

Category	Exceeds	Meets	Does Not Meet	Points
<b>Athlete's Biographical Information</b>	Introduces athlete clearly and creatively. 5 4	Introduces the athlete clearly. 3 2	Fails to introduce the athlete. 1 0	
	Maintains a strong focus. 5 4	Maintains a focus. 3 2	Lacks focus. 1 0	
	Transitions fluidly from point to point. 5 4	Transitions from point to point. 3 2	Includes no transitions between key points. 1 0	
	Ends with a logical and effective conclusion. 5 4	Ends with logical conclusion. 3 2	Little or no attempt to provide a conclusion. 1 0	
<b>Part I Score</b>				
<b>Athlete's Economic Impact</b>	Introduces the athlete economic impact and brand value clearly and creatively. 5 4	Introduces the athlete's economic impact and brand value clearly. 3 2	Fails to address the athlete's economic value or brand equity. 1 0	
	Maintains a strong focus. 5 4	Maintains a focus. 3 2	Lacks focus. 1 0	
	Transitions fluidly from point to point. 5 4	Transitions from point to point. 3 2	Includes no transitions between key points. 1 0	
	Ends with a logical and effective conclusion. 5 4	Ends with logical conclusion. 3 2	Little or no attempt to provide a conclusion. 1 0	
<b>Part II Score</b>				
<b>Athlete's Visual Endorsements</b>	Selects <b>5</b> appropriate visual endorsement in which athlete is clearly visible to audience 5 4	Selects <b>3-4</b> appropriate visual endorsement in which athlete is clearly visible to audience 3 2	Selects <b>1-2</b> appropriate visual endorsements in which athlete is clearly visible to audience 1 0	
	Company's logo is visible and clearly recognized by audience 5 4	Company's logo is present 3 2	Company's logo is unclear or not present 1 0	
	Company's product is visible and clearly recognized by audience 5 4	Company's product is present 3 2	Company's product is unclear or not present 1 0	
<b>Part III Score</b>				
<b>References</b>	Clearly labels where the endorsements were located and states the underling message of the advertisement. 5 4	Clearly labels where the endorsements were located. 3 2	Offer little evidence of where endorsements were located by the student 1 0	
<b>Spelling and Grammar</b>	Zero spelling and grammatical errors that distract reader or comprehension of information. 5 4	Few spelling and grammatical error that distract reader or limit comprehension of information 3 2	Many spelling and grammatical error that distract reader and has a negatively affect on comprehension of information 1 0	
<b>Part V Score</b>				

Student Last Name: \_\_\_\_\_ First Name \_\_\_\_\_ Total Points: \_\_\_\_\_

## Sports Marketing Anchor – Grading Rubric