

CEPSM's Partnership Assessment Grid

Part 1 - Eligibility Phase

Mandatory Criteria	Meet Mandatory Criteria	Supporting Comments
Pass Ethics Checklist		
Deemed appropriate as a partner from an associative perspective (even if for distribution purposes only)		

Part 2 - Qualifying Phase (Strategic)

Strategic Criteria	Mandatory (M) Or Weighting (1-10) Or Not Applicable	Numerical Ranking Score (1-5)	Total Score Weighting x Numerical Ranking (Complex)
Access to target audience			
Established relationship with target audience			
Match regarding geographic scope and/or reach			
Willingness to present themselves as a supporter of the initiative			
A willingness to integrate XX program-specific materials into their corporate communication vehicles			
Willingness to work with NGO's as part of the initiative			
A willingness to commit to medium or long-term relationships for continuity, stability and credibility			
Total Score (Strategic Criteria)			

Part 3 – Qualifying Phase (Tactical)

Tactical Criteria	Mandatory (M) Or Weighting (1-10) Or Not Applicable	Numerical Ranking Score (1-5)	Total Score Weighting x Numerical Ranking (Complex)
Ability to deliver sustained messages			
Ability to deliver timely messages			
Ability to reach audience with multiple mediums			
Willingness to create program-specific materials			
Established distribution network for PHAC materials			
Retail space (floor displays, POP materials, packaging)			
Opportunity to speak directly to audience			
Total Score (Tactical Criteria)			
Combined Score of Strategic and Tactical Criteria			
Percentage Score (total score divided by highest possible score)			