

**2002 Southern Heritage Classic
Market Assessment**



Presented by



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TABLE OF CONTENTS

Executive Summary	3
Purpose	3
Research Protocol	3
Key Findings	4
Event Patron Profile	5
Attendance Experience & Gender	5
Age & Education	6
Household Income & Marital Status	7
Respondent Lifestyle (ordered by survey layout)	8
Respondent Lifestyle (ordered by rank)	9
Consumption Behavior	10
Sponsor Assessment	11
Top of Mind Sponsorship Recall	11
Improved Impression (ordered by survey layout)	12
Improved Impression (ordered by rank)	13
Sponsor Awareness (ordered by survey layout)	14
Sponsor Awareness (ordered by rank)	15
Recalled Impression (ordered by survey layout)	16
Recalled Impression (ordered by rank)	17
Sponsor Influence & Source of Awareness	18
Sponsor Product Usage	19
Sponsor Post-Event Evaluation	20
Expectation & Perceived Benefits (Ranked by Expectations)	20
Expectation & Perceived Benefits (Ranked by Perceived Fulfillment)	21
Expectation & Perceived Benefits (Ranked by % Difference)	22
Expected vs. Perceived Benefits	23
Sponsor Evaluation Response Rate	25
Economic Benefit Analysis	26
Direct Expenditure Data	27
Geographical Disbursement of Attendees	28
Represented Cities	28
Represented States	29
Appendix A	30
Completed Sponsor Evaluation Surveys	30

SOUTHERN HERITAGE CLASSIC MARKET ASSESSMENT

PROJECT PURPOSE

The fundamental objective of the research project was to generate data reflecting the impact of the Southern Heritage Classic on the local economy, targeted community, and affiliated sponsors. More specifically, it was anticipated that the study results would provide the project sponsor with an event patron composite, including a complete demographic and consumer behavior profile; an event-related patron expenditure analysis; and, an event sponsor assessment, including the following two (2) dimensions:

- [1] evaluating sponsor (brand) recognition, appeal, and loyalty among event attendees.
- [2] evaluating event sponsor satisfaction/servicing.

RESEARCH PROTOCOL

The objectives of this research project warrant a multi-dimensional protocol as found below.

Instrumentation: In collaboration with representatives from Summit Management Company (SMC), survey instruments were designed containing items intended to elicit data reflecting the project's three (3) fundamental objectives as listed below:

- **Event Patron Composite.** Included survey items that addressed respondent's age, sex, annual household income, as well as brand preferences (per pre-determined product categories), purchase frequency and purchase volume (per appropriate time period). Such information will be of great value to event management in developing marketing plans aimed at attracting and maintaining event attendees while, more importantly, servicing current as well as prospective event sponsors, interested in familiarizing themselves with the targeted audience.
- **Sponsor Assessment.** This portion of the research agenda was completed in the following manner:
 - [1] Survey items to be completed by event attendees, which focused on sponsor recognition, event-sponsor recall association, as well as sponsor-event affiliation influence (e.g. does sponsor involvement influence consumption/product purchasing? Will respondents consider switching brands due to sponsor involvement?).
 - [2] A customized survey to be completed by designated representatives of existing event sponsors. Survey items addressed expected and perceived value and service derived from event affiliation and management. Sponsor contact information was provided by SMC.
- **Economic Benefits Analysis.** Included survey items addressed *event-induced* spending by out-of-town visitors for categories such as lodging, transportation, food and beverage, entertainment, shopping, and miscellaneous expenditures related to visiting Memphis while attending the Southern Heritage Classic.

Survey Distribution and Data Collection: In order to generate a sample representative of the event attendee population, six hundred surveys (N= 600) were prepared for completion. Of the 550 distributed prior to the event, 430 (78%) were returned for analysis. Additionally, 219 post-event sponsor recall interviews were conducted. Each event sponsor (26) was sent a copy of the post event survey to evaluate sponsor servicing/satisfaction measures. Of the 26 distributed, 12 (46%) were completed and returned for analysis. Furthermore, contact was made with designated representatives from participating teams and event coordinators to obtain necessary information relating to participating team expenditures, concession sales and ticket sales.

KEY FINDINGS

- A vast majority of the sample are experienced Classic attendees with almost one-third (38.1%) attending more than half (5+) of the Southern Heritage Classic games.
- Similar to 1999 the 2002 event target audience appears to be 25-45 years of age, college educated, with a mid-income ranging from \$25,000 to \$74,999. However, there were more unmarried attendees (55.6%) than married attendees (44.4%) unlike 1999 where the audience was evenly split..
- The event patron group possesses attractive lifestyle characteristics of favorable appeal to current as well as prospective event sponsors. For instance, over half of the attendees indicated travelling out of town at least twice a year, drinking at least one can of soda a day, listening to the local radio, and using a recognized financial institution. Furthermore, almost half respondents reported attending professional basketball games, owning their own vehicle, eating out, being involved in gaming activities and owning their own home.
- Almost two thirds (63.1%) of the respondents indicated that a company's association with the event could influence purchasing behavior.
- When respondents were asked to recall and name all known sponsors of the event, only one event sponsor was recalled by over half the respondents, yet half a dozen other Classic sponsors were recalled by over 10% of the respondents. However, several sponsors (13) were recalled by less than 5% of the participating attendees.
- The majority of all attendees indicated that their impression of each event sponsors improved due to the sponsor's involvement with the Classic. The highest percentage of responses indicating an improved impression was seen within the higher level sponsors, including FedEx (71.6%), Coca-Cola (68.4%), Nike (64%), First Tennessee Bank (62.3%) and the Grand Casino (59.1%). Some notable lower level sponsors were the Memphis Grizzlies (59.3%) and WREG-TV (58.1%). However, no matter the level of sponsorship it is apparent that association with the Classic leaves a favorable impression with the attendees.
- Patron awareness of the majority of Classic sponsors was limited prior to the event. Yet, over a third of all respondents were aware of the majority of the Classic sponsors. However, awareness of certain sponsors was indicated more frequently, including FedEx (52.1%) and Coca-Cola (47.7%). Respondents' sponsor awareness prior to the event was contributed primarily to television (53.3%) and radio (49.8%) advertising.
- Event sponsorship appears to have sparked trial/brand switching opportunities as over a third (31.6%) of the respondents indicated that within 30 days of the event they will be purchasing/using a sponsor's product that is *not* their regular brand.
- Event sponsors reported high overall satisfaction ratings, the average rating being 8.5 out of ten with a third of the responding sponsors indicating a 10 out of 10 rating. The majority also not only indicated that they would renew their sponsorship, but that they would recommend opportunity to other potential sponsors. CAUTION: Although satisfaction may be high, there may be some non-response error that would negate any generalizations about satisfaction of all SHC sponsors.
- A fifth (20%) of the respondents were found to be visiting from out-of-town and thus, responsible for infusing \$5.6 million (incomplete data) of direct economic benefit into the local economy, which was a 15% increase from 1999. Retail shopping accounted for the largest amount of spending (over \$700,000). It would appear that most patrons took advantage of the opportunity to visit Memphis for a shopping spree in addition to attending the game.
- The majority of event patrons (79.5%) were from the Memphis area, however other highly represented areas were Nashville (4.8%) and Jackson, Mississippi (5.3%). Other notable represented cities were Queens NY, Washington DC, Detroit MI, Chicago IL, St Louis MO, Phoenix AZ and San Diego CA. In all 13 states were represented at the event.

EVENT PATRON PROFILE

Times Attending the Southern Heritage Classic

Item	Percentage Recognized	
	1999	2002
1 Year	39%	21.1%
2 – 5 Years	30%	40.8%
6 – 9 Years	17%	17.2%
10 + Years	14%	20.9%
Average Years Attended		5.11

Respondent Gender

Item	Percentage Recognized	
	1999	2002
Male	44.2%	52.1%
Female	55.8%	47.9%

Respondent Age

Item	Percentage Recognized	
	1999	2002
> 17	N/A	0.5%
18-24	18%	14.9%
25-34	26%	35.8%
35-44	27%	25.2%
45-54	19%	14.4%
55+	10%	9.3%
Average Age	37.64	36.44

Respondent Highest Level Of Education Completed

Item	Percentage Recognized	
	1999	2002
Some High School	N/A	2.4%
High School	16.4%	16.7%
Trade/VoTech	3.6%	3.9%
Some College	35.2%	32.3%
Bachelor's	27.7%	31.1%
Advanced Degree	17.0%	13.6%

Respondent Total Annual Household Income:

Item	Percentage Recognized	
	1999	2002
Student	6.3%	N/A
<\$25,000	11.1%	18.7%
\$25,000-\$49,999	39.9%	42.4%
\$50,000-\$74,999	24.0%	19.2%
\$75,000-\$99,999	11.5%	10.6%
\$100,000+	7.1%	4.3% (\$100-124)
\$125,000 +	N/A	4.8%

Respondent Martial Status

Item	Percentage Recognized	
	1999	2002
Married	50.0%	44.4%
Single	50.0%	55.6%

Respondent Lifestyle - Ordered by Survey Layout

Please Check All Of The Following That Apply To You:

Item	Percentage Recognized	Rank
I dine at a fast food restaurant 3 times a week	42.8%	10
I dine at a full service restaurant at least once a week	41.6%	11
I regularly use an over night delivery services	19.8%	18
I travel out-of-town for business at least once a month	22.3%	17
I travel out-of-town for pleasure at least twice a year	54.0%	4
I own/ have a mortgage on my home	47.0%	7
I regularly listen to the radio while driving short distances (in town)	63.0%	1
I regularly use a recognized financial institution (bank)	57.7%	2
I subscribe to a daily newspaper	38.1%	12
I consume at least one 12 oz. can of soda daily	50.9%	5
I consume at least three 12 oz. portions of beer weekly	30.2%	14T
I spend at least \$25 on sporting goods monthly	30.2%	14T
I plan to purchase/lease a new vehicle in the next year	32.3%	13
I currently own/am financing a motor vehicle	48.4%	6
I do my own repairs and tune-ups on my car	26.3%	16
I attend professional basketball games	45.8%	8
I use my local television station to obtain my news	56.5%	3
I enjoy taking part in gaming (gambling) activities	43.0%	9

Respondent Lifestyle - Ordered by Rank

Please Check All Of The Following That Apply To You:

Item	Percentage Recognized	Rank
I regularly listen to the radio while driving short distances (in town)	63.0%	1
I regularly use a recognized financial institution (bank)	57.7%	2
I use my local television station to obtain my news	56.5%	3
I travel out-of-town for pleasure at least twice a year	54.0%	4
I consume at least one 12 oz. can of soda daily	50.9%	5
I currently own/am financing a motor vehicle	48.4%	6
I own/ have a mortgage on my home	47.0%	7
I attend professional basketball games	45.8%	8
I enjoy taking part in gaming (gambling) activities	43.0%	9
I dine at a fast food restaurant 3 times a week	42.8%	10
I dine at a full service restaurant at least once a week	41.6%	11
I subscribe to a daily newspaper	38.1%	12
I plan to purchase/lease a new vehicle in the next year	32.3%	13
I consume at least three 12 oz. portions of beer weekly	30.2%	14T
I spend at least \$25 on sporting goods monthly	30.2%	14T
I do my own repairs and tune-ups on my car	26.3%	16
I travel out-of-town for business at least once a month	22.3%	17
I regularly use an over night delivery services	19.8%	18

Respondent Consumption Behavior

Typically:

Item	Average	Low	High
What is Your Average Fast Food Bill per Visit	\$18.17	\$2.60	\$75.00
What is Your Average Full Serve Restaurant Bill per Visit	\$31.45	\$4.00	\$100.00
How Many Times per Month Do You Use Over Night Delivery	2.24	1.00	9.00
How Many Times per Year Do You Attend Professional Basketball Games	6.49	1.00	36.00
How Many Times per Year Do You Take Part in Gaming Activities	8.00	1.00	56.00

SPONSOR ASSESSMENT

Top of Mind Sponsorship Recall¹

Please Identify As Many Companies As Possible That You Believe Were Sponsors of the 2002 Southern Heritage Classic.		
Name of Sponsor	Percentage Recalled	Weighted Top of Mind Totals
FedEx	66.2%	3713
Coca-Cola	26.4%	1438
Anheuser-Busch Inc.	20.5%	1109
First Tennessee	13.6%	743
Nike	12.3%	657
Ford Motor Company	10.9%	597
Clear Channel ²	9.6%	597
V101	2.7%	226
K97	4.1%	218
Hot 107	1.8%	101
Memphis Light, Gas & Water	7.7%	423
Autozone	7.7%	413
AllState Insurance	6.3%	348
Grand Casino Tunica	5.0%	253
Dr Pepper	4.5%	242
The Peabody Hotel	4.1%	214
Marriott ³	3.6%	192
Marriott East	1.0%	23
Marriott Downtown	1.0%	25
Burger King	3.1%	173
Tri-State Bank	3.1%	162
Commercial Appeal	3.1%	161
Bluecross Blueshield of Tennessee	2.7%	173
Memphis Grizzlies	2.2%	123
WREG-TV	1.8%	95
Dyersburg Ford	1.3%	73
Applebee's	1.3%	73
International Paper	1.3%	69

¹ During the late stages of the game through post-game, 219 patrons were asked to recite all companies they believed were sponsors of the Southern Heritage Classic. Top of mind responses were weighted on hierarchy of recall. A score of 26 was given to any company recited first by each respondent since there were 26 event sponsors provided. A score of 25 was given to a company recited second, and so on.

² When respondents were asked to recall a sponsor some provided particular stations of Clear Channel Radio. Therefore, all of those were provided together for Clear Channel's overall total.

³ Marriott Downtown and Marriott East were both sponsors of the 2002 Southern Heritage Classic. However, some respondents provided simply Marriott as a sponsor. Since it was unclear which Marriott should be given the credit a new variable (Marriott) was created.

Improved Impression - Ordered By Survey Layout

For Each Sponsor, Please Indicate Whether This Sponsorship Improved Your Impression of This Company.		
Name of Sponsor	Percentage Recognized	Rank
FedEx	71.6%	1
AllState Insurance	51.6%	23T
Ford Motor Company	57.0%	9T
First Tennessee	62.3%	4
Coca-Cola	68.4%	2
Nike	64.0%	3
Grand Casino Tunica	59.4%	5
The Commercial Appeal	56.0%	11T
American Airlines	52.1%	22
Applebee's	53.0%	21
Autozone	56.0%	11T
Bluecross Blueshield of Tennessee	49.3%	25
Anheuser-Busch Inc.	57.0%	9T
Burger King	53.3%	19T
Clear Channel Radio	53.7%	17
Dr. Pepper	54.4%	15T
Dyersburg Ford	44.0%	26
International Paper	53.5%	18
Memphis Convention & Visitors Bureau	55.8%	13
Memphis Grizzlies	59.3%	6
Memphis Light, Gas & Water Division	57.2%	8
Memphis Marriott East	51.6%	23T
Memphis Marriott Downtown	54.4%	15T
The Peabody Hotel	55.6%	14
Tri-State Bank	53.3%	19T
WREG-TV	58.1%	7

Improved Impression - Ordered By Rank

For Each Sponsor, Please Indicate Whether This Sponsorship Improved Your Impression of This Company.		
Name of Sponsor	Percentage Recognized	Rank
FedEx	71.6%	1
Coca-Cola	68.4%	2
Nike	64.0%	3
First Tennessee	62.3%	4
Grand Casino Tunica	59.4%	5
Memphis Grizzlies	59.3%	6
WREG-TV	58.1%	7
Memphis Light, Gas & Water Division	57.2%	8
Ford Motor Company	57.0%	9T
Anheuser-Busch Inc.	57.0%	9T
The Commercial Appeal	56.0%	11T
Autozone	56.0%	11T
Memphis Convention & Visitors Bureau	55.8%	13
The Peabody Hotel	55.6%	14
Dr. Pepper	54.4%	15T
Memphis Marriott Downtown	54.4%	15T
Clear Channel Radio	53.7%	17
International Paper	53.5%	18
Burger King	53.3%	19T
Tri-State Bank	53.3%	19T
Applebee's	53.0%	21
American Airlines	52.1%	22
AllState Insurance	51.6%	23T
Memphis Marriott East	51.6%	23T
Bluecross Blueshield of Tennessee	49.3%	25
Dyersburg Ford	44.0%	26

Sponsor Awareness - Ordered By Survey Layout

For Each Sponsor, Please Indicate Whether You Were Aware of This Company's Sponsorship Prior To The Event.		
Name of Sponsor	Percentage Recognized	Rank
FedEx	52.1%	1
AllState Insurance	25.3%	17T
Ford Motor Company	30.5%	9
First Tennessee	38.6%	3
Coca-Cola	47.7%	2
Nike	37.7%	4
Grand Casino Tunica	35.6%	6
The Commercial Appeal	31.4%	8
American Airlines	23.7%	23T
Applebee's	24.4%	22
Autozone	36.0%	5
Bluecross Blueshield of Tennessee	23.7%	23T
Anheuser-Busch Inc.	35.3%	7
Burger King	25.3%	17T
Clear Channel Radio	28.8%	11
Dr. Pepper	25.3%	17T
Dyersburg Ford	17.7%	26
International Paper	23.5%	25
Memphis Convention & Visitors Bureau	25.8%	14T
Memphis Grizzlies	26.0%	13
Memphis Light, Gas & Water Division	27.4%	12
Memphis Marriott East	25.3%	17T
Memphis Marriott Downtown	25.1%	21
The Peabody Hotel	25.6%	16
Tri-State Bank	25.8%	14T
WREG-TV	30.2%	10

Sponsor Awareness - Ordered By Rank

For Each Sponsor, Please Indicate Whether You Were Aware of This Company's Sponsorship Prior To The Event.		
Name of Sponsor	Percentage Recognized	Rank
FedEx	52.1%	1
Coca-Cola	47.7%	2
First Tennessee	38.6%	3
Nike	37.7%	4
Autozone	36.0%	5
Grand Casino Tunica	35.6%	6
Anheuser-Busch Inc.	35.3%	7
The Commercial Appeal	31.4%	8
Ford Motor Company	30.5%	9
WREG-TV	30.2%	10
Clear Channel Radio	28.8%	11
Memphis Light, Gas & Water Division	27.4%	12
Memphis Grizzlies	26.0%	13
Memphis Convention & Visitors Bureau	25.8%	14T
Tri-State Bank	25.8%	14T
The Peabody Hotel	25.6%	16
AllState Insurance	25.3%	17T
Burger King	25.3%	17T
Dr. Pepper	25.3%	17T
Memphis Marriott East	25.3%	17T
Memphis Marriott Downtown	25.1%	21
Applebee's	24.4%	22
American Airlines	23.7%	23T
Bluecross Blueshield of Tennessee	23.7%	23T
International Paper	23.5%	25
Dyersburg Ford	17.7%	26

Recalled Impressions - Ordered By Survey Layout

For Each Sponsor, Please Indicate Whether You Recall Any Media, Stadium Signage or Other Advertising Tying This Company to the Classic.		
Name of Sponsor	Percentage Recognized	Rank
FedEx	44.9%	1
AllState Insurance	22.8%	14
Ford Motor Company	24.2%	11
First Tennessee	32.6%	3
Coca-Cola	39.8%	2
Nike	32.1%	4
Grand Casino Tunica	31.9%	5
The Commercial Appeal	27.4%	7
American Airlines	20.0%	23
Applebee's	19.3%	25
Autozone	24.9%	9
Bluecross Blueshield of Tennessee	19.5%	24
Anheuser-Busch Inc.	28.6%	6
Burger King	20.2%	22
Clear Channel Radio	23.0%	13
Dr. Pepper	21.9%	15T
Dyersburg Ford	16.0%	26
International Paper	21.2%	19T
Memphis Convention & Visitors Bureau	21.6%	17T
Memphis Grizzlies	23.3%	12
Memphis Light, Gas & Water Division	24.7%	10
Memphis Marriott East	21.2%	19T
Memphis Marriott Downtown	21.2%	19T
The Peabody Hotel	21.6%	17T
Tri-State Bank	21.9%	15T
WREG-TV	26.0%	8

Recalled Impressions - Ordered By Rank

For Each Sponsor, Please Indicate Whether You Recall Any Media, Stadium Signage or Other Advertising Tying This Company to the Classic.		
Name of Sponsor	Percentage Recognized	Rank
FedEx	44.9%	1
Coca-Cola	39.8%	2
First Tennessee	32.6%	3
Nike	32.1%	4
Grand Casino Tunica	31.9%	5
Anheuser-Busch Inc.	28.6%	6
The Commercial Appeal	27.4%	7
WREG-TV	26.0%	8
Autozone	24.9%	9
Memphis Light, Gas & Water Division	24.7%	10
Ford Motor Company	24.2%	11
Memphis Grizzlies	23.3%	12
Clear Channel Radio	23.0%	13
AllState Insurance	22.8%	14
Dr. Pepper	21.9%	15T
Tri-State Bank	21.9%	15T
Memphis Convention & Visitors Bureau	21.6%	17T
The Peabody Hotel	21.6%	17T
International Paper	21.2%	19T
Memphis Marriott East	21.2%	19T
Memphis Marriott Downtown	21.2%	19T
Burger King	20.2%	22
American Airlines	20.0%	23
Bluecross Blueshield of Tennessee	19.5%	24
Applebee's	19.3%	25
Dyersburg Ford	16.0%	26

Please Indicate How Much A Company's Sponsorship Of The Southern Heritage Classic Influences You to Purchase/Use Their Products or Services.

Item	Percentage Recognized	
	1999	2002
A Lot	32%	30.5%
Somewhat	39%	32.6%
Very Little	13%	17.6%
No Influence	16%	19.3%

Please Indicate How You Became Aware of Any Southern Heritage Classic Sponsors.

Item	Percentage Recognized
Southern Heritage Classic TV Ads	53.3%
Southern Heritage Classic Radio Ads	49.8%
Southern Heritage Classic Newspaper Ads	23.7%
Southern Heritage Classic Website	13.5%
Billboards	17.1%
Sponsor In-Store Displays	12.6%
Stadium Signs Etc.	16.7%
Southern Heritage Classic Mailout	12.2%
Other	16.5%

Within the Next 30 Days Do You Anticipate Purchasing Products or Services From One or More Southern Heritage Classic Sponsors?

Item	Percentage Recognized	
	1999 (90 Days)	2002
Yes	68%	49.2%
No	32%	50.8%

Will Any of These Purchases Be A Brand That You Do Not Regularly Use?

Item	Percentage Recognized	
	1999	2002
Yes	27%	31.6%
No	73%	68.4%

Post Event Sponsor Evaluation- Expectation & Perceived Benefits (Ranked by Expectations)

Objective	Expectations Rank ⁴	Expectation ⁵	Perceived Fulfillment ⁶	% Difference ⁷	Expectations...
Corporate Image	1	4.6	4.27	-7%	Not Exceeded
Access Target Market	2T	4.47	4.07	-9%	Not Exceeded
Good Citizenship	2T	4.47	4.4	-2%	Not Exceeded
Economic Development	4	4.43	4	-10%	Not Exceeded
Association	5	4.33	4.27	-1%	Not Exceeded
Brand Awareness	6	4.27	4.2	-2%	Not Exceeded
Competitive Edge	7T	4.2	4.07	-3%	Not Exceeded
Exclusivity	7T	4.2	4.27	2%	Exceeded
Product Visibility	7T	4.2	4.2	0%	Exceeded
Put Name on Event	7T	4.2	4.27	2%	Exceeded
Revenue Generation	11	4.13	3.8	-8%	Not Exceeded
Signage	12	4.07	4	-2%	Not Exceeded
Employee Benefits	13	4	4.07	2%	Exceeded
Access to Event	14T	3.93	4.2	7%	Exceeded
Game Program Ads	14T	3.93	4.21	7%	Exceeded
Media ID	14T	3.93	4.07	4%	Exceeded
In Game Hospitality	17T	3.87	4.07	5%	Exceeded
Website Ads	17T	3.87	4.07	5%	Exceeded
Jumbotron Exposure	19T	3.8	4.07	7%	Exceeded
Tie In Promotions	19T	3.8	3.73	-2%	Not Exceeded
Entertain Clients	21	3.73	3.87	4%	Exceeded
Network w/ Co-Sponsors	22T	3.73	3.87	4%	Exceeded
Entertain New Clients	22T	3.67	3.8	4%	Exceeded
TV Exposure	22T	3.67	4.14	13%	Exceeded
Politician	25	3.47	3.71	7%	Exceeded

⁴ The Expectation Rankings were divided into three levels of importance **HIGH (4.22 – 4.60), MEDIUM (3.82 – 4.21), & LOW (3.47 – 3.81)**. These level were determined by subtracting the value of the lowest rank objective from the value of the highest ranked objective to determine the range and then dividing the range into three equal portions or levels of expectation. The high level objectives represent those that are of most importance to the participating sponsors.

⁵ The Expectations value represents the average ranking for each objective in Section 2 (Sponsorship Expectations) of the evaluation survey indicated by the participant sponsors.

⁶ The Perceived Fulfillment value represents the average ranking for each objective in Section 3 (Perceived Performance) of the evaluation survey indicated by the participant sponsors.

⁷ The percentage difference illustrates how well the sponsor objectives were perceived to be accomplished. A negative percentage indicates that the expectations were higher than the perceived results. A positive difference indicates that the expectations were perceived to be met or exceeded. The percentage difference was determined by subtracting the expected benefits from the perceived benefits and then dividing that difference by the expected benefits.

Post Event Sponsor Evaluation- Expectation & Perceived Benefits (Ranked by Perceived Fulfillment)

Objective/Tactic	Expectations Rank ⁸	Expectation	Perceived Fulfillment	% Difference	Expectations...
Good Citizenship	2T	4.47	4.4	-2%	Not Exceeded
Corporate Image	1	4.6	4.27	-7%	Not Exceeded
Association	5	4.33	4.27	-1%	Not Exceeded
Exclusivity	7T	4.2	4.27	2%	Exceeded
Put Name on Event	7T	4.2	4.27	2%	Exceeded
Game Program Ads	14T	3.93	4.21	7%	Exceeded
Brand Awareness	6	4.27	4.2	-2%	Not Exceeded
Product Visibility	7T	4.2	4.2	0%	Exceeded
Access to Event	14T	3.93	4.2	7%	Exceeded
TV Exposure	22T	3.67	4.14	13%	Exceeded
Access Target Market	2T	4.47	4.07	-9%	Not Exceeded
Competitive Edge	7T	4.2	4.07	-3%	Not Exceeded
Employee Benefits	13	4	4.07	2%	Exceeded
Media ID	14T	3.93	4.07	4%	Exceeded
In Game Hospitality	17T	3.87	4.07	5%	Exceeded
Website Ads	17T	3.87	4.07	5%	Exceeded
Jumbotron Exposure	19T	3.8	4.07	7%	Exceeded
Economic Development	4	4.43	4	-10%	Not Exceeded
Signage	12	4.07	4	-2%	Not Exceeded
Entertain Clients	21	3.73	3.87	4%	Exceeded
Network w/ Co-Sponsors	22T	3.73	3.87	4%	Exceeded
Revenue Generation	11	4.13	3.8	-8%	Not Exceeded
Entertain New Clients	22T	3.67	3.8	4%	Exceeded
Tie In Promotions	19T	3.8	3.73	-2%	Not Exceeded
Politician	25	3.47	3.71	7%	Exceeded

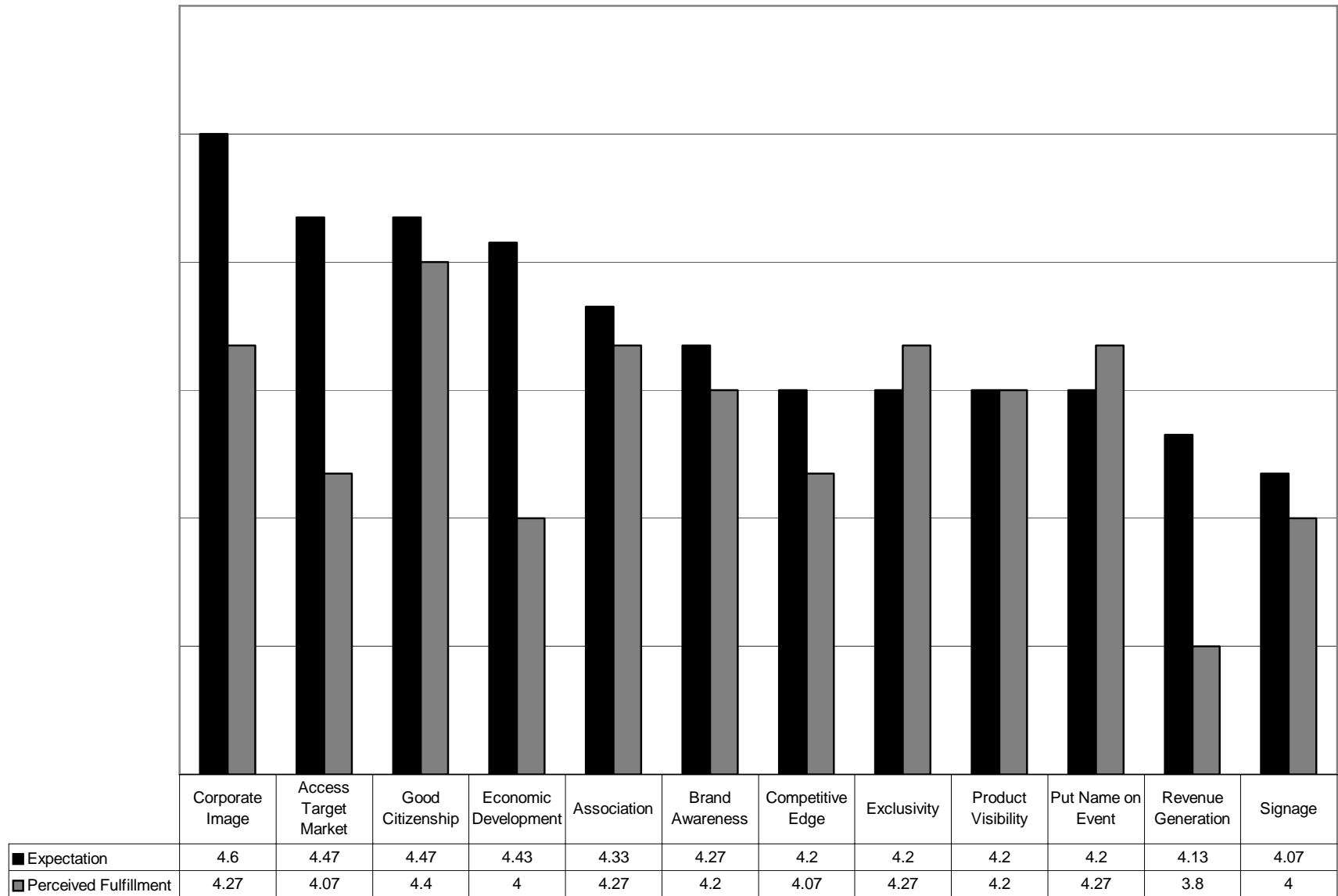
⁸ The Expectation Rankings were divided into three levels of importance and highlighted as such; **HIGH (4.22 – 4.60)**, **MEDIUM (3.82 – 4.21)**, & **LOW (3.47 – 3.81)**.

Post Event Sponsor Evaluation- Expectation & Perceived Benefits (Ranked by % Difference) ⁹

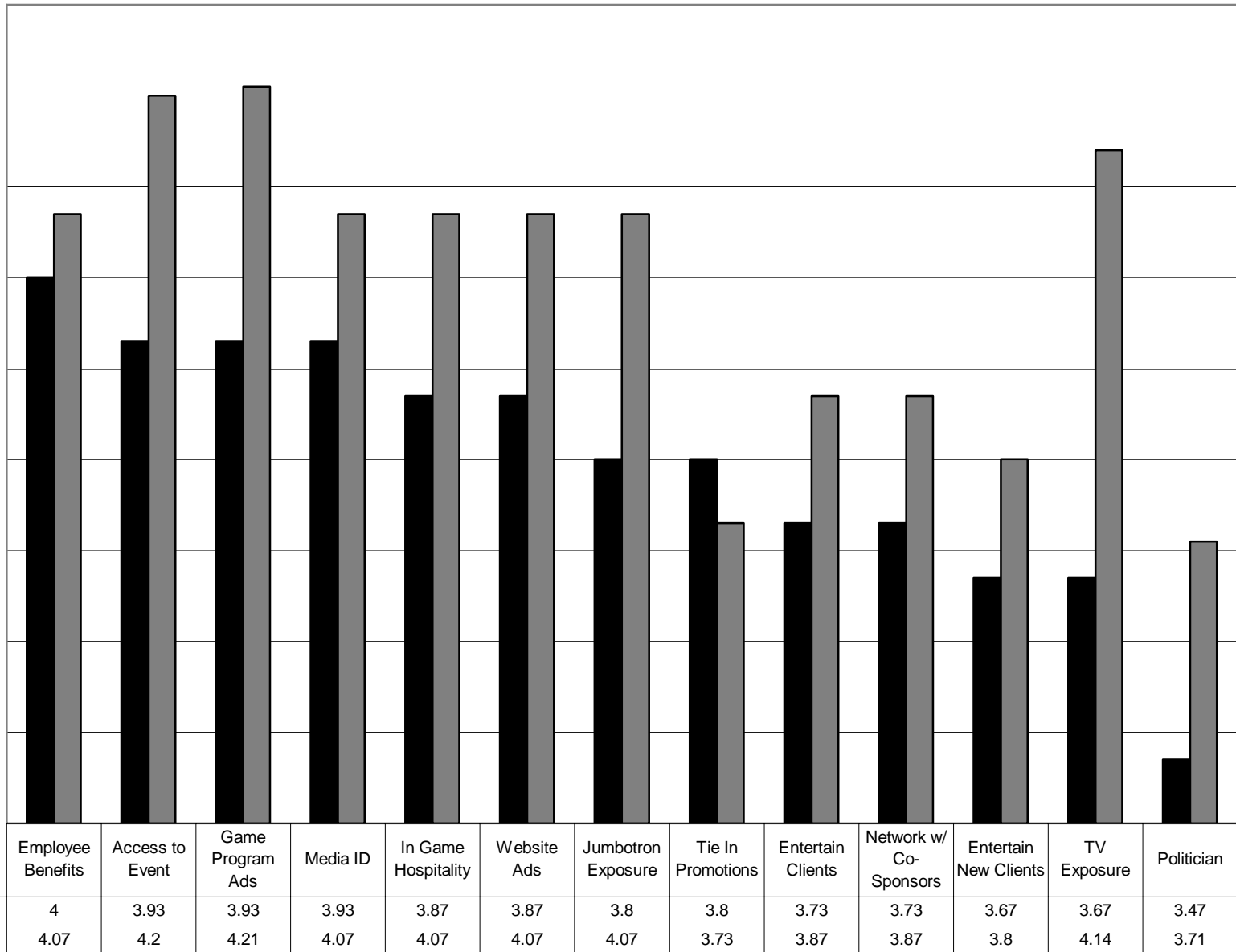
Objective/Tactic	Expectations Rank	Expectation	Perceived Fulfillment	% Difference	Expectations...
TV Exposure	22T	3.67	4.14	13%	Exceeded
Access to Event	14T	3.93	4.2	7%	Exceeded
Game Program Ads	14T	3.93	4.21	7%	Exceeded
Jumbotron Exposure	19T	3.8	4.07	7%	Exceeded
Politician	25	3.47	3.71	7%	Exceeded
In Game Hospitality	17T	3.87	4.07	5%	Exceeded
Website Ads	17T	3.87	4.07	5%	Exceeded
Media ID	14T	3.93	4.07	4%	Exceeded
Entertain Clients	21	3.73	3.87	4%	Exceeded
Network w/ Co-Sponsors	22T	3.73	3.87	4%	Exceeded
Entertain New Clients	22T	3.67	3.8	4%	Exceeded
Exclusivity	7T	4.2	4.27	2%	Exceeded
Put Name on Event	7T	4.2	4.27	2%	Exceeded
Employee Benefits	13	4	4.07	2%	Exceeded
Product Visibility	7T	4.2	4.2	0%	Exceeded
Association	5	4.33	4.27	-1%	Not Exceeded
Good Citizenship	2T	4.47	4.4	-2%	Not Exceeded
Brand Awareness	6	4.27	4.2	-2%	Not Exceeded
Signage	12	4.07	4	-2%	Not Exceeded
Tie In Promotions	19T	3.8	3.73	-2%	Not Exceeded
Competitive Edge	7T	4.2	4.07	-3%	Not Exceeded
Corporate Image	1	4.6	4.27	-7%	Not Exceeded
Revenue Generation	11	4.13	3.8	-8%	Not Exceeded
Access Target Market	2T	4.47	4.07	-9%	Not Exceeded
Economic Development	4	4.43	4	-10%	Not Exceeded

⁹ This table is ranked by the percentage difference between sponsor expectations and perceived fulfillment. Those at the top of the table are those objectives/tactics in which the perceived fulfillment most exceeded the expectations.

Post Event Sponsor Evaluation- Expected vs. Perceived Benefits



Post Event Sponsor Evaluation- Expected vs. Perceived Benefits



Sponsor Evaluation Response Rate

Out of the twenty-seven 2002 Southern Heritage Classic sponsors, seventeen of them returned a completed evaluation form for analysis. Furthermore, two sponsors (Peabody Hotel & Clear Channel) responded to the evaluation form indicating they would not be returning it due to their perception of its irrelevance to their sponsorship arrangement.

Due to the lack of response from certain sponsors there is the threat of non-response error. Therefore, caution must be taken in the generalization of the result to all Southern Heritage Classic sponsors. However, the results are very accurate in articulating the satisfaction of the responding sponsors, who represented the majority.

Sponsor	Returned/Responded*
FedEx	Returned Sept. 30
All State	Returned Oct. 1
Ford	Returned Oct. 10
First Tennessee	Returned Oct. 10
Coke	Returned Nov. 4
Nike	Returned Oct. 17
Grand	Returned Oct. 11
Commercial Appeal	
American	Returned Oct. 15
Applebees	Returned Oct. 17
Autozone	Returned Oct. 9
BlueCross BlueShield	
Anheuser	Returned Oct. 10
Burger King	
Clear Channel	Responded (email)
Dr Pepper	Returned Oct. 17
Dyersburg	Returned Sept. 26
International Paper	Returned Sept. 30
MCVB	
Grizzlies	
MLGW	
Marriott East	Returned Oct. 23
Marriott Downtown	Returned Oct. 10
Peabody	Responded (phone)
Tri State	
WREG-TV	
Martell/Seagrams	Returned Oct. 7

* These sponsors did not return a completed evaluation survey. However, they did respond via email or phone to indicate a special arrangement with the Southern Heritage Classic, which negated any relevance of the evaluation survey to their organization's sponsorship of the event.

ECONOMIC BENEFITS ANALYSIS

An Economic Benefits Analysis was conducted in an effort to determine the amount of “new” dollars poured into the Memphis economy as a result of the 2002 Southern Heritage Classic. The data generated reflects the spending behavior of (or for) event attendees who reside outside Shelby County. Hence, these expenditures are considered event-induced *direct* expenditures or new dollars infused into the local economy.

The results of this analysis indicate that approximately \$5.6 million “new” dollars were infused into the Memphis economy by visiting event patrons and participants. Typically, an indirect expenditure analysis (multiplier) is applied to the initial economic stimulus (direct expenditures) to determine the total economic benefit. Budgetary restraints of the study (prohibitive costs of an *input-output model*) limited the opportunity for a categorical indirect expenditure analysis. However, a multiplier of two (2) is commonly used (signifying one additional *turnover* of each new dollar brought into the economy) which would result in a total economic benefit of approximately \$11.2 million. This figure would include the data indicate a conservative estimated infusion of approximately \$150,000 in lodging, car rental, and sales tax proceeds.

It is important to recognize that this figure represents the event’s economic *benefit* and does not represent the economic *impact*, which necessitates a comprehensive analysis of costs incurred. Such costs may include production costs to the event manager and local government (security, police, stadium management) as well as opportunity costs for the hospitality industry (alternative bookings or lost bookings due to the demand) or the facility.

**2002 Southern Heritage
Direct Expenditure Data: Non-Residents Only**

	Average Expenditure Per Out of Town Attendee ¹⁰ (N = 8583)	Average Expenditure Per Paying Visitor ¹¹ (Visitor that indicated Expenditures on...)	n (Number of Paying Visitors per Category)	Total Expenditure per Category ¹²
Lodging	\$40.80	\$126.15	2794.56	\$352,533.74
Food & Beverages	\$43.39	\$63.18	7884.16	\$498,121.23
Entertainment	\$38.51	\$79.43	5589.12	\$443,943.80
Shopping	\$54.84	\$142.00	4990.04	\$708,585.68
Transportation	\$29.32	\$44.36	6866.24	\$304,586.41
Miscellaneous	\$21.02	\$63.18	3592.76	\$226,990.58
Total/day	\$227.88/person			\$2,534,761.44
Total/weekend (x 2.1) ¹³	\$478.55 /person			\$5,322,999.02
Subtotal				\$5,322,999.02
Game Related:				
Tickets				\$150,027.34
Concessions				\$18,094.20
Team Expenditures				\$28,232.00
Sponsor Expenditures ¹⁴				\$121,775.00
Sum Total				\$5,641,127.56

¹⁰ Out of Town Attendees were considered to be those respondents self reporting residence outside the Shelby County boundaries. All respondents providing a non-Shelby County residential zip code were included in this portion of the analysis even if they did not indicate any expenditure. The volume of visitors was determined by the response rate of out-of-town visitors (20%) x total attendance (42,914).

¹¹ Paying Visitors were considered to be only those respondents that provided a non-Shelby County zip code AND indicated expenditure category expenses.

¹² The total expenditure for each category was determined by multiplying the average expenditure per paying visitor and the number of paying visitors for each category.

¹³ 2.1 represents the average days/nights spent in the Memphis/Tunica area.

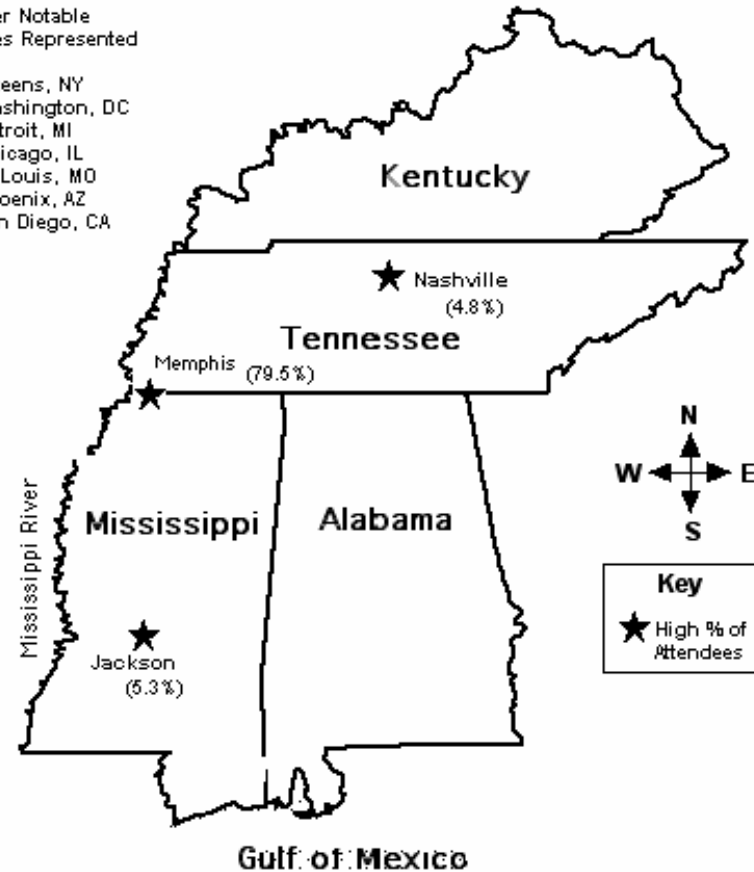
¹⁴ Figures derived from post-event sponsor survey. This is an estimate overall sponsors activation spending (on top of sponsorship costs). However, since not all sponsors responded to all the survey questions this figure is not representative of all sponsor activation spending. The average ratio of sponsorship cost to additional spending was just over 3:1.

2002 Southern Heritage Classic Geographical Disbursement of Attendees

Represented Cities¹

Other Notable
Cities Represented

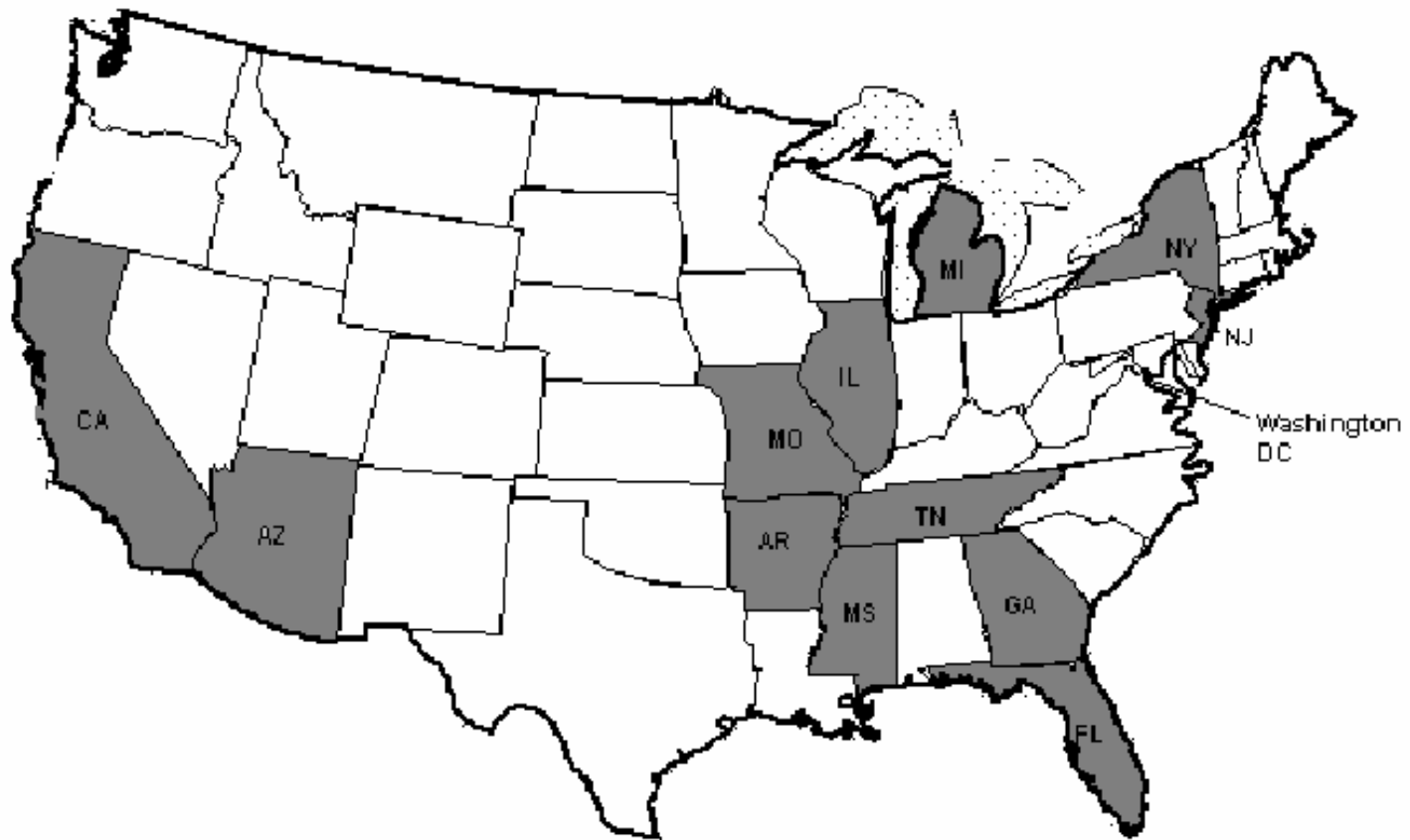
- * Queens, NY
- * Washington, DC
- * Detroit, MI
- * Chicago, IL
- * St Louis, MO
- * Phoenix, AZ
- * San Diego, CA



¹ At least one respondent indicated they were a resident of the cities noted.

2002 Southern Heritage Classic
Geographical Disbursement of Attendees

Represented States¹



¹ At least one respondent indicated they were a resident of any of the highlighted States

APPENDIX A