



## CONTEST SCORING RUBRIC

TEAM NAME: \_\_\_\_\_

SCORING CRITERIA	ADDITIONAL CONSIDERATIONS	ELIGIBLE POINTS	SCORE	NOTES
Originality, Creativity and Quality	How creative is the Entrant in delivering its message? What is the quality and presentation of the submission?	25		
Compelling Overall Message	Has the entrant demonstrated a true need for a classroom makeover and new CHANNELLOCK® tools? Will this video resonate with Channellock, Inc. target customers? What is the overall entertainment value of this video?	25		
Passion for Respective Trade	Does the video demonstrate passion for one of the following trades - plumbing, electrical, welding or automotive?	25		
Passion for the CHANNELLOCK® Brand	Are CHANNELLOCK® tools shown and/or described in the video? Is the Entrant passionate about the CHANNELLOCK® brand?	25		
Compliance with Official Rules	<i>NOTE: No points should be awarded for compliance with Official Rules. However, non-compliant entries will be disqualified.</i>	--		
<b>FINAL SCORE:</b> _____				