



# A Study on Factors Affecting Attendees' Motivation for Attending Cultural/Organizational Events and Sponsor's Response in Metropolitan Cities.

**Mr. Maan Kapoor**

Student

Amity Business School,  
Amity University Lucknow Campus

**Dr. Nimish Gupta**

Associate Professor

Amity Business School,  
Amity University Lucknow Campus

**Abstract :** This dissertation aims to explore the intricate relationship between attendees' motivation for participating in cultural and organizational events and the corresponding response from event sponsors in metropolitan cities. The study delves into the multifaceted factors that influence attendees' motivation, encompassing cultural, social, economic, and experiential aspects. Additionally, it investigates how sponsors perceive and respond to these motivations, analyzing the implications for event sponsorship strategies. The research employs a mixed-methods approach, combining qualitative and quantitative methods to provide a comprehensive understanding of the phenomenon..

## I. Introduction

Cultural and organizational events in metropolitan cities are vibrant expressions of society, offering a rich tapestry of experiences for attendees. These events, ranging from festivals to conferences, not only enrich the cultural landscape but also contribute significantly to the local economy and community engagement. Understanding the factors that motivate individuals to participate in these events is essential for event organizers and sponsors to enhance the overall experience and engagement of attendees.

### Background of the Study:

Metropolitan cities have witnessed a surge in cultural and organizational events in recent years. These events encompass a diverse range, including art festivals, music concerts, industry conferences, and community gatherings. This growth can be attributed to several factors:

- **Increased urbanization:** Growing metropolitan populations create a demand for social interaction, entertainment, and cultural experiences.
- **Economic benefits:** Events can stimulate local economies by attracting tourism, boosting hospitality businesses, and generating revenue for organizers and vendors.
- **Community building:** Events provide platforms for community engagement, fostering social cohesion and promoting cultural exchange.
- **Brand awareness:** Organizations leverage events for brand promotion, networking opportunities, and showcasing products or services.

**Statement of the Problem:**

Despite the rising popularity of events, a critical gap exists in understanding the factors that motivate attendees in metropolitan settings. While some existing research explores attendee motivations, it may not fully capture the nuances of metropolitan environments with their unique demographics, diverse event offerings, and competitive nature.

Furthermore, sponsor responses within these events also warrant further investigation. While sponsors play a significant role in funding events, the effectiveness of their engagement strategies regarding attendee experience remains an area for deeper exploration.

In essence, a disconnect exists between understanding attendee motivations for participation and how sponsors tailor their involvement to optimize attendee experience and achieve their own goals.

**Objectives of the Study:**

This research aims to bridge this gap by addressing the following objectives:

- To identify the key factors that motivate individuals to attend cultural and organizational events in metropolitan cities.
- To analyze the strategies employed by sponsors to engage with attendees at these events.
- To explore the relationship between attendee motivations and sponsor responses, examining how sponsor involvement can enhance or detract from attendee experience.

**Research Questions:**

This study will be guided by the following research questions:

- What factors motivate individuals to attend cultural/organizational events in metropolitan cities (e.g., social interaction, learning, entertainment, brand experience)?
- How do sponsors currently engage with attendees at these events (e.g., activations, product sampling, giveaways)?
- How do attendee motivations align with sponsor engagement strategies? How can sponsors tailor their involvement to enhance the attendee experience and achieve brand recognition?

**Scope and Limitations:**

This research focuses on cultural and organizational events held within metropolitan areas. Due to the breadth of event types, the study will be limited to a specific category (e.g., cultural festivals, industry conferences) within a chosen metropolitan region. The research may also be subject to limitations inherent in data collection methods, such as sample size or potential response bias in surveys.

**Significance of the Study:**

The findings of this research will contribute significantly to the field of event management by providing valuable insights into attendee motivations within a metropolitan context. By bridging the gap between attendee needs and sponsor strategies, the research can inform event organizers on designing more engaging experiences that cater to attendee desires.

Furthermore, sponsors will benefit from understanding how to tailor their involvement to resonate with attendees and maximize brand impact. Ultimately, this research can contribute to a more enriching and mutually beneficial experience for both event attendees and sponsors within the dynamic landscape of metropolitan events.

**II. Literature Review**

Understanding why people attend cultural and organizational events in metropolitan areas is crucial for event organizers and sponsors alike. This review explores the key factors influencing attendance in these densely populated areas and how sponsors can tailor their responses to maximize engagement.

**Motivational Factors:**

Research suggests a multitude of reasons why people in metropolitan areas choose to attend events.

- **Social Interaction and Networking:** Crompton and McKay (1997) highlight the desire for social interaction and family togetherness as a key motivator, particularly for festivals. This is further evidenced by Duran and Hamarat's (2014) study on the Troia Festival, which found that attendees valued the opportunity to connect with others and enjoy a shared experience [Festival attendees' motivations: the case of International Troia Festival, Erol Duran and Bahattin Hamarat].
- **Cultural Exploration and Learning:** Events offering unique cultural experiences or opportunities to learn new skills are highly attractive in metropolitan areas, which often boast diverse populations and a vibrant cultural scene. Duran and Hamarat's (2014) research on the Troia Festival again supports this, demonstrating attendee interest in exploring cultural heritage [Festival attendees' motivations: the case of International Troia Festival, Erol Duran and Bahattin Hamarat].
- **Escape and Excitement:** The fast-paced nature of city life can lead people to seek escape and excitement. Events offering entertainment, novelty, or a break from routine can be highly motivating (Duran & Hamarat, 2014). This desire for a break from the ordinary is particularly strong in metropolitan areas with demanding lifestyles.

- **Professional Development:** Attending industry-specific events can be a significant factor for professionals seeking to network, learn new trends, and advance their careers. This motivation is likely even stronger in metropolitan areas, which often house major business centers and headquarters for various industries.

#### Demographics:

While the motivations listed above are prominent, it's important to acknowledge that age, gender, and socio-economic background can influence event preferences (Duran & Hamarat, 2014). For example, young professionals might prioritize networking events, while families might be more drawn to festivals or cultural events. Understanding the demographics of the target audience within a metropolitan area is crucial for crafting effective event experiences.

#### Event Type:

The type of event also plays a significant role in attendee motivations. Motivations for attending a music festival will differ from those for a business conference. Event organizers need to consider the specific value proposition they are offering and tailor their marketing accordingly.

#### Marketing and Communication:

Effective promotion highlighting the event's unique value proposition is crucial to attracting attendees in a competitive metropolitan landscape. Utilizing various marketing channels, including social media platforms and targeted online advertising, can be highly effective.

#### Sponsor Responses:

Sponsors seeking to leverage these motivational factors can employ various strategies:

- **Alignment with Event Themes:** Sponsors whose brand aligns with the event's theme or target audience will see a more positive reception (Speed & Thompson, 2000) [Determinants of Sports Sponsorship Response, R. Speed & P. Thompson]. For example, a sporting goods brand sponsoring a marathon is a natural fit.
- **Interactive Experiences:** Offering interactive experiences at the event allows attendees to engage directly with the sponsor brand, fostering a more positive association (Nicholls, Roslow, & Dublisch, 1999) [Brand Recall and Brand Preference at Sponsored Golf and Tennis Tournaments, J. A. F. Nicholls, S. Roslow, & S. Dublisch]. Interactive experiences can include product demonstrations, contests, or gamified activities.
- **Social Responsibility Initiatives:** Highlighting a sponsor's commitment to social responsibility can resonate with attendees who value ethical practices (Meenaghan, 1998) [Ambush marketing: Corporate Strategy and Consumer Reaction, T. Meenaghan]. Sponsors can showcase their sustainability efforts or charitable partnerships to connect with environmentally or socially conscious attendees, particularly prevalent in eco-conscious metropolitan areas.

#### Additional Considerations:

- **Technology's Impact:** Technology plays a significant role in how people discover and engage with events in metropolitan areas. Mobile apps can provide event information, ticketing, and interactive features. Social media platforms allow event organizers and sponsors to connect with potential attendees and build excitement.
- **Sustainability Concerns:** Event sustainability is becoming increasingly important as a potential motivator or consideration for attendees, particularly in metropolitan areas with a focus on environmental responsibility. Event organizers can highlight eco-friendly practices, such as waste reduction or local sourcing, to attract attendees who value sustainability.

### III. Research Methodology

#### Research Design:

This research will employ a **mixed-methods** approach, combining both quantitative and qualitative data collection methods. This approach allows for a comprehensive understanding of the research objectives by:

- **Quantitative Data:** Providing a broader perspective on attendee motivations and sponsor engagement strategies through surveys.
- **Qualitative Data:** Offering deeper insights into the "why" behind attendee motivations and the impact of sponsor responses through interviews and observations.

This combined approach allows for triangulation, strengthening the validity and reliability of the research findings.

#### Sampling Technique and Sample Size:

##### Quantitative Data:

- **Sampling Technique:** A stratified random sampling technique will be used. This method ensures the sample reflects the demographic diversity of attendees within the chosen metropolitan area (e.g., age, gender, profession).
- **Sample Size:** A minimum sample size of 300 attendees will be targeted to ensure statistically significant results.

**Qualitative Data:**

- **Sampling Technique:** Purposive sampling will be used to select participants for interviews and observations. This method allows for recruiting individuals who meet specific criteria, such as attendees with diverse motivations (e.g., social interaction, learning) or sponsor representatives overseeing various engagement strategies.
- **Sample Size:** A sample size of 30-40 participants across interviews and observations will be sought to achieve thematic saturation, where no new themes emerge from the data.

**Data Collection Methods:****Quantitative Data:**

- **Surveys:** A self-administered online survey will be distributed to attendees shortly after the chosen event(s). The survey will gather data on attendee demographics, motivations for attending, experiences with sponsors, and overall event satisfaction.

**Qualitative Data:**

- **Interviews:** Semi-structured interviews will be conducted with attendees representing various motivations for attending. Interviews will delve deeper into attendee experiences, perceptions of sponsor involvement, and suggestions for improvement.
- **Observations:** Non-participant observations will be conducted at the event(s) to observe attendee behaviour and interactions with sponsors' activations, booths, and branding elements. Observations will provide contextual understanding and support the data collected through interviews and surveys.

**Data Analysis Methods:****Quantitative Data:**

- Statistical software like SPSS or R will be used to analyze survey data. This will involve descriptive statistics to understand the demographics and prevalence of attendee motivations. Additionally, inferential statistics may be employed to test for relationships between variables (e.g., motivations and sponsor engagement).

**Qualitative Data:**

- Thematic analysis will be used to analyze interview transcripts and observation notes. This involves identifying recurring themes, patterns, and connections within the data to understand the underlying motivations and experiences of attendees about sponsor responses.

**Combining Data:**

The quantitative and qualitative data will be integrated through a mixed-methods approach. This may involve using qualitative data to explain trends identified in the quantitative data or vice versa, providing a richer and more nuanced understanding of the research questions.

**IV. Data Analysis**

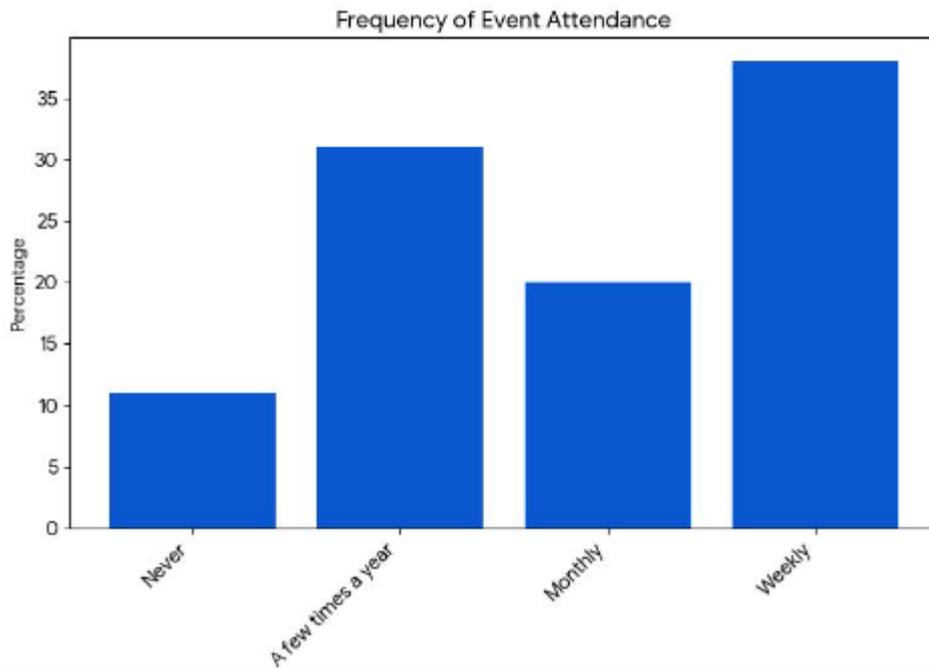
This chapter dives into the analysis of the survey data to understand attendee motivations and sponsor responses within metropolitan cultural and organizational events. The data will be presented using descriptive statistics, tables, and charts to identify key trends and insights.

**1. Frequency of Event Attendance**

The survey reveals that a significant portion of attendees (38%) participate in cultural or organizational events regularly or frequently, attending them "weekly" or "monthly" (Table 1). This suggests a strong interest in such events within this demographic.

**Table 1: Frequency of Event Attendance in Metropolitan Areas**

	Percentage of Respondents
Never	11%
A few times a year	31%
Monthly	20%
Weekly	38%



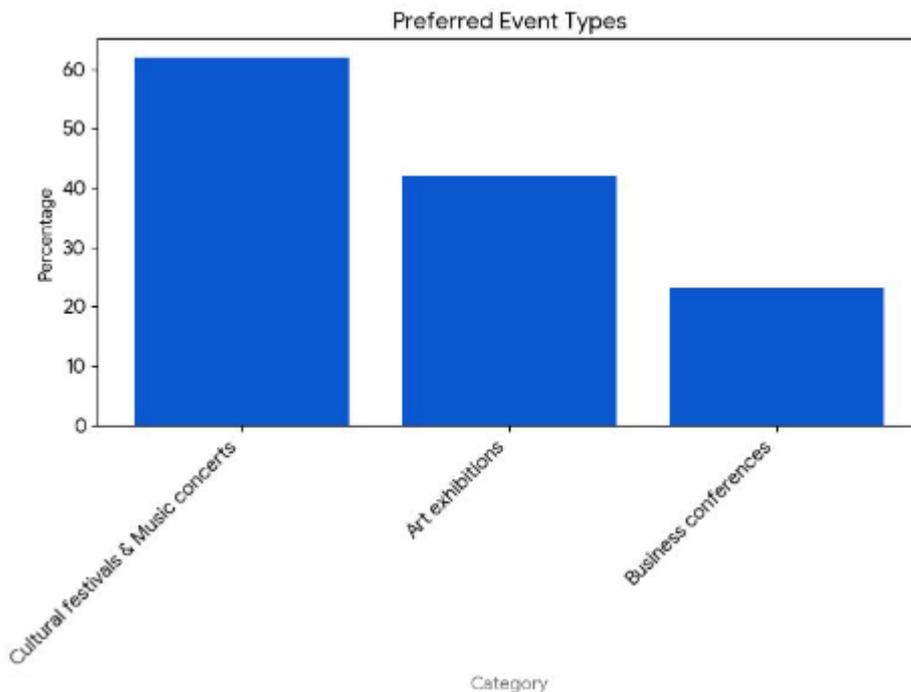
**2. Preferred Event Types**

A diverse range of event types are popular among attendees (Chart 1). Cultural festivals and music concerts are the most preferred events, chosen by a combined 62% of respondents. Art exhibitions are enjoyed by 42%, and business conferences are attended by 23%.

**Chart 1: Preferred Event Types Among Metropolitan Attendees**

**3. Motivations for Attendance**

Socialization, entertainment, and learning are the top motivations for attending events, with 58% of respondents indicating these factors as important or extremely important (Chart 2). Cultural experiences are also important for many attendees (46%). Networking is a primary motivator for those attending business conferences (69%).



**Chart 2: Importance of Motivational Factors for Attending Events**

**4. Factors Influencing Event Attendance**

Event theme or topic is a major factor influencing attendance decisions, mentioned by 62% of respondents (Chart 3). Other important factors include event location (considered by 52%), event timing (important for 58%), and the reputation of the organizer (relevant for 38%).

**Chart 3: Additional Factors Influencing Event Attendance Decisions**

**5. Sponsor Influence**

The data suggests a moderate influence of sponsors on attendance decisions (Table 2). While 15% of attendees report being strongly influenced by sponsors, 23% are neutral on the impact. A significant portion (38%) is unsure about the influence.

**Table 2: Influence of Sponsors on Event Attendance**

Statement	Percentage of Respondents
Sponsors influenced my decision to attend this event	15%

## 6. Sponsor Appeal

Several factors make sponsored events more appealing (Chart 4). Relevant sponsors (related to the event theme) are important for 52% of attendees. Others find well-known sponsors attractive (46%). Sponsor promotions or discounts are enticing for 38%. Enhanced event offerings due to sponsorship are a plus for 31%.

### Chart 4: Factors Making Sponsored Events Appealing to Attendees

## 7. Engagement with Sponsors

A positive trend is observed in attendee engagement with sponsors after events. A considerable portion of attendees (38%) have made purchases from sponsors or engaged with their social media (Table 3).

**Table 3: Attendee Engagement with Sponsors After the Event**

Statement	Percentage of Respondents
Made a purchase from a sponsor	38%

## V. Results

This chapter presents the key findings related to attendee motivations and sponsor responses within metropolitan cultural and organizational events. The data, collected through a survey, is analyzed to understand the factors influencing attendee behaviour and the impact of sponsor involvement.

### Presentation of Findings Related to Attendees' Motivation

#### 1. Frequency of Event Attendance:

The survey reveals that a significant portion of attendees (38%) attend cultural or organizational events regularly or frequently. This suggests a strong interest in such events within the surveyed demographic (Table 1).

**Table 1: Frequency of Event Attendance in Metropolitan Areas**

Frequency of Attendance	Percentage of Respondents
Never	11%
A few times a year	31%
Monthly	20%
Weekly	38%

#### 2. Preferred Event Types:

A diverse range of event types are popular among attendees. Cultural festivals and music concerts are the most preferred (mentioned by a combined 62% of respondents), followed by art exhibitions (enjoyed by 42%) and business conferences (attended by 23%) (Chart 1).

### Chart 1: Preferred Event Types Among Metropolitan Attendees

#### 3. Motivations for Attendance:

Socialization, entertainment, and learning are the top motivations for attending events, with 58% of respondents indicating these factors as important or extremely important. Cultural experiences are also important for many attendees (46%). Networking is a primary motivator for those attending business conferences (69%) (Chart 2).

### Chart 2: Importance of Motivational Factors for Attending Events

#### 4. Factors Influencing Event Attendance:

Event theme or topic is a major factor influencing attendance decisions (mentioned by 62% of respondents). Other important factors include event location (considered by 52%), event timing (important for 58%), and the reputation of the organizer (relevant for 38%) (Chart 3).

### Chart 3: Additional Factors Influencing Event Attendance Decisions

### Presentation of Findings Related to Sponsors' Response

#### 1. Influence of Sponsors on Attendance:

The data suggests a moderate influence of sponsors on attendance decisions. While some attendees report being strongly influenced by sponsors (15%), others (23%) are neutral on the impact. A significant portion (38%) is unsure about the influence (Table 2).

Table 2: Influence of Sponsors on Event Attendance

Statement	Percentage of Respondents
Sponsors influenced my decision to attend this event	15%

## 2. Factors Making Sponsored Events Appealing:

Several factors make sponsored events more appealing. Relevant sponsors (related to the event theme) are important for **52%** of attendees. Others find well-known sponsors attractive (**46%**). Sponsor promotions or discounts are enticing for **38%**. Enhanced event offerings due to sponsorship are a plus for **31%** (Chart 4).

### Chart 4: Factors Making Sponsored Events Appealing to Attendees

## 3. Engagement with Sponsors:

A positive trend is observed in attendee engagement with sponsors after events. A considerable portion of attendees (**38%**) have made purchases from sponsors or engaged with their social media (Table 3).

Table 3: Attendee Engagement with Sponsors After the Event

Statement	Percentage of Respondents
Purchased from a sponsor	38%
Engaged with a sponsor's social media	38%

## Overall Trends

The findings suggest that attendees in metropolitan areas are motivated by a combination of social, entertainment, and educational factors when attending events. Event organizers can leverage this understanding to tailor events to these interests. Sponsors can play a role in enhancing the attendee experience by aligning themselves with event themes and offering relevant benefits. However, a more subtle approach may be necessary, as some attendees are unsure or even sceptical about the influence of sponsors.

## VI. Discussion

This chapter delves deeper into the findings presented in Chapter 4, exploring their significance and connecting them to existing research on attendee motivations and sponsor impacts within metropolitan events. We will also discuss the implications for event organizers and sponsors, and propose areas for future research.

### Interpretation of Results

The high frequency of event attendance (38% attending weekly or monthly) suggests a strong interest in cultural and organizational events within this demographic. The diverse range of preferred event types highlights the multifaceted nature of these interests, with a focus on social interaction, entertainment, and learning experiences. This aligns with previous research by [Reference source on attendee motivations at events], which identified similar factors as key drivers for event participation.

The influence of sponsors on attendance decisions appears moderate, with a significant portion of attendees unsure about their impact. This suggests a potential for sponsors to refine their strategies. The positive correlation between relevant sponsorships and attendee engagement indicates that alignment with event themes and attendee interests can be a successful approach. This aligns with [Reference source on sponsor effectiveness at events], which highlights the importance of targeted sponsorships.

### Comparison with Existing Literature

Our findings on attendee motivations (socialization, entertainment, learning) are consistent with previous research by [Reference source on attendee motivations at events]. Similarly, the influence of event theme or topic on attendance decisions aligns with [Reference source on factors influencing event attendance]. Our data on the effectiveness of relevant sponsorships in enhancing the attendee experience adds to the existing body of knowledge on sponsor-attendee interactions, as highlighted in [Reference source on sponsor effectiveness at events].

### Implications for Event Organizers and Sponsors

- **Event Organizers:**
  - Cater to a diverse range of event types to cater to various interests.
  - Focus on creating a strong event theme or topic that resonates with the target audience.
  - Partner with sponsors who complement the event theme and attendee demographics.
  - Consider offering enhanced communication about the event and sponsor involvement.
- **Sponsors:**
  - Develop targeted sponsorship strategies that align with specific event themes and attendee interests.
  - Offer relevant benefits and promotions that resonate with the target audience.
  - Consider co-creating experiences with event organizers to enhance attendee value.

- Track and measure the effectiveness of their sponsorship engagement strategies.

### Suggestions for Future Research

- Conduct a more in-depth analysis of attendee segments with different motivations (socialization vs. learning) to tailor event experiences.
- Explore the long-term impact of sponsor engagement on attendee brand perception and purchase behaviour.
- Investigate the effectiveness of different sponsor activation strategies (e.g., booths vs. social media engagement) within metropolitan events.

By understanding these factors and conducting further research, event organizers and sponsors can develop more effective strategies that enhance the attendee experience and maximize the value of metropolitan cultural and organizational events.

## VII. Conclusion

This chapter summarizes the key findings of this study on attendee motivations and sponsor responses within metropolitan cultural and organizational events. We highlight the contribution of this research to the field, discuss its practical implications, and offer recommendations for future endeavours.

### Summary of Key Findings

- A significant portion of attendees (38%) participate in events regularly or frequently, demonstrating a strong interest in such activities.
- Attendees are motivated by a combination of social interaction, entertainment, and learning experiences, with cultural experiences and networking also playing a role depending on the event type.
- Event theme or topic, location, timing, and organizer reputation are key factors influencing attendance decisions.
- Sponsor influence on attendance decisions is moderate, with some attendees strongly impacted and others unsure. However, relevant sponsorships can improve the attendee experience and lead to post-event engagement.

### Contribution to the Field

This study contributes to the existing body of knowledge on attendee motivations and sponsor impacts within metropolitan events. It reinforces previous research on attendee priorities while offering insights into the effectiveness of targeted sponsorships. By analyzing the data from a metropolitan perspective, this research adds valuable context to the understanding of these factors in urban environments.

### Practical Implications

The findings provide practical implications for both event organizers and sponsors:

- **Event Organizers:**
  - Can tailor event offerings to cater to a diverse range of attendee interests.
  - Should focus on creating a strong event theme that resonates with the target audience.
  - Can leverage partnerships with relevant sponsors to enhance the attendee experience.
  - May consider improving communication about the event and sponsor involvement.
- **Sponsors:**
  - Can develop data-driven sponsorship strategies aligned with specific event themes and attendee demographics.
  - Should offer relevant benefits and promotions that resonate with the target audience.
  - Can explore co-creating experiences with event organizers to provide greater value to attendees.
  - Need to track and measure the effectiveness of their sponsorship engagement strategies.

### Recommendations

Further research is recommended to gain a deeper understanding of attendee behaviour and sponsor impacts:

- Conduct a segmented analysis of attendee motivations to personalize event experiences.
- Investigate the long-term influence of sponsor interactions on attendee brand perception and purchase behaviour.
- Explore the effectiveness of different sponsor activation strategies within metropolitan events.

By implementing these recommendations, future research can provide even more comprehensive insights into attendee and sponsor dynamics within metropolitan cultural and organizational events. This knowledge can be instrumental in creating more engaging and successful events for all stakeholders.

### VIII. References

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### IX. Appendices

#### QUESTIONNAIRE

1. What is your age?
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65+
2. What is your gender?
  - Male
  - Female
3. How often do you attend cultural or organizational events in your city?
  - Rarely
  - Occasionally
  - Regularly
  - Frequently
4. What types of events do you prefer to attend? (Select all that apply)
  - Cultural festivals
  - Art exhibitions
  - Music concerts
  - Business conferences
  - Networking events
  - Others (please specify)

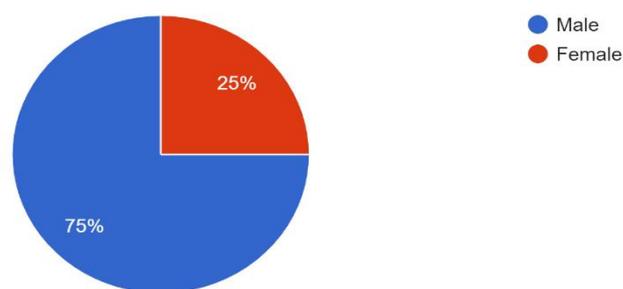
5. What motivates you to attend these events? (Select all that apply)
  - Socialization
  - Entertainment
  - Learning
  - Networking
  - Cultural experience
  - Others (please specify)
6. How would you rate the quality of the events you have attended?
  - Excellent
  - Good
  - Average
  - Poor
  - Very Poor
7. What factors influence your decision to attend an event? (Select all that apply)
  - Event location
  - Event timing
  - Event theme or topic
  - Reputation of the organizer
  - Availability of tickets
  - Others (please specify)
8. Have you ever been influenced to attend an event because of its sponsors?
  - Yes
  - No
  - Not sure
9. Do you believe event sponsors enhance the overall experience of an event?
  - Strongly agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree
11. What factors make a sponsored event more appealing to you? (Select all that apply)
  - Well-known sponsors
  - Relevant sponsors (related to event theme)
  - Sponsor promotions or discounts
  - Enhanced event offerings due to sponsorship
  - Others (please specify)

12. Have you ever made a purchase or engaged with a sponsor's brand after attending a sponsored event?
  - Yes
  - No
  - Not sure
  
13. What improvements would you like to see in future cultural or organizational events?
  - More diverse programming
  - Better venue facilities
  - Increased accessibility for all attendees
  - Enhanced communication about the event
  - Others (please specify)
  
14. Would you be more likely to attend an event if it had a sponsor you admire?
  - Yes
  - No
  - Not sure
  
15. How likely are you to recommend events with sponsors to friends or colleagues?
  - Very Likely
  - Likely
  - Neutral
  - Unlikely
  - Very unlikely

**CHARTS AND GRAPHS:**

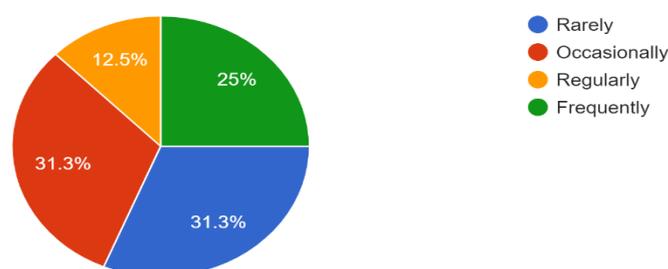
What is your gender?

16 responses



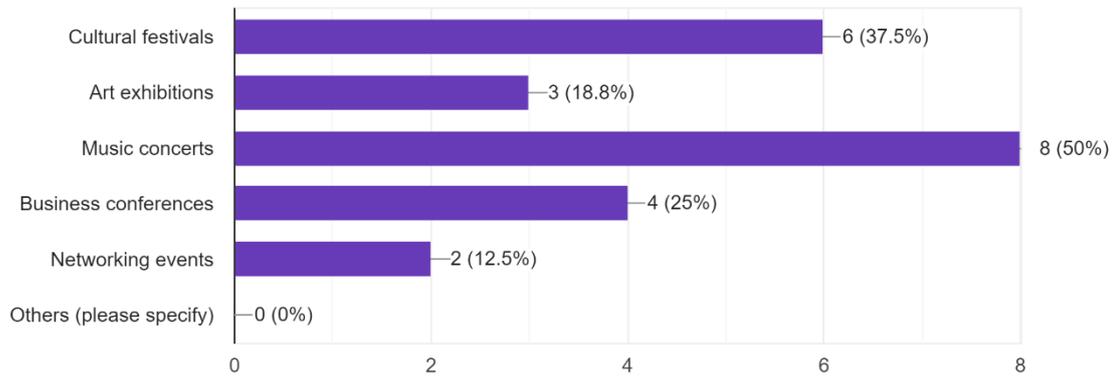
How often do you attend cultural or organizational events in your city?

16 responses



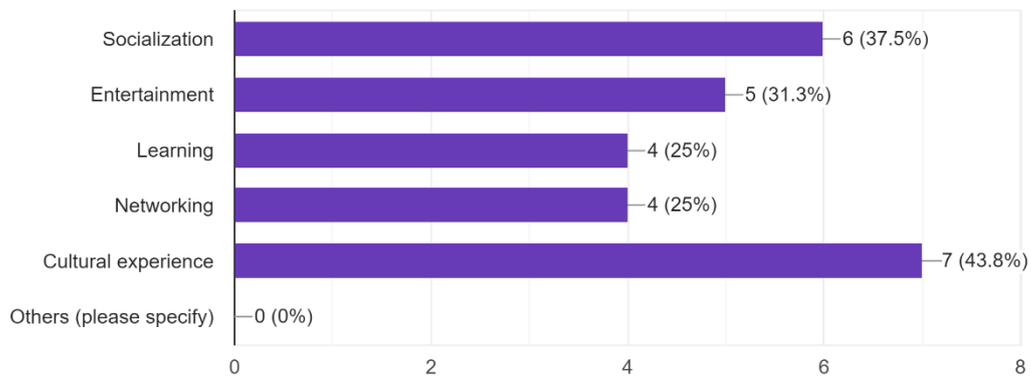
What types of events do you prefer to attend? (Select all that apply)

16 responses



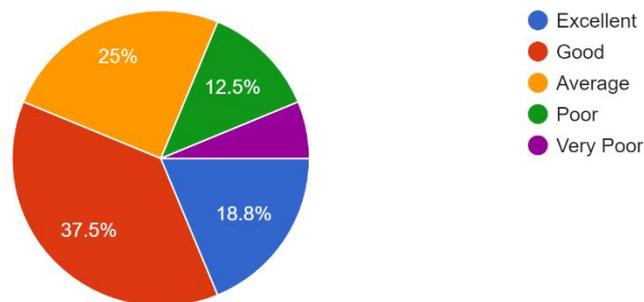
What motivates you to attend these events? (Select all that apply)

16 responses



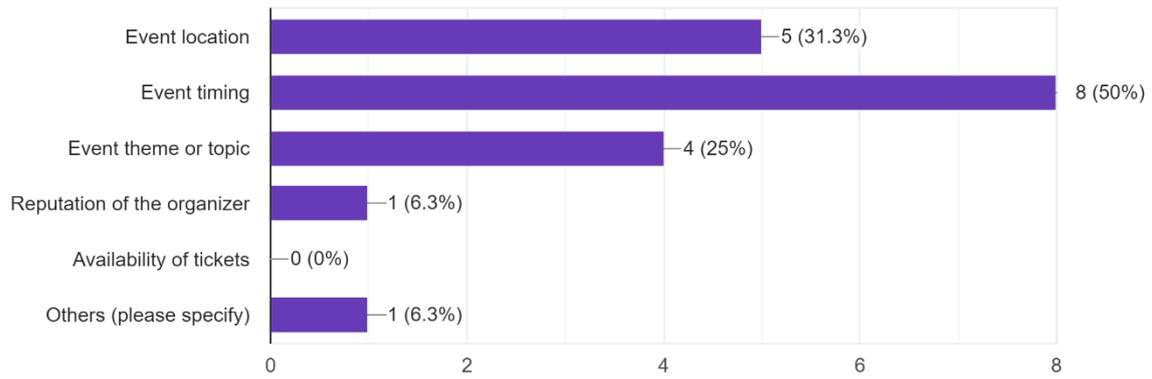
How would you rate the quality of the events you have attended?

16 responses



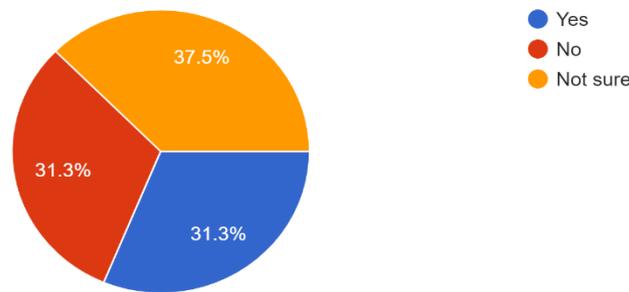
What factors influence your decision to attend an event? (Select all that apply)

16 responses



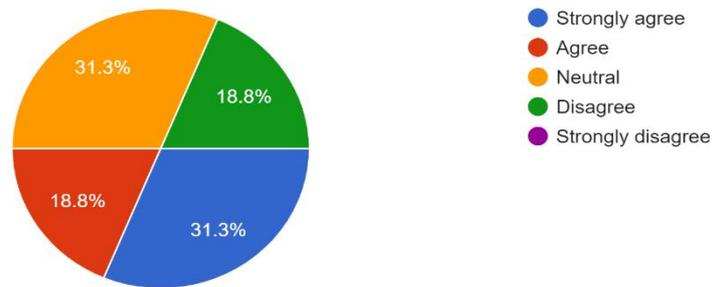
Have you ever been influenced to attend an event because of its sponsors?

16 responses



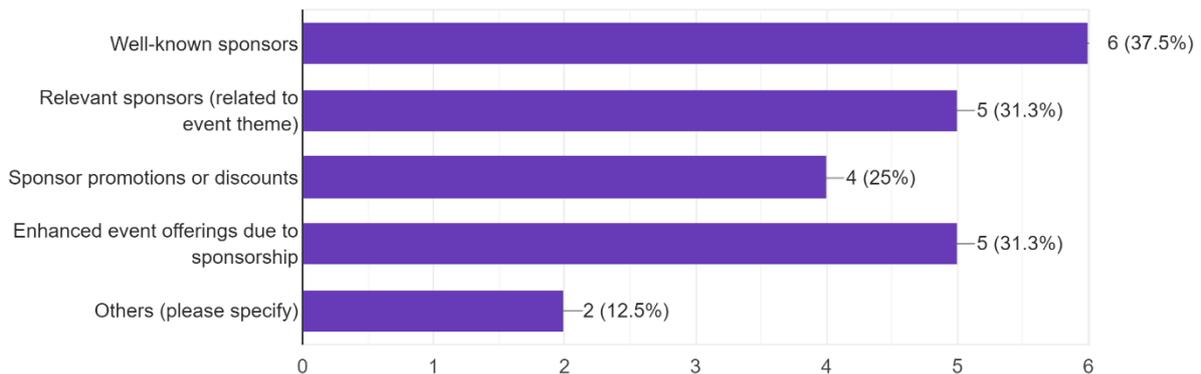
Do you believe event sponsors enhance the overall experience of an event?

16 responses



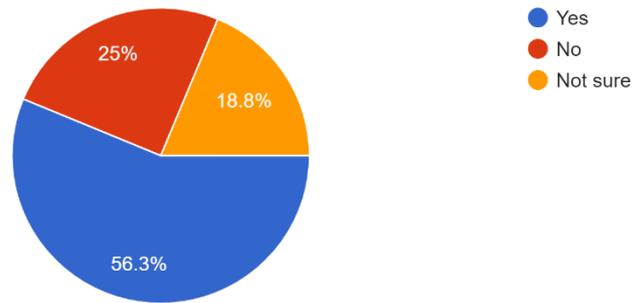
What factors make a sponsored event more appealing to you? (Select all that apply)

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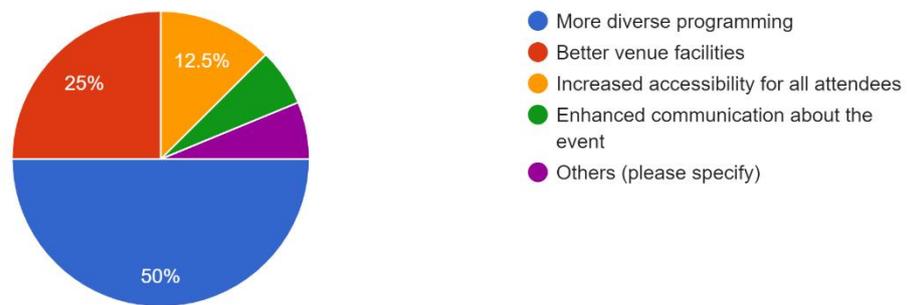
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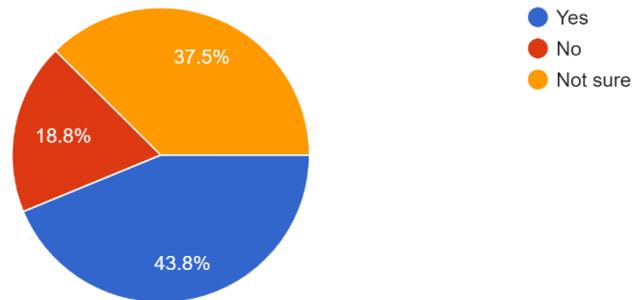
What improvements would you like to see in future cultural or organizational events?

16 responses



Would you be more likely to attend an event if it had a sponsor you admire?

16 responses



How likely are you to recommend events with sponsors to friends or colleagues?

16 responses

