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Concert - Birthday Bash! \(6:30
pm\)](#)

Spotlight Sponsor :
Integrated Control
Systems



As a pioneer in the Direct
Digital Controls (DDC)
industry in the Southwest,

Greetings Santa Ana Star Center Sponsors and Patrons,

This June, the weather is finally warming up. Many of us have children out of school and fun vacations planned. The Santa Ana Star Center is hosting the much anticipated Alan Jackson concert and preparing for the 8th Annual Pork & Brew. (Be sure to click the links in the Upcoming Event section for more details on those events.)

The nice weather allows charity organizations to host their fund raisers and community volunteer activities. Recently, Santa Ana Star Center staff helped other volunteers build a park for Big Brothers Big Sisters of New Mexico. We will be participating in Relay for Life and the Zumbathon Benefiting Camp Butterfly - Summer Camp for Children with Special Needs in June as well. We encourage companies to take time to give back to the community with the opportunities the summer provides. It's a great way to meet other members of your community and team build with your staff.



Crystal Springs Takes Pride in
Service to Customers and
Community

Integrated Control Systems has been actively involved with the design and service of environmental control and management systems for over 17 years. Today ICSI is the largest independent controls contractor in the Southwest with projects totaling over \$25 Million.

ICS Alternative Energy Group continues in the long Integrated Control Systems, Inc. tradition of innovating solutions with the highest quality performance and the same support that has placed ICS at the forefront of its industry.

Alternative Energy Group provides high-quality, fully-integrated renewable energy systems including solar, wind, and solar thermal energy alternatives to meet the needs of their customers and deliver continued independence from fossil fuels and to protect the environment.

ICS oversees all their clients' projects from design to certification while providing a single point of contact responsible for all aspects of your energy installation and operation. At present the company is engaged in and actively pursuing Solar Energy projects in Rio Rancho and Sandoval County.

Integrated Control Systems applies an integrative approach to project management and execution, tailoring any project of any size to a clients' needs, resources and expectations. Our financial strength, stability, and focused local teams assure that



Crystal Springs Bottled Water is an Albuquerque based business established in the early 1980's. The company provides bottled water, dispensers, filtration (Bottle-less), coffee service and Keurig single-cup brewing system provides service to Central and Northern New Mexico.

Crystal Springs Bottled Water has been an active supporter and sponsor of community programs and establishments for many years. Their commitment to providing quality products and service to customers is mirrored by their commitment to bettering the community for which they serve.

How does Crystal Springs continue to maintain a high standard of quality in the water they provide customers?

You can be sure you are getting the cleanest, most refreshing water possible. For starters, Crystal Springs Bottled Water is a member of the International Bottled Water Association (IBWA) and follows the IBWA Model Code. This model code provides the basis of our quality control program that includes in-house testing of product and procedure, and strict production standards that are patterned after the United States Food and Drug Administration's (FDA) Good Manufacturing Practices.

Crystal Springs Bottled Water® also maintains Bottled Water Plant Certification from the National Sanitation Foundation (NSF). This certification ensures that Crystal Springs Bottled Water®'s production facility, as well as its products, meet or exceed all FDA requirements for plant operation and product quality. Crystal Springs Bottled Water® is currently the ONLY bottled water company in the state of New Mexico to have received NSF Certification.

We're also active members of MABWA (formerly the Texas Bottled Water Association) which is the oldest bottled water association in the United States, and the International Bottled Water Association (IBWA).

What are some of the ways your company engages in Community Outreach?

Crystal Springs Bottled Water® recognizes the importance of giving back to the community. It is a responsibility our company and our employees take to heart. Crystal Springs Bottled Water lends its support to many worthwhile charitable organizations. We not only donate water and make monetary

Integrated Control Systems Inc. will be here to service our clients' facilities well into the future.

Where is your favorite place to vacation?

Answers will be posted on our [Corporate Sponsors and Affiliations webpage](#).

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Alan Jackson Hotel Packages are Available!!
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BY CHOICE HOTELS

contributions but also give our time as volunteers to many organizations such as the Amigos, Junior Achievement, American Cancer Society and the GACC's Leaders of Business Organization.

Crystal Springs Bottled Water® is also a proud supporter of the New Mexico Symphony Orchestra, University of New Mexico Athletics, the Santa Ana Star Center, Carrie Tingley Hospital's Annual MUDD Volleyball Tournament and The Hard Rock Casino's The Pavilion.

Local Sponsorship is Good for Business

Small firms can get good publicity and create valuable goodwill by sponsoring a local team, event or good cause - and it doesn't have to break the bank, as business writer Naomi Marks reports. Sponsorship is often considered the domain of big business, but there are plenty of excellent opportunities for small firms. These might include sponsoring a local cricket team, art exhibition, business competition, school project or recycling initiative.

"Sponsorship is a mutually beneficial relationship between two organizations, a rights owner such as a sports club, and a fund provider - the business," explains Jackie Fast, sponsorship manager at the Direct Marketing Association.

"While the rights owner usually benefits from goods, services or funding provided by the business, the funder can benefit in myriad ways," she adds. "The return on investment won't always translate directly into pounds. But while measuring increased sales is important, benefits such as brand awareness, showcasing opportunities, customer loyalty, lead generation and goodwill, all need to be considered too."

Your return on investment

Sponsorship can generate substantial publicity for a relatively small investment. "It's like using the strength, funds and audiences of two organizations to develop your product and build your brand awareness," says Fast.

She cites the example of a florist sponsoring a local football team by buying the team's kit on which it prints its branding. The florist gains the visual awareness of its brand and builds a feel-good factor thanks to its association with the local team. It may also find networking opportunities at matches and opportunities to showcase its floral expertise at prize-givings.



"The team sponsorship may have cost £300, but a direct-marketing campaign of the team's borough would cost closer to £3,000," points out Fast.

Decide who to sponsor

If you want to find sponsorship opportunities, you need to consider who your target audience is. "That's not necessarily who you already sell to, but it could be who you want to start selling to or who you want to start engaging better with," explains Fast.

Next you need to consider what you want to achieve. "If you want to build brand awareness, you need to look for opportunities to display your logo, or if you are launching a new product, find opportunities to showcase the product," says Fast.

Approach organizations that have access to this target market and may offer these opportunities. These might include charities, trade organizations and non-profit bodies. Sometimes these organizations have a sponsorship manager, otherwise, write to the marketing director setting out how you think you can work together.

"Ideally, you want the partner to have similar goals to your own," advises Fast. "Then work with them to create a plan of activities, operating on a pre-set budget. You need to create a win-win situation."

Track the results

Where possible, you should measure the benefits of sponsorship. In some areas, such as lead generation, this is much easier than others, such as brand awareness.

"Bear in mind your return on investment won't always translate directly into pounds," concludes Fast. "Sponsorship is a long-term relationship and as such many of the benefits come in the long term."

Questions
about sponsorships or
premium seating
opportunities?

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