

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

I. General Information.

Name of Bowl: Cotton Bowl
Game Date: January 7, 2011
Institution: Texas A&M University, College Station
Opponent: Louisiana State University
Athletics Director: Bill Byrne

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:

Satisfied	The location of the tickets (seats).
Satisfied	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.

Media Relations standpoint.....everything was outstanding. The Cotton Bowl were flexible and fair with our additional requests.

III. Stadium and Practice Field.

Level of Satisfaction with Stadium and Practice Field:

Satisfied	Conditions of the practice and playing field.
Very 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.
Satisfied	Proximity of practice field and stadium to hotel, hospital, etc.
Satisfied	Laundry facilities adequate to accommodate the team.

Stadium Operations group, led by Andrew Klingsporn, were outstanding and very accommodating to every need. It was a great benefit to be able to move into the stadium and practice on the actual game surface all week.

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.
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.

Bowl manual was well organized and easy to find answers to questions. Having Manual on ipads made it easier to carry with you and have the ability to answer questions for various groups. The Cotton Bowl organizers, staff and setups were some of thebest I have had the opportunity to deal with.

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.
Very 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.
Very Satisfied	The cost of rooms was reasonable in relationship to the accommodations provided.

The Gaylord Texan was an excellent choice for the Big 12 team hotel. The facility was perfect for what Texas A&M and Cotton Bowl needed. Hotel was awesome and the staff was very attentive to all our needs.

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.

The student-athletes were very happy with the Ipad.

Additional Questions:

Excellent (exceeded expectations)

What was your overall impression of this bowl experience?

What areas were best organized and administered?

The Cotton Bowl was an unbelievable experience for everyone involved with Texas A&M Football. It was an experience our players will never forget. The Cotton Bowl Association did an excellent job. Very impressed at the attention to detail and hospitality to all members of the team: players, coaches, staff and families (including children). Very nice and spacious hotel accommodations. Practice and game site is the best (Cowboy Stadium). Every phase of the operation was very organized and attentive to our complicated needs.

What areas need improvement?

Area to improve....the driver pool (group that provides transportation). Drivers didn't know directions to stadium or other locations from hotel and would get lost, causing delays.

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