



East Gippsland Shire Council

Event Management Toolkit

SPONSOR SURVEY TEMPLATE

[Your Event] Sponsor Survey

The committee would like to thank you for supporting this year's [Your Event].

To ensure the community and committee can continually improve and grow the event, we invite you to provide feedback on your experience via our quick survey.

1. What is your company's name and where are you based?

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2. How long have you been a partner of [Your Event]?

- ☐ This was our first year
- ☐ 2 years
- ☐ 3+ years

3. What are your desired outcomes from a partnership with [Your Event]?

- ☐ Brand awareness
- ☐ Community engagement
- ☐ Opportunity to sell at the event
- ☐ Launch a product/service
- ☐ Other (please specify)

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4. How do you rate your outcomes from the partnership?

- ☐ Excellent
- ☐ Good
- ☐ Satisfactory
- ☐ Poor

5. How can we enhance the partnership arrangement to assist you with your objectives?

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6. At this stage, are you considering a partnership with the event in [insert the year of the next event]?

- ☐ Yes
- ☐ No

7. Do you have any recommendations on how organisers can enhance the event?

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Tip: Sponsors are worth too much to only do a written/informal survey. It is recommended that every event sponsor is also contact personally for feedback. It's much easier to retain an existing sponsor than it is to attract a new sponsor.