

Nova Scotia Mineral Resource Development Fund (MRDF)

Marketing Grant Evaluation Form

Reviewer Name: _____

Review Date: _____

Reviewer Signature: _____

Project Application #

Applicant/Company Name:	Property Location:	Max. Score	Review Score
Review Category	Evaluation Criteria		
Basic requirements	Not meeting the requirements of the Compliance section may result in the application being unsuccessful.		
Checklist	Is the proposal complete and does it meet the eligibility requirements listed in the Terms and Conditions? (Refer to <i>Application Procedure</i> section).		
Expertise	The proponent must demonstrate that they have the expertise required to complete the project.		
Compliance	The applicant has fulfilled all commitments for any previous grants from the MRDF in the previous fiscal year. The applicant and/or the rights holder has adhered to the <i>Mineral Resources Act and Regulations</i> and all other applicable government acts and regulations. The applicant must have promptly rectified any previously violations that have been brought to the licensee's attention.	Pass or Fail Pass or Fail	
Quality of the proposal			
Organization and clarity	Is the proposal, and the appropriate supporting documents organized, clear and concise?	10	

Significance	Will the project contribute significantly in relation to the geoscience and mining sector of the province? What is the potential life or long-term effect on industry of the project and shelf life of products developed?	10	
Methodology and approach	Evaluate the feasibility of the proposed project. What are the target audiences? What are the messages to be delivered to the audiences? Are there external factors that could affect the success of the project? How likely is the project going to raise awareness, build public confidence, adequately train, provide support, educate, build capacity, and engage in relation to the geoscience and mining sectors?	30	
Applicability and relevance	Is the project applicable and relevant to the mining industry and/or geoscience in Nova Scotia?	20	
Marketing Plan	Is there a marketing plan that is well thought out to achieve results such as investment attraction?	10	
Budget Estimation	Is the budget reasonable and is the budget adequate to meet the project objectives?	20	
Score Totals:		100	

Comments: