



## AFL Canada Event Success Matrix

### EVENT DETAILS

<b>Event Name:</b>	
<b>Event Date/Location:</b>	
<b>Hosted By:</b>	

### SUCCESS CRITERIA

<b>Criteria</b>	<b>Target</b>	<b>Actual</b>
# Teams Registered		
# Players Participating		
% of 'New to Footy' Players Participating		
Spectator Attendance		
# Provinces Represented		
Revenue generated from Sponsorship		
Revenue generated from BBQ/Beer Garden/Etc		
Revenue Generated from Merchandise		