



SAMPLE SPONSOR SATISFACTION SURVEY

Thank you for completing this survey. Please return it to:

NAME	
EMAIL	
CLOSING DATE	

Name of Business: _____

Business Contact Person Name: _____

Email: _____

Why have you sponsored the club?

- Prior Club Involvement [] Please state nature: _____
- Exposure to Members []
- Good Citizenship []
- To Sell a Product []

Other (please detail): _____

Please rate the importance of the outcomes for your organisation:

- Sense of Community High [] Moderate [] Not important []
- Visibility of your Company High [] Moderate [] Not important []
- Capturing Your Target Audience High [] Moderate [] Not important []
- Selling to Members High [] Moderate [] Not important []
- Invites to Club Events High [] Moderate [] Not important []

Other: please indicate the most important outcome that you seek.





Are you satisfied that your business gets the most important outcome it sets out to through this sponsorship?

Yes [] No []

If no, please detail how this could be improved:

Does your business intend to sponsor our club next season?

Yes [] No [] If no, can you state why not: _____

What could we do better to service your business?

Please give your thoughts:

Would you like to discuss different sponsorship opportunities with us?

Yes [] No []

Can you suggest other businesses that would potentially value a sponsorship connection with our club?

Thank you for your support. We value your feedback as a means of improving our sponsorship service.

Signed: *provide details of the sponsorship contact person*

