

## Post Event Report Contents Outline

- ❖ Executive Summary
  - Describe what happened
  - Dates
  - Attendance
  - Sponsors
  - Audience Profile
  - Event Highlights
  
- ❖ Site Map
  
- ❖ Event Schedules
  
- ❖ Event Advertising (Newspaper/Radio/TV)
  - Placement Schedules
  - Media Logs/Affidavits
  - Samples of Print Ads
  - Radio Copy
  - TV Copy
  - Outdoor/Transit Ad Schedule & Photos
  - Supplement Sample
  - Audio Cassettes/Video Tapes of Radio/TV Spots
  
- ❖ Collateral Materials
  - Souvenir Program
  - Posters
  - Brochures
  - Site Map
  - Volunteer Registration
  
- ❖ Telecast
  - Telecast Ratings
  - Broadcast Billboards
  - Commercial Schedule
  - Video Tape
  
- ❖ Press Coverage/Public Relations
  - PR coverage summary
  - Copies of news releases/press kit
  - Clippings (Color copies if needed)
  - Post Event TV clips on video
  - Internet Coverage

- ❖ Community Relations
  - Beneficiaries
  - Community Outreach Activities
  - Donation Report
  - Post-event congratulatory letters
  
- ❖ Research
  - Audience survey results
  
- ❖ Video/Photos of event with captions depicting the following
  - Overall Setting
  - Participants
  - Activities
  - Sponsor Signage
  - Other sponsor promotions (e.g. Inflatables, displays, signage, etc.)
  - Crowds
  - Hospitality

Bruce L. Erley, APR  
President  
Creative Strategies Group  
11880 Upham Street, Suite F  
Broomfield, CO 80020

(303) 469-7500  
(303) 438-5613 FAX  
[berley@csg-sponsorship.com](mailto:berley@csg-sponsorship.com)  
[www.csg-sponsorship.com](http://www.csg-sponsorship.com)

