



EVENT COORDINATOR SURVEY

Name: _____ Position: _____

As we strive to help others be successful in hosting a Dallas Brass Residency, we'd like to ask you several questions regarding the business side of the event. We know this is going to take a little time and we really appreciate it!

TICKET SALES & FINANCIAL INFORMATION

1. a) How many tickets did you sell? _____
 b) What was your ticket price(s)? _____

2. a) What ticket selling method(s) did you utilize? *(check all that apply)*

<input type="checkbox"/> Students selling tickets	<input type="checkbox"/> Early bird discount	<input type="checkbox"/> Setting deadlines
<input type="checkbox"/> Using an order form	<input type="checkbox"/> Selling through a business	<input type="checkbox"/> Selling at the door
<input type="checkbox"/> Pre-sale to band families	<input type="checkbox"/> Online ticket sales	<input type="checkbox"/> Group discounts
<input type="checkbox"/> Other _____		

 b) What do you feel was your *most* effective method for selling tickets?

3. a) Besides ticket sales, did you have any other income? Yes/No
 b) Were you able to cover all expenses? Yes/No
 c) If you are willing and able, please attach a financial breakdown of income and expenses.

4. Is there anything you would do differently next time to sell tickets or increase revenue?



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PUBLICITY

5. What publicity method(s) did you utilize? *(check all that apply)*

- | | | |
|---------------------------------------|--|---|
| <input type="checkbox"/> Posters | <input type="checkbox"/> Newspaper press release | <input type="checkbox"/> Radio press release |
| <input type="checkbox"/> DB Brochures | <input type="checkbox"/> Newspaper advertisement | <input type="checkbox"/> Radio interview |
| <input type="checkbox"/> Website(s) | <input type="checkbox"/> Newspaper article | <input type="checkbox"/> Other concert programs |
| <input type="checkbox"/> Emails | <input type="checkbox"/> Other _____ | |

6. What do you feel was your most effective method of publicity?

7. Is there anything you would do differently next time to promote the event?

8. Is there anything else you would have liked from us to promote the event?

9. What did you utilize to help you get the kids excited about our visit?

- | | | |
|---|--|---|
| <input type="checkbox"/> Talking it up | <input type="checkbox"/> DB Player Poster (bios) | <input type="checkbox"/> YouTube videos |
| <input type="checkbox"/> Listening to a DB CD | <input type="checkbox"/> DB website | <input type="checkbox"/> Student contests |
| <input type="checkbox"/> Watching a DB Video | <input type="checkbox"/> Other _____ | |

10. Who were the VIPs that attended the concert? We'd like to thank them.

Name _____	Position _____
Name _____	Position _____
Name _____	Position _____
Name _____	Position _____
Name _____	Position _____



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GENERAL COMMENTS

11. Please offer us some feedback on the . . .

Clinic _____

Rehearsal(s) _____

Concert _____

12. Can you recommend any colleagues who would be interested in a Dallas Brass residency?

Name _____ School _____ Phone# _____

Name _____ School _____ Phone# _____

Name _____ School _____ Phone# _____

Thank you once again for hosting Dallas Brass. We hope it will have a lasting impression on your kids and community, and help boost your efforts to build and maintain a successful program.

Sincerely, Michael Levine