

Sponsorship Satisfaction Survey Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Think about the sponsorship and review period described above. Answer from your organization's experience. If results are not yet available, choose the relevant option rather than estimating. All questions are optional.

1. What was your organization's main goal for this sponsorship?

- ☐ Community support
- ☐ Brand visibility
- ☐ Contact with prospective customers
- ☐ Relationships with existing customers
- ☐ Employee participation
- ☐ Another goal
- ☐ No single main goal
- ☐ Not sure

2. How well did the sponsorship support that main goal?

- ☐ Not at all well
- ☐ Slightly well
- ☐ Moderately well
- ☐ Very well
- ☐ Extremely well
- ☐ Too early to assess
- ☐ Not applicable

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3. To what extent were the agreed sponsorship benefits delivered?

- ☐ None delivered
- ☐ A few delivered
- ☐ About half delivered
- ☐ Most delivered
- ☐ All delivered
- ☐ Not sure
- ☐ Not applicable

4. How satisfied were you with communication from the organizing team?

- ☐ Very dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Very satisfied
- ☐ Not applicable

5. How useful was the information provided about sponsorship results?

- ☐ Not at all useful
- ☐ Slightly useful
- ☐ Moderately useful
- ☐ Very useful
- ☐ Extremely useful
- ☐ No results information received

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6. What should the organizer improve for a future sponsorship?

7. How interested would your organization be in discussing another sponsorship?

- ☐ Not at all interested
- ☐ Slightly interested
- ☐ Moderately interested
- ☐ Very interested
- ☐ Extremely interested
- ☐ Too early to say