (time of the year)
	Location (Region/District)
	Recurrence in Gauteng
	Linkages to leisure tourism (in addition to the event)
	Linkages to business tourism (in addition to the event)
	Linkages to Trade , 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)	
	Category total score:25
Media Profile	Media 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)
	Duration 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)
Socio-Economic Impact	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
Event Legacy	Skills development
	Increase in interest, number of participants, general development in/ of the event theme
	Infrastructure improvements
	Improvement in public spaces/ places
	Increases usage/ grows interest in spaces/ places
	Category total score: 15
Alignment to GCR image	Develops vibrancy/ Home of Champions themes in the province
	Alignment to GGT 2030 – Ten high growth sectors
	Innovative, leading edge event
	Develops pride in Gauteng brand
	Embraces sports, culture, creative, music, arts, heritage, innovation, learning, lifestyle, cuisine theme
	Category total score: 10

Environmental Impact	Green event
	<i>Category total score: 5</i>
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
	<i>Category total score: 15</i>
Funding	Extent of committed financial support from Industry Association
	Extent of committed financial support from sponsors/ Private sector
	<i>Category total score: 10</i>