

Wine Regional Partnership Program Scoring Matrix

Place supporting documentation immediately behind this form.

Supporting documentation must be submitted for verification purposes; otherwise the category will be scored 0.

Scoring Categories:

Questions below total 100 points.

1. Event History - How long has your event been in existence, and how do you promote and work with the Texas wine industry? Detail financial and community support for the event.

2. Attendance - If an established event, provide verifiable documentation that lists attendance for the last time the event was held. If a new event, provide verifiable documentation that lists expected attendance. Applications that demonstrate a large audience for promotion of the Texas wine industry will score higher than applications for smaller events.

3. Feasibility - Projects that are feasible, clear and specific to the Texas wine industry will score higher than more general events. Additionally, applicants will be scored in this category based upon their demonstration that appropriate resources have been assembled to successfully complete the project.

4. Promotion/Benefit to the Texas Wine Industry / Impact - Applicants should describe the project's benefit to the Texas wine industry, including economic, educational and environmental benefits, if any. Applications that show a greater benefit to the Texas wine industry will score higher than applications for events that have a more general focus.

5. Public Interaction - Applicants should detail how the event will encourage public interaction with the Texas wine industry. Applications showing numerous opportunities for public interaction with the Texas wine industry will score higher than applications for events that do not provide those opportunities. Wine samplings, educational seminars and food and wine pairing classes are examples of events that provide wide opportunities for public participation.

Describe media and press opportunities for Texas wineries to promote their products at the event.

6. Industry Participation - Provide the name, address, telephone number and contact person for each entity or representative of the Texas wine industry that has committed to participate in the event. Applications that show high involvement and participation by the Texas wine industry will score higher than applications for more general events.

7. GO TEXAN - Applicants should demonstrate how the GO TEXAN certification mark will be utilized in promotional material for the event and how the state wine Web site (www.gotexanwine.org) will be utilized in connection with the event. Further, applicants should demonstrate how funds would be used to promote companies that participate in the GO TEXAN program. Applications providing a greater focus on the GO TEXAN program will score higher than applications for events that do not have such focus.

8. Necessary Follow-up - Identify actions that will be taken to build a data base of participants and attendees that can be utilized to promote and sustain the event.

TOTAL SCORE: _____

Applicants must score a minimum of 85 points in order to be considered for a grant. Applications will be scored on a first come, first serve basis. Grant funds for this program are awarded throughout the year until program funds are exhausted. Once program funds are exhausted, no further grants will be made until TDA receives additional appropriations for the program.