

THE INSIDER



SANATA ANA STAR CENTER

* N E W S L E T T E R *

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Spotlight Sponsor : All Star Foam and Architectural Products



Star Center management welcomes Godsmack with an over sized green chili created by All Star Foam and Architectural Products

Hello Santa Ana Star Center Sponsors and Patrons,

Welcome to 2011! You may notice a new look to the Insider Newsletter. We've redesigned the publication to better serve you, our valued clients and sponsors. As the New Year begins, our focus has been on improving the communication between sponsors and empowering them to take their sponsorship as far as contractually allowed. To do that you need creativity, relationships and guidance from us, your corporate sponsorship team. We hope you find this issue helpful and encourage you to engage with your feedback and comments.

Power Up Your Sponsorship and Measure Your Return with ACTIVATION

How do we transform logos on courtsides and concourses into a respectable return on increasingly scarce and valuable marketing dollars? The answer is ACTIVATION!

What is activation? Think of activation as the fuel that makes sponsorship go. A sponsorship program without activation is like an engine without fuel - it won't go, and doesn't stand a chance of success. The same is true with you and your sponsorship program - a lack of activation will set you and your sponsorship up for failure.

Activation is "the way that companies maximize their sponsorship investment." By design, sponsorship should begin with investment in a team or property, decorated presence with logos and branding, and all of the happy, fun things that look pretty on TV and from the stands, and end with in-store promotions, sweepstakes, distribution agreements in grocery and convenience stores, and licensing contracts. This is just to name a few of the types of common activation

All Star Foam & Architectural is a minority owned business founded in 2004. Serving Albuquerque and the state of New Mexico, we started fabricating products to complement the construction industry. All Star Foam's energy saving insulation and architectural designs can be viewed inside and out of custom homes and commercial buildings. In addition to the versatility of the EPS (Expanded Polystyrene) foam, it has been applied to packaging from flat to custom cut designs to secure glass, perishable goods, computers and all other products that needs protection during shipping. All Star Foam continues to innovate their product line; with endless possibility due to the light weight and formability of EPS foam. We sculpt letters, signs, sculptures, logos, props, and visual advertising aids, large and small as needed to produce impressionable 3-D marketing tools for any business. The special coatings and paint make it colorful and weather resistant display for interior or exterior pieces. Foam creations by All Star Foam will make any business stand out professionally. The sky is the limit...

Special Offer



Save 20% on design and production when you call All Star Foam between now and March 1st. ***Save

programs utilized by many of the national sports teams.

Companies invest, on average, an additional \$1.30 for every dollar that they spend on their initial sponsorship with a property, entertainment event or team. In 2005, or any year prior, did you spend \$1.30 on sponsorship activation for each dollar you gave for sponsorship? Did you spend 25 cents? Did you spend a penny? Did you even know you were supposed to spend activation dollars? Do you know what activation is? Chances are, the answers are NO, NO, NO, NO and NO! I would bet that you as a sponsor would answer "YES" to the question - "would you like a way to measure your sponsorship investment, even if its costs additional money?" Not only is it our job to educate our sponsors about activation, it's our responsibility, and our key to a long-term relationship, rather than a revolving door.

Activation also provides ways in which to measure sponsorship. You hear about return on investment all the time, but seldom does anybody talk about how to measure it. In terms of and regional sponsorships one of the only ways to measure is to have some form of activation in place.

Did you ever wonder why you see information about concerts, family shows, and sporting events on products you find at your local grocery store or convenient store? It is not uncommon for a company to sponsor a team or an event, for the purpose of creating a special promotion, which will set their product apart from others on the shelf.

Companies that engage in these types of sponsorships activate it by selling retailers on creating special in-store displays and ads in their circulars, to bring special attention to products that might feature a special ticket coupon to the event or team game they sponsor. Finally, while the product is featured in the store, it is sold at a sale price, and in some cases, fans can enter to win free tickets at the grocery store that is participating in the promotion. By design, all of these elements working together will result in additional product that is sold, and an increase in sales for both the sponsor, and the retailer. When it's all said and done, the sponsor will measure how much additional product they sold because of their sponsorship, in addition to the value of exposure and having a presence, and will decide if they experienced a positive return on investment.

Contrary to popular belief, many of the same strategies and tactics utilized by Fortune 500 companies and large consumer packaged goods companies can be executed at the local and regional level, with some creativity and forward thinking.

Jack Daniel's Division Manager, Bob

25% on signage produced for your sponsorship inside the Santa Ana Star Center.

[Print Coupon](#)

[Visit Our Website](#)

What is your professional New Year's Resolution for 2011?

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

[Join Our Mailing List!](#)

Faulhaber, Discusses Activation Strategy.

When sponsors choose an event or property to sponsor, how can they internally prepare to get the most out of it during the execution phase?



One of the best promotions that we've run in conjunction with the Santa Ana Star Center was the New Mexico Stampede PRCA rodeo. We developed 5000 Jack Daniel's coupons which allowed for a buy one, get one free ticket to the rodeo. We were able to cover to the Albuquerque/Rio Rancho retail outlets with these coupons. The result was a significant increase in sales for Jack Daniel's as well ability to drive numerous consumers to the Santa Ana Star Center. It was the opportunity to run these types of mutually beneficial programs that prompted us to become a sponsor of the Santa Ana Star Center.

Internally, it was very important for our Sales Representatives and Managers to communicate this program to our retailers and to provide the necessary materials (coupons, signs, etc.) to execute. Most importantly, it was up to our Sales Representatives and Managers to leverage the added value of this program to the retailers' consumers into local features, ads, & displays on Jack Daniel's.

Why does sponsorship still hold value in your marketing practices?

Jack Daniel's has been synonymous with Sporting Events, Concerts, Rodeos and many other types of entertainment for years. Sponsorships, like the one with the Santa Ana Star Center, are an excellent way to continue that tradition. Sponsorships provide an opportunity to make sure that the Jack Daniel's name remains in front of the consumers. The recent addition of the Jack Daniel's VIP lounge at the Santa Ana Star Center has been a tremendous success. It serves as the perfect venue for entertaining clients, developing consumer awareness, and generating trial.

What are some recent trends that you have seen with Jack Daniels and their sponsorship practices?

Jack Daniel's has placed additional emphasis on trying to get the message across to consumers of the importance of responsible consumption. Also, not only has Jack Daniel's continued to partner with key events and venues around the world, but has applied additional focus and resources towards advertising through numerous media outlets like TV, print, outdoor, radio, etc. Continuous efforts to drive consumer awareness and responsible consumption are a key components to making sure that Jack Daniel's remains world's best selling whiskey.

Questions about sponsorships or premium seating opportunities?

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