



Sponsor Survey

OFFICIAL USE ONLY

Name of event: \_\_\_\_\_

Year of event: \_\_\_\_\_ Date: \_\_\_\_\_

Questionnaire #: \_\_\_\_\_



We are conducting a survey in relation to events supported by the Western Cape Government (WCG). Please note that all answers will be kept confidential and presented anonymously to the WCG.

Thank you for your participation!

NAME OF EVENT: \_\_\_\_\_

NAME OF SPONSOR: \_\_\_\_\_

1. About how much did your company spend on sponsorship within the past 12-months? 

Less than R 100 000	R 100 001 – R 500 000	R 500 001 – R1 000 000	R 1 000 001 – R 5 000 000	R 5 000 001 – R 15 000 000	R 15 000 001 – R 30 000 000
above R 30 000 000		Other (specify)			

1.1. What was the overall budget you allocated for sponsoring this event? 

Less than R 100 000	R 100 001 – R 500 000	R 500 001 – R1 000 000	R 1 000 001 – R 5 000 000	R 5 000 001 – R 15 000 000	Other (specify)
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2. Did you spend any additional funds leveraging your sponsorship?

Yes	No
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2.1. If yes, estimate approximately what percentage of your sponsorship was spent on leveraging (promotional spending on the sponsorship)? For example, for every R1 we spent on sponsorship fees we spent another R1 on leveraging 1:1 etc.)

R4 or more to R1	R3 to R1	R2 to R1	R1 to R1	R1 to R2	R1 to R3	R1 to R4 or more	Other (specify)
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3. Did you employ additional persons to assist with this sponsorship?  

Yes	No
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### 3.1. If Yes,



#### 3.1.1. What type of jobs did you employ people for?

Administration and management		Sales and marketing	
Technical support (lighting, sound, etc.)		Hospitality (waitressing, hosting, etc.)	
Drivers/ transport		Cleaning services	
Safety and security services		Media and communication	
Infrastructural support (set-up of venue)		Artist/ participant management	
Other (specify)			

#### 3.1.2. On average, how long were these additional persons employed for the event, and how many persons in the different categories? Please leave blank if none or N/A.



Duration	Number of additional employees
Permanent	
Temporary/ Casual - 1 day	
Temporary/ Casual - 1 week	
Temporary/ Casual - 1 month	
Temporary/ Casual - > month	
Other (specify)	

#### 4. What marketing objectives did you hope to achieve by sponsoring this event?



**Multiple responses permitted.**

Create awareness/ visibility for our brand/organisation		Access platform for experiential branding	
Increase brand loyalty/ retention		Excite employees	
Capture database/ generate leads		Stimulate sales/ acquisition/ trial/ usage	
Sample/ display/ showcase products/services		Networking with co-sponsors	
Change/ reinforce brand/ organisation image		Incentivise sales force	
Showcase community/ social responsibility		Access platform for experiential branding	
Reach a new market opportunity		Product launch	
Secure promotional marketing prizes (specify)		Showcase product / service excellence	
Gain on site sales rights		Drive retail/ dealer/ organisation traffic	
Other (specify)			

#### 4.1. In your opinion, were these objectives met?

Yes	No
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**4.2. What indicators did you use to measure these marketing objectives**

**(For example, increase in sales and advertising exposure)? Multiple responses permitted.**

Amount of media exposure generated		Response to sponsorship, event-related promotions or ads	
Product or service sales (sales/ promotional bounce back figures)		Number of leads generated	
Primary consumer research (consumer prospect/ entertainment feedback)		Awareness of products, services or brand/ organisation	
Employee/ internal response (e.g. staff satisfaction internal feedback)		Attitudes toward brand/ organisation	
Awareness of company or brand's/ organisation's sponsorship		Response of dealer/ trade/ channel partners	
Other (specify)			

**5. How did you promote your company at the event? Multiple responses permitted.**

On-site signage/ branding or mentions	Onsite display (consumer activations/ entertainment at the event)	Social Media
Hospitality (passes to VIP, tickets to event, meet and greets)	Event publications and collateral (branding on tickets/ programme book/email or newsletter)	On-site product sampling
	limited edition in collaboration with the sponsorship	Bespoke product/service offering
Other (specify)		

**5.1. Would you change your strategies for promotion of this event in the future?**

Yes	No
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**5.2. If Yes, could you please identify the key strategic change that you would implement.**

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**5.3. Did the sponsorship deliver the desired Return on Investment (R.O.I.)?**

Yes	No
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**6. Were you satisfied with sponsoring this event?**

Yes	No
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**7. How can the event be improved in the future? Multiple responses permitted.**

None		Change the time of event	
Lower stall/ exhibitor fees		Lower entrance fees/ ticket costs	
Better selection of stallholders/ exhibitors		Improve facilities for stalls/ exhibitions	
Enhance event safety and security		Increase parking facilities	
Change day of event		Better venue/ change location	
Improve overall attendance at event		Improve transport coordination/ transfers	
Better communication between organisers and service providers		Better advertising and publicity of event	
Enhance (overall) event organisation		Improve overall quality of the event	
Other (specify)			

**8. Would you sponsor this event next year?**

Yes	No
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**THANK YOU FOR YOUR PARTICIPATION!**

For more information please visit [www.westerncape.gov.za/events](http://www.westerncape.gov.za/events)  
For queries contact us at [events@westerncape.gov.za](mailto:events@westerncape.gov.za) or 021 483 5503