

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

I. General Information.

Name of Bowl: Music City Bowl
Game Date: December 30, 2010
Institution: University of Tennessee, Knoxville
Opponent: University of North Carolina, Chapel Hill
Athletics Director: Mike Hamilton

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). |
| 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. |

Bowl did an excellent job with the location of the tickets allocated to the teams. A large portion of our tickets were located on the sideline which is popular with our patrons.

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. |
| 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. |

Game day stadium lockers, etc were all above par. The stadium playing surface was in good shape and all necessary supplies were made available to us. Practice facility was at Vanderbilt and they did a good job of making our stay very comfortable. From locker supplies to laundry to practice field, they did a good job.

IV. The Bowl Organization.

Level of Satisfaction with Bowl Organization:

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

The only real issue we had with the bowl was the management from the Sports Information Side. The postgame media setup was not very well managed. We had communicate our needs and our issues, and they were seemingly ignored. Media management could be better with this bowl. Other than that they did a good job.

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. |
| 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. |
| Satisfied | The hotel accommodations were adequate to accommodate VIP's, the team, fans and alumni. |
| Neutral | 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. |

Bowl Events were good. We had several events, but not too many. They were managed well. The biggest issue we had was with the logistics of the hotel and their valet parking. If you were not traveling with the team on buses, it was nearly impossible to get onto or out of the hotel property. With 1,800 rooms, two football teams and a cheerleading competition going, the hotel was hectic and neither team felt like they were the priority. Cheerleaders became the focal point. When it takes nearly 40 minutes to get into or out of the hotel that is too long. This needs to be addressed

VI. Awards.

Level of Satisfaction with Awards:

| | |
|-----------|---|
| Satisfied | The quality of the awards was appropriate for student-athletes, coaches and staff. |
| Satisfied | 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. |

Bowl gifts were appropriate and well received.

Additional Questions:

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

What areas were best organized and administered?

The bowl manual and bowl events were done very well. The hotel event and catering staff were very attentive. Practice and game sites were good as was the bus transportation.

What areas need improvement?

Hotel transportation logistics need to be addressed, and the sports info/media management of the bowl needs have a look at as well...

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