

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

I. **General Information.**

Name of Bowl: **Birmingham Bowl**
Game Date: **January 8, 2011**
Institution: **University of Kentucky**
Opponent: **University of Pittsburgh**
Athletics Director: **Mitch Barnhart**

Is it permissible to share of 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.
Satisfied	The cost of the game tickets.
Very Satisfied	The number of credentials that were received for everyone involved in the bowl game.

The late date was a bit of a challenge from a fan perspective, but the overall logistics around ticketing and credentials was handled very well.

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.
Satisfied	Supply and availability of towels, soap, soft drinks and other necessities adequate to accommodate the team.
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.

Hoover High School was fabulous to work with and the facilities were excellent. Legion Field is very dated but they were fine to work with.

IV. The Bowl Organization.

Level of Satisfaction with Bowl Organization:

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.

The bowl administrative staff were extremely responsive to the many team and administrative details which always seem to change at the last minute. Transportation was very well organized, especially for game day from the hotel. The security and team escort detail was one of the best we have seen.

V. Social Events, Hospitality and Hotel.

Level of Satisfaction with Social Events, Hospitality and Hotel:

Satisfied	Our institution received an adequate amount of complimentary tickets to each social event for the team, and university officials.
Neutral	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.
Satisfied	There was an adequate amount of complimentary suites provided for VIP's of the institution.
Very Satisfied	The cost of rooms was reasonable in relationship to the accommodations provided.

The number limits (due to capacities of the bowling and comedy club venues) creates difficult decisions for each school. More people than can fit wanted to go to these two events, which caused problems.

VI. Awards.

Level of Satisfaction with Awards:

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

The bowl watch was a bit expensive as compared to our previous experiences.

Additional Questions:

Excellent (exceeded expectations)

What was your overall impression of this bowl experience?

What areas were best organized and administered?

The bowl staff is dedicated and catering. Hoover High School for a practice site was fantastic. Missy Betres works very hard to make the experience a positive one. The Wynfrey Hotel with the attached Galleria Mall is great for the team staying there. The Hotel staff is first class as is the property.

What areas need improvement?

There were many requirements for the Head Coaches on the day before the game. The Children's Hospital should be on another day. The Pep Rally should not be required for players or the head coach. The bands and cheerleaders are plenty for that event. The gameshow-type event at the Comedy Night was nearly a disaster.

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