

EVENT MARKETING EVALUATION

1. Does the event have significant local community appeal?

Yes _____ No _____

1.1 How many times/years has the event been on? _____

1.2 Is the event high profile? Is it well supported by the community?

2. Can this event meet your objectives?

Yes _____ No _____

2.1 What are your objectives? _____

2.2 What can it do for your store image? _____

2.3 Is there a possibility of using the event promotion as an opportunity to build in-store traffic? _____

2.4 Does/can the event reinforce a specific brand or product line (fishing derby, cycling race) _____

3. Does the event fit, i.e. it is compatible with:

a) your image yes _____ no _____

b) your target market yes _____ no _____

3.1 What image do you want to portray? _____

3.2 What target market(s) will the event attract? _____

4. Does the event reach a large enough population?

Yes _____ No _____

	<i>Last year's attendance</i>	<i>This year's projection</i>
<i>Spectators</i>	_____	_____
<i>Participants</i>	_____	_____
<i>Viewers</i>	_____	_____
<i>Volunteers</i>	_____	_____