

Warwick 28 April – 4 May 2003

SUMMARY- Sponsors' Exit Survey

The surveys were mailed out in May 2003 with post-event thank you letters to all sponsors. By 19 June 2003 a total of 18 responses were received which represented a very pleasing 28% response. All sponsors who participated have been contacted by email or telephone (as appropriate) to thank them for their input.

The results of the survey are on the whole very pleasing and reinforce the verbal feedback of a successful event. Because of the size of the sample, the figures shown below are real values, not percentages.

1. In general, did you receive sufficient information about the World Cup before the event?

Ample	Adequate	Inadequate
14	4	0

2. How would you rate your dealings with the organising team?

	Excellent	V. Good	Good	Average	Poor
Understanding your needs	8	6	1	1	0
Professionalism	9	5	1	1	0
Helpfulness	10	4	2	0	0
Friendliness	11	4	1	0	0
Efficiency	10	5	1	0	0

3. How well did you think the event was organised?

Excellent	V. Good	Good	Average	Poor
12	3	1	0	0

4. How well did you think the event was promoted and marketed?

Excellent	V. Good	Good	Average	Poor
12	3	1	0	0

**5. If you attended the recent World Cup how would you rate the signage to Morgan Park?
If you did not attend the event please proceed to Question 7.**

Excellent	V. Good	Good	Average	Poor
3	9	1	4	0

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6. How would you rate the sponsor room catering and facilities at Morgan Park?

Excellent	V. Good	Good	Average	Poor
4	6	4	1	0

7. How would you rate the benefits and recognition you received as a sponsor and supporter of this event?

Excellent	V. Good	Good	Average	Poor
9	7	0	0	0

- Too early to tell.

8. Why did you decide to support the 2003 Polocrosse World Cup?

- Believe in the capability of Les & Robyn Fraser and the Warwick Polocrosse Club.
- To improve our level of recognition and standing in the Warwick community. Also to support a “new” event to the region.
- Opportunity for brand exposure.
- Support of a community event that supports our product.
- Our brand has a natural affinity with the people who play and follow Polocrosse. By supporting the World Cup, Qld Country Life was able to support its readers. From a purely commercial perspective the event also represented a tremendous opportunity to push QCL.
- Opportunity to be recognised in a World Cup event.
- Our helmets prominence in the industry.
- We are long time Polocrosse supporters and sponsors and were pleased to be involved in a great event.
- To promote our products and brand name to a broader market. To educate and inform the end user. After initial communication with Les Fraser & Kent Wells. Enthusiasm of Les Fraser and Kent Wells. Long term supporter of Warwick Polocrosse Club and very happy to support the initiative which in turn was always going to benefit Warwick as a whole.
- To increase profile of our own organisation and improve reader sentiment
- We wanted to become a part of the event to help make it a success.
- To help add interest and promote Warwick
- To promote my racquets to people who had never seen them before
- Because it was a good opportunity to support an international event run by local community club – and promote our business beyond this shire.

9. Did your organisation meet its sponsorship objectives at this event?

Definitely	Possibly	Unsure	No
11	4	0	0

- Too early to tell

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10. What is your organisation's association with Polocrosse?

First Time Supporter	Recent Supporter	Long time Supporter
5	3	9

11. Would you like to continue to support future major Polocrosse events?

Definitely	Possibly	Unsure	No
8	8	0	0

12. Please use this space to add any constructive suggestions about the event or your organisation's sponsorship package.

- An excellent, well-run event. Congratulations to all.
- Thanks for a great "ride". This truly felt like a partnership, and we look forward to doing it all again soon.
- Talk to Telstra regarding mobile phone communication
- I did not see any games played but the people I spoke to were enthused

Prepared by Michele Cozzi
19 June 2003

ENDS