

**2024 NACA Live – Platinum Level Sponsorship  
Sponsored Showcase Scoring Rubric**

<b>Category</b>	<b>Description</b>	<b>Points (100 total)</b>
Brand Activation	<p>How do you envision your brand coming to life during this experience for the conference attendees?</p> <p>How will this experience be different from a standard showcase?</p>	25
Relevance to College Students	Appeal: Does the performers/acts align with the interests and preferences of college students?	25
Feasibility	<p>Logistics: Are the logistical requirements of the proposed entertainment feasible within the setting?</p> <p>Resources: Does the proposal outline the necessary resources (e.g., artist line-up, equipment, personnel) required to carry out the entertainment?</p>	25
Programming Diversity	<p>How do you envision the Association's commitment to diversity, equity, inclusion and accessibility coming to life during the showcase??</p> <p>Does the showcase have a variety of different price points available to campuses?</p>	20
Production & Logistic Needs Quality	Clarity: Are the production and logistic needs of the sponsor listed and explained?	5