



RACE FACE UNIVERSITY

BUILDING A FAN BASE QUESTIONNAIRE

How big is your fan base currently?

- 0-99
- 100-249
- 250-499
- 500 +

Do you have a plan in place to build your fan base? Yes No

If yes, please describe. _____

What are some things you are doing at the track to build your fan base?

- Signing autographs
- Giving out hero cards
- Taking pictures with fans
- Treating ALL your fans with respect
- Getting to know the track personnel
- Others: _____

How are you using social media to build your fan base?

- Twitter**
 - i. # of followers
 - ii. Average # of tweets per week
 - iii. What are you doing to attract more followers & build engagement?

Facebook Fan Page

- i. # of followers
 - ii. Average # of posts per week
 - iii. What are you doing to attract more followers & build engagement?
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Instagram

- i. # of followers
 - ii. Average # of posts per week
 - iii. What are you doing to attract more followers & build engagement?
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Snapchat

- i. # of friends
- ii. Frequency you post photos & videos
- iii. Are you using this to let your fans know about upcoming events you'll be participating in within the next 24 hours? Yes No

What are you doing *AWAY* from the track to build your fan base?

Why is it important for potential sponsors to see that you have a large and growing fan base? _____

If you have these tools (listed below), how are you using them to actively grow your fan base?

Website _____

Mobile App _____

Youtube Channel _____
