



# 2010 BBB International Torch Awards & Gala

## *Celebrating Businesses That Contribute To Advancing Trust in the Marketplace*

*Andrew W. Mellon Auditorium - Washington, D.C.  
April 20, 2010*

[www.bbb.org/international-torch-awards](http://www.bbb.org/international-torch-awards)

### Recognition Opportunities

*Trust Circle - \$25,000 \* Integrity Circle - \$10,000 \* Performance Circle - \$5,000  
\* Contributor - \$3,000*

#### **Trust Circle - \$25,000**

One (1) available. The "Trust Circle" company will be comprehensively integrated across all elements of the event.

- *Title Naming of the Gala Reception Area:* "The (company name) Gala Reception – BBB International Torch Awards"
  - Name and logo on signage at event Check-in area
- *Title Naming of the VIP Reception:* "The (company name) VIP Reception – BBB International Torch Awards"
  - Name and logo on signage within the VIP Reception area
  - Opportunity to distribute memento to all guests attending the VIP Reception, as desired
  - 10 company passes to attend VIP Reception. Attendees will include Keynote Speaker, Executive BBB Leadership, all award recipients and invited dignitaries
- *Comprehensively integrated into Event Elements*
  - Reserved table for 10 in the premium location, with "Trust Circle" – X Company table-top recognition. VIP guest/s seated at your table, as desired.
  - "Trust Circle" company recognized in BBB-issued and distributed event press release
  - Company Name recognition in pre-event marketing materials
  - Logo recognition on us.bbb.org with hotlink to company's Web site
  - Logo recognition on all event signage
  - Logo recognition in event program
  - Logo recognition featured in rotation on video screen-savers
  - *Full-page* congratulatory ad space given to your company that can include company name, logo, Web site address, and a congratulatory message to honorees in event program (premier location)
  - Product or service ad in BBB TrustBrief – weekly electronic news service focused on marketplace trust news – distributed to over 10,000 small businesses (one month run)
  - Verbal recognition as "Trust Circle" company given from the podium
- *Customized Promotional Flyer featuring the event and your role within it*
  - Developed and forwarded to you after the event as a tool for your Corporate Communications and Government Relations teams, as desired

### **Integrity Circle – \$10,000**

- 10 company passes for Invitation-only VIP Reception. Attendees will include Keynote Speaker, Executive BBB Leadership, all award recipients and invited dignitaries
- Reserved table for 10 in front row location, with table-top recognition.
- Company Name recognition in BBB-issued and distributed event press release
- Company Name recognition in pre-event marketing material (Save-the-Date postcards, invitations, etc.)
- Logo recognition on us.bbb.org with hotlink to company's Web site
- Logo recognition on event signage (exclusive – one "Integrity Circle" company per sign)
- Logo recognition highlighted in rotation on video screen-savers
- Logo recognition in event program
- *Full-page* congratulatory ad space given to your company that can include company name, logo, Web site address, and a congratulatory message to honorees in event printed program
- Verbal recognition given from the podium

### **Performance Circle – \$5,000**

- Reserved table for 10 with table-top recognition
- Company Name recognition in pre-event marketing material
- Logo recognition in event program
- Logo recognition on us.bbb.org with hotlink to company's Web site
- Half-page congratulatory ad space given to your company that can include company name, logo, Web site address and a congratulatory message to honorees in event printed program

### **Contributor – \$3,000**

- Reserved table for 10 with table-top recognition
- Logo recognition in event program

### **Ticket Prices**

- Individual tickets – \$325 each