

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

**I. General Information.**

**Name of Bowl:** Capital One Bowl  
**Game Date:** January 1, 2011  
**Institution:** The University of Alabama  
**Opponent:** Michigan State  
**Athletics Director:** Mal Moore

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:***

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

Alabama's credentials request that had been honored by prior bowls was somewhat limited for the Capital One Bowl, but the bowl staff made every effort to accommodate our needs.

**III. Stadium and Practice Field.**

***Level of Satisfaction with Stadium and Practice Field:***

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

The condition of the game site field and locker room was excellent, however the practice site field and locker room need improvement.

**IV. The Bowl Organization.**

***Level of Satisfaction with Bowl Organization:***

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

Please comment in this box.

**V. Social Events, Hospitality and Hotel.**

***Level of Satisfaction with Social Events, Hospitality and Hotel:***

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

Please comment in this box.

**VI. Awards.**

***Level of Satisfaction with Awards:***

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

Please comment in this box.

**Additional Questions:**

**Excellent (exceeded expectations)**

What was your overall impression of this bowl experience?

What areas were best organized and administered?

The Capital One Bowl staff was professional, courteous, and anxious to make Alabama's Bowl trip an excellent experience. The game management, event management, team hotel, and Bowl representatives were all well organized and accessible.

What areas need improvement?

Practice field as well as practice site locker room.

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