



Please submit to:
 Susana Marin, City Secretary
 1200 E. Broad Street
 Mansfield, TX 76063

POST EVENT SUMMARY FORM

SECTION A:

Name of Organization: _____
 Name of Event: _____
 Date of Event: _____

SECTION B:

You may attach up to two sheets of paper that include the following information about the event.

1) In the space below describe the method used to estimate attendance. If a private group was utilized to collect data through surveys or other methods, please include their information.

2) List and describe the advertising and the location utilized in the promotion of the event.

Ad Description	Publication or Media Outlet/Location of Ad
1)	
2)	
3)	
4)	
5)	

3) List and describe any press or media coverage about the event.

Press or Media Outlet	Description of Coverage <small>(example: sound bite, evening news, front page story, etc.)</small>
1)	
2)	
3)	
4)	
5)	

SECTION C:

In the table below, evaluate the attendance, marketing and sponsorship of the event.

Evaluation of:	Projected	Actual
1) Attendance		
2) Marketing Dollars Spent		
3) Sponsorships/ Cash and In-Kind		

**** If any area didn't meet the projections, please provide strategies that your organization plans to implement to improve for next year.**

Please submit the Post Event Summary Form, Hotel Room Tracking Form, and Visitor Impact Statement within 45 days of the event to be eligible to apply for funds the next year.