



# 2024

## BETTER BUSINESS BUREAU

SERVING SOUTHERN ALBERTA AND EAST KOOTENAY

# SPONSORSHIP PACKAGE



ADVANCING MARKETPLACE TRUST

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# Better Business Bureau 2024 SPONSORSHIP PROGRAM



THE SIGN OF A  
**BETTER  
BUSINESS.**

Discover the benefits of our sponsorship program, designed to elevate the trust and visibility of your business. Gain access to a vast network of BBB businesses and thousands of consumers through our website, social media platforms, community outreach initiatives and more.

Achieve a quantifiable return on your investment by partnering with us.



## Why Partner with BBB?

BBB is a recognized symbol of trust and credibility for consumers and businesses alike.

Our organization's mission is to promote ethical business practices, protect consumers, and ensure a fair marketplace.

By associating your brand and corporate leadership with BBB, you'll have the opportunity to:



Enhance Your Reputation



Increase Consumer Confidence



Network



Positive Publicity



[facebook.com/CalgaryBBB](https://facebook.com/CalgaryBBB)



[instagram.com/bbbcalgary/](https://instagram.com/bbbcalgary/)



[linkedin.com/company/bbb-serving-southern-alberta-and-east-kootenays](https://linkedin.com/company/bbb-serving-southern-alberta-and-east-kootenays)



[twitter.com/CalgaryBBB](https://twitter.com/CalgaryBBB)

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Benefits	Trust \$10,000	Champion \$7,500	Supporter \$5,000	Safeguard \$2,500
AGM event landing page	✓			
Torch Awards landing page	✓	✓		
Spark Awards landing page	✓	✓	✓	✓
BBB website homepage	✓			
BBB business listing feature	✓	✓	✓	
Branding at events (10/year)	✓	✓	✓	✓
Verbal recognition at events	✓	✓		
Business Insights newsletter (12/year)	✓	✓	✓	✓
Business card ad in BBB Business Insights newsletter (12/year)	✓	✓	✓	✓
Savvy consumer newsletter (12/year)	✓			
Social Media dedicated posts (5 channels FB, IG, TW, LI & YT)	✓			
Social Media dedicated posts (4 channels FB, IG, TW & LI)	✓	✓		
Social Media dedicated posts (3 channels FB, IG & TW)	✓		✓	
Social Media dedicated posts (2 channels - FB & IG)	✓			✓
BBB community outreach presentations	✓			
Business video highlight	✓	✓	✓	
Annual video recap	✓	✓	✓	✓
1 min with the BBB President - Video series	✓			
Complimentary tickets to BBB events	✓			
Dedicated e-blast (4/year)	✓			
Feature in annual report	✓			
Present an award at Torch and Spark awards	✓			
Opening remarks at Torch an Spark awards	✓			
Sponsor a prize for the award winners	✓			

## Contact

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