

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 SPONSO	OR:				
1. About how m	uch did your co	mpany spend on	sponsorship within	the past 12-month	s?
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 0	000	Other (specify		'	'
1.1. What was the	overall budget	you allocated for	sponsoring this eve	nt?	
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)
2. Did you spend	d any additiona	l funds leveraging	your sponsorship?		

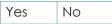
2.1. If yes, estimate approximately what percentage of your sponsorship was spent on leveraging (promotional spending on the sponsorship)? For example, for every R1 we spent on sponsorship fees we spent another R1 on leveraging 1:1 etc.)

R4 or more	R3 to R1	R2 to R1	R1 to R1	R1 to R2	R1 to R3	R1 to R4	Other
to R1						or more	(specify)

3. Did you employ additional persons to assist with this sponsorship?







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	vou chanae	vour strateaies for	promotion of this	event in the future?

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

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?





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?

THANK YOU FOR YOUR PARTICIPATION!

For more information please visit www.westerncape.gov.za/events For queries contact us at events@westerncape.gov.za or 021 483 5503