

# NEWPORT RACING EVENT SURVEY

Location Laguna Seca, Monterey, Ca Division San Jose/933

Date (s) September 10, 1995 Division Mgr T.L. Roberts

Date Submitted September 26, 1995  
(submit by 30 days after event)

## Promotion Quantity:

Mugs 720  
Displays (8) 40  
Floor (40) 20  
Posters 100

## Invitations:

# Requested 50  
Date Notified 9/5/95  
Date Ordered Unknown

Date Rec'd 6/12/95

Date Rec'd 9/6/95

## # Displays Placed:

Counter 15  
Floor 9  
Posters 100

## Attendees:

# Customers Invited 40  
# Customers Attended 35  
# Lorillard Personnel 10

## Invitees' Comments:

"Thank You very much for the tickets, we had a great time" Rogers Liquor,  
Marina California.  
"We really appreciate Lorillard thinking of us." Shiffert's Wholesale,  
Visalia, California.  
"Thank you so much for the invitations...We had a great time." Mission  
Trail Oil Company (Rotten Robbie Stores) San Jose, California.  
"The races were great, the Newport Hospitality area was terrific"  
Coremark, Sacramento, California.

Race Day Info: Event Attendance 100,000+ Hospitality Tent Attendance 35-40

## Quality of Hospitality Tent:

Food	<u>          </u>	<u>X</u>	<u>          </u>
Cleanliness	<u>          </u>	<u>          </u>	<u>X</u>
Service	<u>          </u>	<u>          </u>	<u>X</u>
	<u>Fair</u>	<u>Average</u>	<u>Excellent</u>

## Suggestions / Recommendations:

Perhaps the tickets could be sent out a little sooner. This year  
the tickets arrived on Thursday and the race was Sunday. This  
made it difficult to get the tickets to customers on time.

cc: R.P. Bonomo

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