Race Event Rating Survey

RACE EVENT RATING SURVEY

FANS' FIRST IMPRESSION: Score points in parentheses, if:
1. Clean walk up (1)
2. Newly painted ticket booths (1)
3. Well-maintained entry signs (1)
4. Prominent sign recognizing prior champions (1)
5. Clean, not smudged, ticket windows (1)
6. Welcoming ticket sellers, "Good evening. Thank you for coming tonight. How may I help you?" (1)
7. Prominent welcome sign, "Welcome to Exciting Speedway" (1)
8. Evening's sponsor recognition sign in place at entrance (1)
9. Prominent sign posted with current class point standings (1)
10. Clear public address sound reaches waiting lines and entry area (1)
11. Electronic display boards welcoming fans, identifying that it's "Big Wheel Night at the Races" (1)
12. Prominent sign promoting coming events visible to those in ticket lines (1)
13. Track mascot entertains folks in line (1)
TOTAL POINTS: _____

ENTRANTS' FIRST IMPRESSION: Score points indicated if:
1. Pit shack has cordial, uniformed staff, "Thanks for coming tonight. Good luck in competition." (1)
2. Upfront sign showing class points (1)
3. Visible "Thank you for racing with us" sign (1)
4. Champions lounge, in-pit picnic area (1)
5. Officials use utmost courtesy, best customer service, "Yes sir," "Yes Ma'am," "Thank you for asking." (1)
6. Clean, pit seating and food & beverage sites (1)
7. Clean, well-kept pit area restrooms--as good as fan side (1)
8. Good pit area PA system, low-freq radio transmitter with PA feed (1)
9. Good pit area lighting (1)
10. PA system reaches pit sign in lines (1)
11. Cordial, courteous, rancor-free drivers' meeting
TOTAL POINTS: _____

ANNOUNCING: Score points indicated if:
1. Two announcers, one out of booth (1) (No score if just one announcer or both are in booth)
2. Sponsor messages professional quality (1)
3. Track policies/procedures explained (1)
4. Announcers: a. Address first timer needs (1)
b. Sound knowledgeable (1)
c. Sell value of your show, not big leagues (1)
d. Are always talking, never silent (1)
e. Know names, numbers, stats (1)

f. Talk human interest (1)
g. Talk with crowd, not too the crowd (1)
h. Interview fans, interview F&B people, kids (1)
i. Sell your coming events, not others (1)
j. Tell fans they can't get this kind of entertainment anywhere else (1)
TOTAL POINTS: _____

COMPETITION/EVENT LENGTH: Score points indicated if:
1. Eight or more cars inverted in all races, by a system other than dice roll (5) (No score if fewer)
2. Fewer than 5 hot laps for maximum of 2 top two classes, none for others (1) (more hot laps equals no score)
3. Number of racing classes on night's card, three or fewer (8), four (4), five (2), six (1), more than six (0)
4. Cars staged in pairs as they exit pits, next race enters track as last exits, never an empty track, always two races on deck (1)
5. Races start 2nd time past starter, no more (1)
6. "Spin rule" in force--one spin, any stop, not scored (1)
7. Clean starts, no cone used (1)
8. Starter stingy with yellow flag, no more than one yellow each race (1)
9. Fast realignment after yellows, restart two or less laps after track is clear (1)
10. Safety crew takes minimum of clean up time (1)
11. One way radios, RaceSafe system used (1)
12. Fast tower-to-starter communications, good pit-to-tower communication, race direction or starter moves show along (1)
13. No deliberate driver delays (1)
14. Done in: 2.5 hours (10), 2.75 hours (7), 3 hours (2), over 3 hours (0)
15. Closeness of competition: Divide number of race meets last season by number of different feature winners in each class; if average for all classes is 50% or better (10 different winners in 20 meets, etc.) score (3) (No points if average is under 50%)
16. Show starts exactly at advertised time (1)
17. Race procedures clearly defined and executed (1)
18. Officiating decisive, control of show obvious (1)
19. Showmanship and flair practiced by all on-track officials (1)
TOTAL POINTS: _____

ENTERTAINMENT VALUE: Score points indicated if:
1. Always sound on PA, music, pre-recorded announcements, pre-recorded interviews, special effects (1) (Any silent period equals no score. Playing music with no voice over does not count.)
2. Kids club, time for activities (1)

3. Fan of the week, weekly fan event (1)
4. Announcers create feeling of belonging and pride(1)
5. Entire event is choreographed/produced to create excitement and worthwhile value (1)
6. pre-planed delay time activities (1)
7. No intermission taken, use delays as intermission (1)
8. A mascot entertains (1)
9. Music, video, pyro, if not every night often (1)
10. Class theme songs before races--e.g. Rocky theme (1)
11. Live anthem singers (1)
12. Finish early enough so fans can mingle in pits, especially young children (1)
13. Novelty events used, (1) (Example, 2nd over the line wins race.)
14. Pre-race ceremonies, (1)
15. Pit tours/ fan van in use, (1)
16. Autogragh sessions behind stands during races (1)
17. Radio remotes, (1)
18. Pre-race radio show, and or web cast (1)
TOTAL POINTS: _____

PR/PUBLICITY: Score points indicated if:
1. Feature race results to TV for 10 pm sports (1)
2. Race results to local papers before sun up next day (1)
3. Pictures/story go to web sites same night as race (1)
4. Race results posted to track web site before sun up (1)
TOTAL POINTS: _____

SURVEY TOTAL SCORE _____ **/100**

HOW TO CALCULATE SCORE: Calculate total points. Total under 50 : POOR, needs lots of help and changes. Total 50-59--FAIR, surviving but needs much work and attention to details. Total 60-69--AVERAGE, getting along, but who wants to be "average?" Total 70-79--GOOD, above average, pretty solid in most categories. Total 80-89--EXCELLENT! Lots of attention to details, good people, well-controlled events, entertaining competition. Total 90 and up--IMPOSSIBLE? There might be one or two this good on any given night, but we've never seen one this good all season. If you can honestly rate your operation above 90, we're going to invite you to the Workshops as our guest, to tell us how you do it!