

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: Invitations:

Mugs	720	# Requested	50
Displays (8)	40	Date Notified	9/5/95
Floor (40)	20	Date Ordered	Unknown
Posters	100		

Date Rec'd 6/12/95 Date Rec'd 9/6/95

Displays Placed: Attendees:

Counter	15	# Customers Invited	40
Floor	9	# Customers Attended	35
Posters	100	# 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	<input type="checkbox"/>	X
Cleanliness	<input type="checkbox"/>	X
Service	<input type="checkbox"/>	X
Fair	Average	Excellent

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.

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cc: R.P. Bonomo