MARKETING AGENCY EVALUATION FORM

Agency: _____

Reviewed By: _____

Non-existent 0	Poor 1	Below Average 2	Average 3	Above Average 4	Excellent 5	
						Initial impression of the agency.
						The agency clearly communicated their rates and commission structure.
						Rates: Commissions:
						The agency fully explained their ratings from the initial RFP (see areas below).
						Creative Partnerships
						Destination Marketing
						Non-Profit Rebranding
						Industry Partnerships
						Online Portals
						Photography & Videography
						Website Production
						Trade Media
						The agency's evaluation of VisitMendocino.com was clear, concise & insightful.
						Mushroom, Wine & Beer Festival Rebrand/Refresh.
						The agency had good chemistry with the audience.
						The agency's overall presentation.
						The agency would be beneficial to MCTC and bring the destination to the next level.
						Total Score

Notes: _____