

NEWPORT RACING EVENT SURVEY

Location	DETROIT GRAND PRIX	Division	Detroit - MCA
Date (s)	June 11, 1995	Division Mgr	R. L. Lavie

Date Submitted July 6, 1995
(submit by 30 days after event)

Promotion Quantity:	Invitations:
Mugs 0	# Requested 10
Displays (8) 0	Date Notified _____
Floor (40) 0	Date Ordered _____
Posters 0	
Date Rec'd --	Date Rec'd 05/01/95

# Displays Placed:	Attendees:
Counter 0	# Customers Invited 8
Floor 0	# Customers Attended 8
Posters 0	# Lorillard Personnel 2

Invitees' Comments: Invitees stated the Newport hospitality tent was very difficult to locate. Also, the Indy Lights Paddock area was not clearly identified. Most invitees were looking for the hospitality tent in a separate identified area away from the Paddock area and the Newport car transporter.

Race Day Info: Event Attendance 10 Hospitality Tent Attendance 10

Quality of Hospitality Tent:		
Food	X	
Cleanliness		X
Service		Excellent
Fair	Average	

Suggestions / Recommendations: In the future, please specify where the Newport hospitality area will be located - at the Newport car transporter site or in a separate area. Specific directions will be needed.

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