

THE UNDERDOG SPONSORSHIP – ASSESSMENT RUBRIC

Criteria	Excellent (9–10)	Good (7–8)	Developing (4–6)	Beginning (1–3)
Slogan	Creative, memorable, and clearly connected to the team.	Clear and relevant to the team.	Somewhat related to the team but lacks impact.	Missing or unrelated to the team.
Hook	Strong opening that immediately captures the audience's attention.	Interesting opening that attracts attention.	<u>Opening</u> is present but not very engaging.	Missing or unclear.
Story	Clearly explains the team's identity, culture, and journey as an underdog.	Explains most aspects of the team's identity and journey.	Limited explanation of the team's story.	Very unclear or missing.
Value Proposition	Provides strong and convincing reasons for sponsors to invest in the team.	Provides appropriate reasons for sponsorship.	Reasons are limited, unclear, or not fully convincing.	Missing or not persuasive.
Closing	Powerful and memorable final message that reinforces the pitch.	Clear closing statement.	Closing is present but weak.	Missing or unclear.
Use of Unit Vocabulary	Uses a wide range of vocabulary from the unit accurately and effectively.	Uses appropriate vocabulary from the unit with minor errors.	Uses limited unit vocabulary.	Uses very little or no target vocabulary.
Completion of the Pitch Framework	All five sections (Slogan, Hook, Story, Value Proposition, and Closing) are complete and well-developed.	All five sections are present, though some ideas need further development.	Some sections are incomplete or lack clarity.	Several sections are missing or unclear.