



2025

Better Business Bureau® serving
Upstate South Carolina

SPONSORSHIP
PACKAGES





TABLE OF CONTENTS

Introduction	2
BBB® Upstate Community Partner	4
BBB® Education Foundation Integrity Golf Classic	7
BBB® Upstate Senior Expo	10
BBB® Student of Integrity	12
2024 BBB® Students of Integrity	13
BBB® Upstate Annual Celebration of Ethics	18
Torch Awards for Ethics	
BBB® Upstate Education Foundation Programs	19
2024 Highlights	20
RECAP - All Sponsorship Options	21

INTRODUCTION

Better Business Bureau® serving Upstate South Carolina's **vision** is *an ethical marketplace where buyers and sellers trust each other.*

Our **mission** to be the *leader in advancing marketplace trust* is implemented by:

- Setting standards for marketplace trust
- Encouraging and supporting best practices by engaging with and educating consumers and businesses
- Celebrating marketplace role models
- Calling out and addressing substandard marketplace behavior
- Creating a community of trustworthy businesses and charities



BBB® STANDARDS FOR TRUST

BUILD TRUST

Establish and maintain a positive track record in the marketplace

ADVERTISE HONESTLY

Adhere to established standards of advertising and selling

TELL THE TRUTH

Honestly represent products and services, including clear and adequate disclosures of all material items

BE TRANSPARENT

Openly identify the nature, location, and ownership of the business and clearly disclose all policies, guarantees, and procedures that bear on a customer's decision to buy

HONOR PROMISES

Abide by all written agreements and verbal representations

BE RESPONSIVE

Address marketplace disputes quickly, professionally, and in good faith

SAFEGUARD PRIVACY

Protect any data against mishandling and fraud, collect personal information only as needed, and respect the preferences of consumers regarding the use of their information

EMBODY INTEGRITY

Approach all business dealings, marketplace transactions, and commitments with integrity

WHO DO WE SERVE?

BBB® of the Upstate SC serves **consumers** and **businesses** across the ten county region.



Photo credit: Old 96

ABBEVILLE
334 BUSINESSES*



Photo credit: City of Anderson

ANDERSON
3980 BUSINESSES*



Photo credit: Get Into Gaffney

CHEROKEE
922 BUSINESSES*



Visit Greenville

GREENVILLE
14645 BUSINESSES*



Greenwood Together

GREENWOOD
1338 BUSINESSES*



Main Street Laurens

LAURENS
939 BUSINESSES*



Visit Oconee

OCONEE
1646 BUSINESSES*



Photo credit: Only In Your State

PICKENS
2127 BUSINESSES*



Photo credit: OneSpartanburg, Inc.

SPARTANBURG
6937 BUSINESSES*



Photo credit: Experience Union

UNION
399 BUSINESSES*

**According to the 2021 US Census Bureau*

WHY BE A BBB® UPSTATE COMMUNITY PARTNER?

BBB Community Partners embody the very best characteristics of our business community and strive to be a role model through all they do.

2025 BBB Upstate Community Partners can expect:

MARKETING OPPORTUNITIES

- Tier 1 Enhanced Listing (in rotation with other Community Partners) for one year
- Logo in rotation with other Community Partners on BBB of Upstate SC website
- Logo placement in monthly BBB Accredited Business newsletter
- Press release announcing Community Partners
- Plaque presented by BBB President

INTEGRITY GOLF CLASSIC

- Recognition as Community Sponsor on social media post and webpage
- Registration as foursome at the following 29th Annual Integrity Golf Classic

UPSTATE SENIOR EXPO

- Recognition as Community Sponsor on social media post and webpage
- Vendor table at expo
- Logo in rotation with other Community Partners on continuous presentation

STUDENT & BUSINESS OF INTEGRITY

Annual Celebration of Ethics

- Recognition as Community Sponsor on event webpage, Accredited Business newsletter, program, presentation, & social media
- Sponsor a student scholarship for the amount of your choice
- Reserved tickets (4) at the event
- Admission into Networking portion

MARKETING OPPORTUNITIES

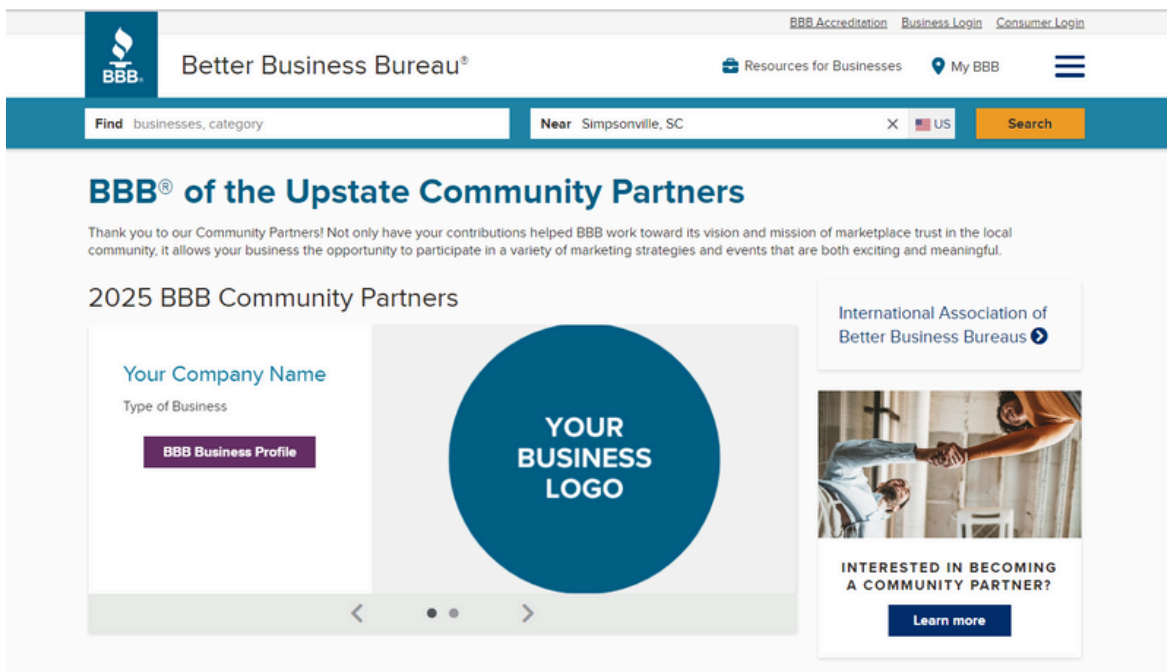
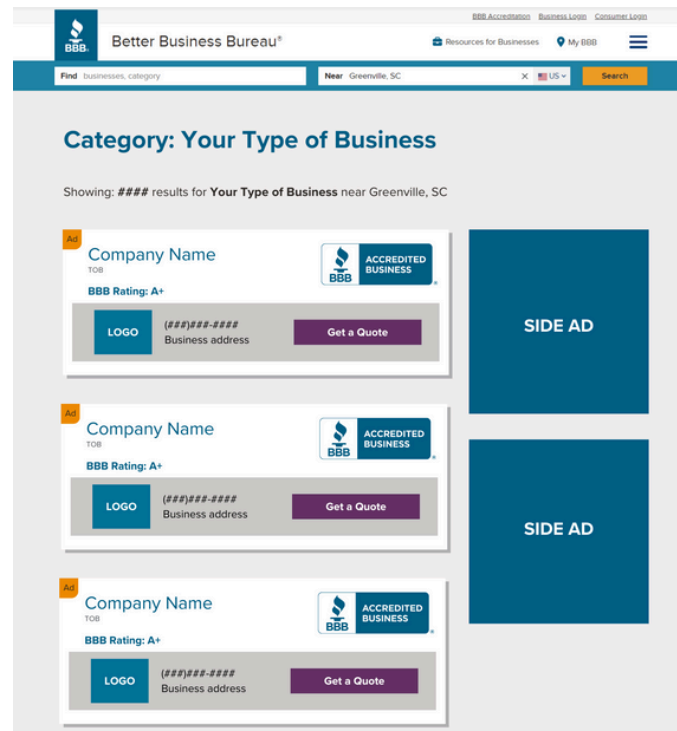
Marketing is an integral component of a business's success. Community Partners not only bolster ethical business practices in the Upstate, but also are provided a variety of platforms to promote their business. This increases their brand recognition, which is an enormous value in today's highly competitive marketplace.

ENHANCED LISTING IN ONLINE DIRECTORY

Your business ad will be placed in our online directory according to your type of business to reach consumers in your target market.

LOGO IN ROTATION ON BBB.ORG

Along with other BBB Community Partners, your business logo and link to your BBB Business Profile are displayed on our website.



29th Annual

BBB[®] EDUCATION FOUNDATION INTEGRITY GOLF CLASSIC



CHIP IN FOR EDUCATION

Tuesday, May 6, 2025
Willow Creek Golf Club

CHECK IN: 8 A.M.

SHOTGUN START: 9 A.M.



2024 FIRST PLACE CHAMPIONS

Muncaster Financial Group

COMPLETE GOLF EXPERIENCE



1st & 2nd place
team winners



Raffle prizes



Breakfast, lunch,
drinks & desserts



Longest Drive,
Closest to the Pin,
Putt Contests

PLEASE REGISTER BY APRIL 25, 2025

PRESENTED BY 2025 EAGLE SPONSOR



MICHELIN

SPONSORSHIP OPPORTUNITIES

ADVANTAGES FOR GOLF CLASSIC SPONSORS	LEVELS OF SPONSORSHIP		
	EAGLE \$2,500	BIRDIE \$1,600	PAR \$700
Introduction at podium and welcome address	✓		
Recognition during awards dessert	✓		
Deliver welcome address during awards dinner		✓	
Banner displayed at registration*	✓	✓	
Banner displayed at lunch & dessert*			
Recognized as specific level of sponsor on printed and digital marketing material	✓	✓	✓
Foursome for golf and lunch	✓	✓	✓
Hole Sponsor promotion and exhibit on hole*	✓	✓	✓
Company promotional items placed in event gift bags*	✓	✓	✓

*SPONSOR PROVIDES TABLE & MATERIALS IF DESIRED



MORE OPTIONS

FOURSOME (team of four)

\$500

INDIVIDUAL PLAYER

\$150

HOLE SPONSOR

\$450

GOLF BALL SPONSOR

- Option to place logo on balls or business card in each sleeve given to every player
- Promoted as Golf Ball Sponsor in digital and print material
- Includes a foursome**

\$1750

BEVERAGE CART SPONSOR

- Banner with logo displayed on beverage carts
- Promoted as Beverage Cart Sponsor in digital and print material
- Includes a foursome**

\$1000

DIVOT TOOL SPONSOR

- Logo on quality divot tool given to each player
- Promoted as Divot Tool Sponsor in digital and print material
- Includes a foursome**

\$1750



\$1500

FEATURE HOLE

- Exclusive hole exhibit featuring element related to your product/services
- Recognized as Feature Hole Sponsor in printed and digital promo material
- Foursome**

Can't attend or make a full team, but still want to be involved? No problem!

SUPPORT OUR MILITARY & SERVICE MEMBERS

BBB® of the Upstate will reach out to members of our local military and law enforcement to make up a team or to play as a part of yours.

Contact Abigail at abigail@upstatesc.bbb.org after registering to let her know you'd like to sponsor a service member or have a service member join your team.

*Doesn't include foursome

**Lower pricing options without foursome - inquire by emailing Abigail



The BBB® Upstate Senior Expo is a free, public event for our senior and senior-adjacent communities to learn about resources available to them in the Upstate.

Our goal with the expo is to help educate, inform, and enhance the lives of seniors with the latest products, services, and opportunities available to them.

At our inaugural Senior Expo in 2024, we had over 40 vendors and saw roughly 150 seniors. Attendees were encouraged to complete a BBB Event Passport to enter for a chance to win giveaways and prizes.



BBB® UPSTATE SENIOR EXPO

SPONSORSHIP OPPORTUNITIES

ADVANTAGES	LEVEL OF SPONSORSHIP	
	\$750 PRESENTING GOLD	\$350 SILVER EVENT
Premiere booth placement	✓	
Priority booth placement at entryway	✓	✓
Logo on website indicating sponsorship level	✓	✓
Logo on promo materials	✓	✓
Social media posts before and after	✓	✓
Event signage	✓	
Logo on cover of BBB Event Passport	✓	
Two short designated speaking times	✓	✓
Sponsorship indicated in event press release	✓	✓
Logo in continuous slideshow played during the event	✓	

BBB® UPSTATE STUDENT OF INTEGRITY

The Student of Integrity scholarship program recognizes high school seniors who personify high character through personal integrity, leadership, community service, and academic accomplishments.

The recipients of 2024 Better Business Bureau® Education Foundation's Student of Integrity scholarships were recognized at BBB's Annual Celebration of Ethics on November 7, 2024, at Crowne Plaza Greenville.

By awarding scholarships to local students, BBB® and scholarship sponsors hope to impact a student's journey forward as they pursue their chosen field with integrity.

In 2024, the BBB® Education Foundation awarded eight (8) Student of Integrity scholarships to deserving students across the Upstate.

2024 SPONSORS



2024

BBB® UPSTATE

STUDENT OF INTEGRITY

TOP SCHOLARSHIP RECIPIENT



Jackson Tyler Higgs
Walhalla High School

\$2500

Sponsored by
Premiere PC Technology Group, LLC



FUTURE OCCUPATION:
Political Science or Nonprofit Work



Palmetto Boys State Delegate



4-H Ambassador for Oconee County



School Improvement Council Member



Each scholarship recipient and their sponsor is recognized at our Annual Celebration of Ethics, also known as our Torch Awards for Ethics. Pictured above is Jackson with Wade Hawkins and Matthew Rydzfski, co-founders of PremierePC Technology Group, LLC. Standing to the left of Jackson is BBB Education Foundation Board Chair, Allie Van Dyke, and SC Secretary of State, Mark Hammond. And on the far right is BBB Upstate President/CEO, Hunter Jones.

Elizabeth Grace Polatty
Greenwood High School




\$1500



FUTURE OCCUPATION: *Medicine*

Sponsored by






-  Lab Technician at Greenwood Genetic Center
-  Math Tutor for Greenwood School District 50
-  Medical Scholars Program



Sponsored by



-  Prom Committee Chair
-  National Honors Society
-  Honors Chorale



Olivia Ann Gray
Seneca High School

\$1500

FUTURE OCCUPATION: *Physical Therapy*



Mason Anthony Green

Pendleton High School

\$1000



FUTURE OCCUPATION: *International Relations*

Sponsored by



- 🏆 '24-'25 Student Body President
- 🏆 Junior Leadership Anderson
- 🏆 Team Captain of Varsity Cross Country



Sponsored by



- 🏆 USC Upstate Junior Scholar
- 🏆 Presbyterian College Junior Fellow
- 🏆 Palmetto Girls State Delegate



Eloise Frances Perry

Dorman High School

\$1000

FUTURE OCCUPATION: *Business Management*



Peter Sam Kobes
Byrnes High School




\$1000



FUTURE OCCUPATION: *Mechanical Engineering*

Sponsored by






-  Leader of the most decorated high school robotics team, the Wigglebots
-  Engineering Support Intern at Sew Eurodrive
-  Eagle Scout



Sponsored by

DILLARD FAMILY
FOUNDATION

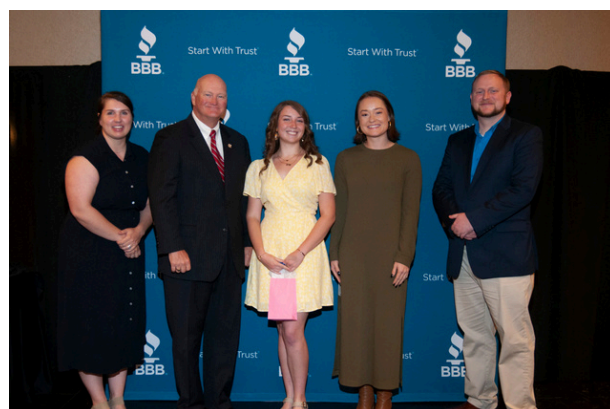
-  4-time state champion in marching band
-  Front Ensemble Captain
-  Palmetto Girls State Delegate



Corrine Olivia Stiles
Ninety-Six High School

\$1000

FUTURE OCCUPATION: *Forensic Science*



Katherine Lila Evans

Southside Christian
High School

\$1000



FUTURE OCCUPATION: *Engineering*

Sponsored by



Student Government
Association Chaplain



Executive Chaplain - 2024



Carolina Elite Soccer Academy



Katherine was unable to join us for the event on November 7, 2024, so her father accepted her gift and was recognized on her behalf.

Help us to

EMPOWER FUTURE BUSINESS LEADERS

Commit to supporting a local high school student in 2025!

As a **Student of Integrity Title Scholarship Sponsor**, you are committing to support an Upstate student with a minimum scholarship of \$1000.*

Student of Integrity recipients are selected by a panel of volunteer judges including college/university representatives and retired educators/administrators.

The students selected for this award have consistently demonstrated exceptional leadership abilities and a commitment to integrity and ethics. Their applications, letters of recommendation, and academic achievements are the top caliber of all the applications received.

Scholarship sponsors also receive a discounted rate to join us at our Annual Celebration of Ethics where we celebrate our Students of Integrity (see next page).

Minimum amount allocated to student - if you'd like to increase the scholarship amount, please email **Abigail at abigail@upstatesc.bbb.org.*



Better Business Bureau® of Upstate South Carolina's Annual Celebration of Ethics is an opportunity to recognize the impact of ethical behavior in the marketplace by businesses and individuals, alike. Each of our 2024 winners went through an intense vetting process to meet the requirements of their award or scholarship. Please consider supporting next year's celebration by sponsoring the event and/or a local student that shares the same values as we all do: **Honesty, Ethics, & Integrity.**

SPONSOR PACKAGES			
	\$5500 PRESENTING GOLD	\$3500 SILVER EVENT	\$1200 BRONZE EVENT
Directly sponsor Student of Integrity Scholarship	\$2500*	\$2000*	
Reserved tickets for luncheon event	table of eight**	table of eight**	table of eight
Admission into networking event following luncheon	✓	✓	✓
Sponsor student speaker with logo on screen during speech	✓		
Name and logo on BBB Torch Awards website	✓	✓	✓
Recognition during opening	✓	✓	✓
Sponsorship level indicated in release announcing event	✓		
Release announcing scholarship winners	✓	✓	✓
Release announcing Business of Integrity award winners	✓	✓	✓
Name, logo, and sponsorship level on promotional material	✓		
Name and logo on event screen and signage	✓	✓	✓
BBB.org Enhanced Listing advertisements	Tier 1 \$2200 One year	Tier 2 \$1500 One year	Tier 3 \$750 One year

Minimum amount allocated to student - if you'd like to increase the scholarship amount, please email **Abigail at abigail@upstatesc.bbb.org.*

***Includes student's ticket and two (2) complimentary tickets for the student. Sponsors are allowed the other five (5) - tickets that are not used by sponsor can be donated to their sponsored student.*

EDUCATION FOUNDATION PROGRAMS

SAVVY SENIORS & SCAM BINGO

Educate and provide preventative tips to seniors on how to spot and avoid identity theft and other scams

In 2024, we shared our Savvy Seniors program and/or played Scam Bingo with over **1,000 seniors** in the Upstate.



TOYS & TIPS

Gifts and toys collected, along with a **finance or online safety tip**, are donated to **foster children** throughout the Upstate

Tips included topics like:

- writing a check
- your credit and keeping track of your credit score
- mailing a letter
- basics of taxes



ETHICS IN ACTION

Teaches **ethics** and **financial literacy** to students from **5th** through **12th** grade

In 2024, our Ethics in Action program was shared with over **300 students** throughout the Upstate.



SECURE YOUR I.D.

Free, drive-thru community drop-off to **shred old documents** and **protect your identity**

In 2024, at our four (4) shredding events in Greenville, Simpsonville, and Anderson, we assisted over **1,300 vehicles**.



On behalf of the children who are so very blessed to have received the gifts you provided; we express our sincere appreciation for your kindness and generosity. While nothing fully removes the trauma experience by a child in foster care, knowing that there are those who care, lessens the pain, and helps them to move toward resiliency. Thanks so very much for helping Miracle Hill Ministries to care for God's children.

Brenda L. Parks

VP of Children's Ministries at
Miracle Hill Ministries

In 2024, the first year of the Toys & Tips holiday giving campaign, we donated Toys & Tips to **Miracle Hill, Pendleton Place, and A Home For Me.**



2024 HIGHLIGHTS

COMING 2025
**MAKING
 FINANCIAL
 DECISIONS**
for students

*Enhancing high school level
 personal finance*



SOLD OUT

28th Annual
 BBB Integrity Golf Classic
 “Chip in for Education”



Over **60 news interviews** with
 local media organically

- Hiring a mover
- Hiring a painter
- Scams targeting college students
- Shopping safely online
- Many more!



RECORD BROKEN

At our Secure Your I.D. Shred
 Event in Simpsonville in April
 2024, we assisted **440**
vehicles at Heritage Park.

BBB® UPSTATE SENIOR EXPO

The inaugural Upstate Senior
 Expo hosted over **40 vendors**
 and raised over **\$2000** for the
 BBB Education Foundation.

**HURRICANE
 HELENE**



Proactive in sharing relevant and
 pertinent information via TV, social
 media, email blasts, and radio

ALL SPONSORSHIP PACKAGES

COMMUNITY PARTNER

starts at \$3000*

- Recognized as sponsors at all BBB Upstate events within the calendar year
- Tier 1 Enhanced Listing for the duration of the calendar year
- Gain access to marketing opportunities that associate your business with trust
- Be recognized as a BBB Community Partner for the duration of a calendar year
- Custom Student of Integrity Scholarship donation amount of your choice
- Guaranteed admission into all BBB events (RSVP required)

See page 4 for details.

INTEGRITY GOLF CLASSIC

BBB UPSTATE SENIOR EXPO

EAGLE	\$2500
BIRDIE	\$1600
PAR	\$700
FOURSOME	\$500
HOLE SPONSOR	\$450
INDIVIDUAL PLAYER	\$150
GOLF BALL	\$1750
FEATURE HOLE	\$1500
BEVERAGE CART	\$1000
DIVOT TOOL	\$1750

PRESENTING GOLD	\$750
SILVER EVENT	\$350
VENDOR TABLE	\$150
ACCREDITED BUSINESS VENDOR TABLE	\$100
NONPROFIT VENDOR TABLE	\$50

ANNUAL CELEBRATION OF ETHICS

STUDENT OF INTEGRITY

SCHOLARSHIP + ETHICS CELEBRATION	\$1600**
STUDENT SCHOLARSHIP	Choose your amount

PRESENTING GOLD	\$5500
SILVER EVENT	\$3500
BRONZE EVENT	\$1200
FULL TABLE <i>Eight (8) tickets (admission + meal)</i>	\$800
HALF TABLE <i>Four (4) tickets (admission + meal)</i>	\$400
INDIVIDUAL TICKET	\$100

*Minimum scholarship amount is \$1000 - if you'd like to increase the scholarship amount, please reach out to **Abigail**.

**Discounted table and meal rate included (\$600)

Abigail Garvin
Director of Marketing & Public Relations

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