

POST-EVENT REPORT

Your feedback as a host range will provide us with valuable input that will assist us in enhancing the First Shots Program in the future.



This information will also assist us in determining how well we are meeting the goals of the program. Please take a moment to complete this after each of your completed events.

1. Name of First Shots host range _____

2. First Shots date/time _____

3. Number of event participants _____ Discipline: Handgun Shotgun Rifle

4. Did participants purchase items from your store? Yes No

5. Did you offer specials or coupons to First Shots participants? Yes No

If yes, please describe what specials were offered: _____

6. How many participants purchased a membership? _____

7. How many participants registered for an upcoming class? _____

8. How many participants registered for leagues/other business offerings (i.e. range time, gun rental, etc.?) _____

9. Are you willing to offer incentives (such as a free firearm rental) to past First Shots participants to entice them to return? Yes No

10. Overall, do you feel that by hosting these events you are reaching new shooters while developing a new customer base?

Yes No If no, why not?: _____

11. Do you plan on hosting more First Shots events in the future? Yes No

If no, why not?: _____

Please provide any additional comments that will **help us improve** this program:



Please return this form to the National Shooting Sports Foundation,
11 Mile Hill Road, Newtown, CT, 06470-2359 or fax to: (203) 426-1087.