

The National Collegiate Athletic Association Institutional Bowl Game Survey for 2010-11

I. General Information.

Name of Bowl: **BCS National Bowl (Fiesta)**
Game Date: **January 1,2011**
Institution: **University of Connecticut**
Opponent: **University of Oklahoma**
Athletics Director: **Jeffrey Hathaway**

Is it permissible to share a copy of this report with the executive director of the bowl in which your institution participated?

Answer:

Previous to this year, how long ago did your institution participate in a bowl game?

Answer:

II. Tickets and Credentials.

Level of Satisfaction with Tickets and Credentials:

Very Satisfied	The location of the tickets (seats).
Neutral	The ticket commitment required for participating teams.
Neutral	The cost of the game tickets.
Very Satisfied	The number of credentials that were received for everyone involved in the bowl game.

Comments: Ticket locations provided to team were outstanding and fans enjoyed the seat locations in the stadium. Great sightlines from all seats. Bowl might consider increasing number of its more affordable endzone seats as a way to appeal to a broader number of fans and/or students. We recognize the total ticket commitment associated with this BCS bowl game, but selling 17,500 tickets is a challenge for a school from the east whose fans incur more significant travel expenses.

III. Stadium and Practice Field.

Level of Satisfaction with Stadium and Practice Field:

Very Satisfied	Conditions of the practice and playing field.
Satisfied	Cleanliness of the locker room.
Very Satisfied	Supply and availability of towels, soap, soft drinks and other necessities adequate to accommodate the team.
Very Satisfied	Availability of practice equipment and facility adequate to accommodate the team.
Very Satisfied	Proximity of practice field and stadium to hotel, hospital, etc.
Very Satisfied	Laundry facilities adequate to accommodate the team.

Comments: The locker room at Pinnacle High School was adequate. A few of the showers were not working, so it did slightly delay our planned departure time from the practice site. The "satisfied" reference above is for the practice facility only. We were "very satisfied" with the locker room area at University of Phoenix stadium.

IV. The Bowl Organization.

Level of Satisfaction with Bowl Organization:

Very Satisfied	Adequacy of information provided by the bowl organization for the participating teams.
Very Satisfied	Bowl management's ability to accommodate needs of the participating teams.
Very Satisfied	Bowl management's ability to provide VIP courtesy transportation.
Very Satisfied	Pregame meeting was conducted by bowl director and followed approved NCAA agenda.
Very Satisfied	Policies were clearly communicated.
Very Satisfied	The support provided by the staff, the community and the volunteers.

Comments: The Bowl organization did a tremendous job in all of the areas outlined above. Volunteers were exceptional. All pertinent information was clearly communicated and responsiveness to needs was met and exceeded.

V. Social Events, Hospitality and Hotel.

Level of Satisfaction with Social Events, Hospitality and Hotel:

Very Satisfied	Our institution received an adequate amount of complimentary tickets to each social event for the team, and university officials.
Very Satisfied	The community and its volunteers were involved in the activities surrounding the bowl game.
Satisfied	There were social events to include spouses and children.
Very Satisfied	The hotel accommodations were adequate to accommodate VIP's, the team, fans and alumni.
Very Satisfied	There was an adequate amount of complimentary suites provided for VIP's of the institution.
Satisfied	The cost of rooms was reasonable in relationship to the accommodations provided.

The social events for spouses and children were very good, with one exception. The "Ladies Day" was for women 18 years and older, while the "Children's Day" was for those up to 12. This left a bit of a void for those between 12 - 18.

VI. Awards.

Level of Satisfaction with Awards:

Very Satisfied	The quality of the awards was appropriate for student-athletes, coaches and staff.
Very Satisfied	The awards purchased by the institution were reasonably priced for the quality of the award(s).
Very Satisfied	There was a sufficient amount of complimentary awards for student-athletes, coaches and staff.

Comments: Gift suite for student-athletes was outstanding and awards were varied. We received some comments about the bowl watch, which did not contain a bowl logo on its face. Some enjoyed it, but others said that without a bowl logo, it lost some of its commemorative appeal.

Additional Questions:

Excellent (exceeded expectations) What was your overall impression of this bowl experience?

What areas were best organized and administered?

Comments: Overall impressions were outstanding. The Tostitos Fiesta Bowl is truly a wonderful event for players, staff and fans.

What areas need improvement?

Comments: See notes, above.

Thank you for completing this Institutional Bowl Survey. Your responses are very important to us.