



SPONSORSHIP PROGRAM

Trust starts with you.

2026

WHY PARTNER WITH BBB?

By partnering with BBB, you will 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.

Through partnership with BBB, your organization can benefit from:

- ✓ Enhancing Your Reputation
- ✓ Expanding Your Network
- ✓ Increasing Consumer Confidence
- ✓ Positive Publicity
- ✓ Community Engagement Opportunities
- ✓ Priority Placement & Visibility

BBB sees trust as a function of two primary factors – integrity and performance. Integrity includes respect, ethics, intent, and working toward a diverse, inclusive, and equitable marketplace. Performance speaks to a business's track record of delivering results in accordance with BBB standards and/or addressing customer concerns in a timely, satisfactory manner.



Mission

BBB's mission is to be the leader in advancing marketplace trust.



Vision

An ethical marketplace where buyers and sellers trust each other.

WE DO THIS 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.



Values

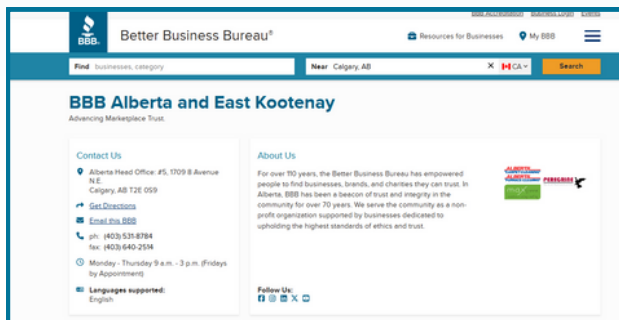
- **Excellence**
- **Integrity**
- **Teamwork**
- **Trust**
- **Respect**

SPONSORSHIP BENEFITS

Digital Visibility

BBB Website Homepage

Your logo will be prominently displayed on BBB's homepage, offering premium visibility to thousands of monthly visitors seeking trusted business information. This high-traffic placement reinforces your brand's alignment with trust, integrity, and community leadership, while driving awareness among consumers and business professionals.



Example featuring 2025 Trust sponsors (Alberta Home services, MAXgreen, Peregrine)

Branded Social Media Posts

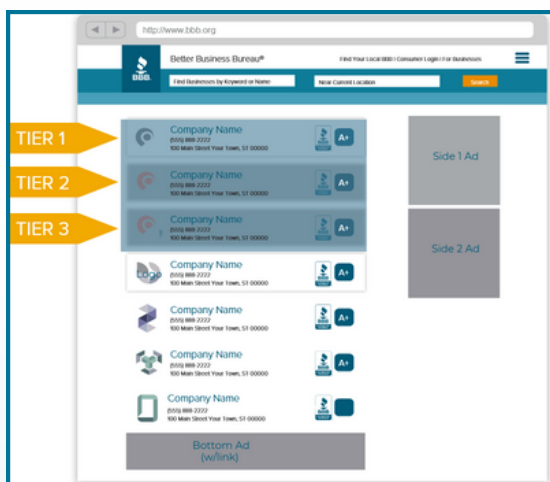
Branded social media recognition gives sponsors high-visibility shout-outs across all our platforms, showcasing their support to our engaged audience. Posts feature logos, tags, and tailored messaging to increase brand visibility and strengthen community connection.



Example featuring 2025 Trust sponsor (Peregrine)

BBB Business Listing Feature

A BBB Listing Feature is a preferred placement on the BBB website. When users search for a specific type of business, the featured listing appears at the top of the search results on rotation, giving that business greater visibility. It's marked as a sponsored ad, distinguishing it from the other listings.



Example of Business Listing Feature Tiers

BBB Newsletter Benefits

Business Insights Newsletter

Logo featured in the Insights Business Newsletter, reaching 5,000 industry professionals monthly for targeted brand exposure.

Savvy Consumer Newsletter

Logo featured in the Savvy Consumer Newsletter, reaching 4,000 consumers monthly for targeted brand exposure.

Dedicated Advertorial

A sponsored article within BBB communications that highlights your expertise while subtly promoting your brand through informative content.

E-Blast Email Recognition

A custom email sent directly to BBB's audience; it will feature your business alongside the other selected sponsorship members. This opportunity will allow you to offer exclusive discounts and/ or promote an upcoming event to consumers.

□ Featured in BBB Annual Report

Your organization will be recognized in BBB's Annual Report, highlighting your partnership with BBB.

○ *Gold Sponsor Feature

Your organization will be showcased with a full dedicated page in BBB's Annual Report, offering exclusive space to share your business story.

○ *Champion Sponsor Feature

Your organization will be featured on a shared page in BBB's Annual Report, with 1/3 of the page dedicated to your business.

□ Sponsor Spotlight Video Series

Your Story - Your Way.

Be featured in our Alberta and East Kootenay Sponsor Series to share your brand story, filmed on site at our new Engagement Centre. This professionally developed video series is formatted and distributed across local business platforms. Virtual option available.

□ Annual Recap Video

Your brand will be featured in our year-end video highlighting key milestones, community impact, and sponsor contributions. Shared across all BBB social media platforms, this video offers extended visibility, brand alignment with our mission, and lasting recognition.

Event & Community Engagement

□ Community Presence Branding

Your logo will be prominently displayed at BBB-hosted or attended events throughout the year, reinforcing your brand's visibility and commitment to community engagement. Whether we're at local fairs, workshops, or outreach initiatives, your sponsorship is recognized in real-time.



Example featuring Odeta Doroftei, Community Education and Outreach Manager during community education presentation.

□ Engagement at select BBB Events

Sponsors are invited to actively participate in select BBB-hosted events, offering opportunities for direct engagement with attendees and increased brand visibility. This benefit positions your organization as a trusted community partner, aligned with BBB's mission and values.



Example featuring Peregrine, About Staffing and MaxGreen swag displayed at the 2025 Gather and Grow event.

□ Branding & Verbal Recognition

Your organization will be acknowledged during select BBB-hosted events through live verbal thank-you's, giving your brand direct exposure to attendees. This personal recognition reinforces your support and strengthens your connection with the community in a meaningful and memorable way.

□ Presentation at Sponsor Location (Local or Virtual)

Your organization will receive a personalized presentation delivered either onsite or virtually. This session can be customized to align with your organization's interests and goals, providing valuable insights and engagement opportunities.

□ Tickets to BBB Paid Events

Sponsors receive complimentary tickets based on package value to select BBB-hosted paid events, offering opportunities to engage directly with our community and network with other supporters. This benefit adds value through exclusive access and enhanced visibility at key gatherings.

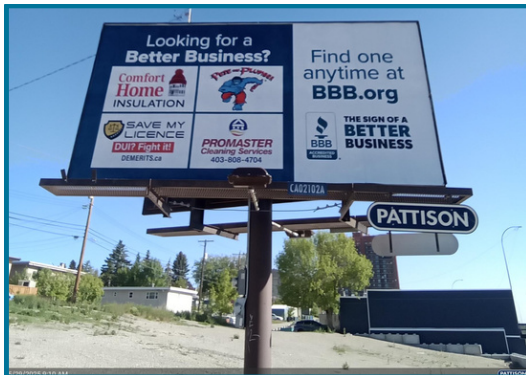


Example of Stampeder VIP Tailgate Party tickets.

Advertising

□ Billboard Multi Co-Branded

Gain high-impact visibility across select cities throughout Alberta and East Kootenay with our co-branded outdoor billboard campaign. Your logo will appear alongside the trusted BBB Seal on premium billboards, helping reinforce your credibility and connect with your audience in a bold, memorable way. This shared format offers cost-effective exposure during peak traffic seasons



Example of a Co-branded Billboard

□ Bus Advertising

These ads travel across select cities, offering broad exposure to both pedestrians and commuters. This format provides consistent visibility in high-traffic areas.



Example of Transit Seventies Poster

Note:



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OVERVIEW OF SPONSORSHIP BENEFITS

	GOLD \$20,000 3 Spots	CHAMPION \$12,000 3 Spots	PREMIER \$7,000 8 Spots	SUPPORTER \$3,000 10 Spots
BBB Website Homepage	✓	✓		
BBB Business Listing feature (Tier 1, 2, 3)	✓ (Tier 1)	✓ (Tier 2)	✓ (Tier 3)	
Business Insights Newsletter	✓	✓	✓	✓
Savvy Consumer Newsletter	✓	✓	✓	✓
Dedicated Advertorial	✓ (2)	✓ (1)		
E-Blast Email Recognition	✓ (2)	✓ (1)		
Branded Social Media Posts	✓ (12)	✓ (10)	✓ (8)	✓ (4)
Featured in BBB Annual Report	✓ *	✓ *	✓	✓
Annual Recap Video	✓	✓	✓	✓
Sponsor Spotlight Video Series	✓	✓		
Community Presence Branding	✓	✓	✓	✓
Branding & Verbal Recognition	✓	✓	✓	✓
Engagement at select BBB events	✓	✓	✓	✓
Tickets to BBB Paid Events	✓ (8 tickets)	✓ (4 tickets)	✓ (3 tickets)	✓ (2 tickets)
Presentation at Sponsor location (Local or Virtual)	✓ (2)	✓ (1)		
Billboard Multi Co-Branded	✓ (6 months)			
Bus Advertising	✓ (52 weeks)	✓ (12 weeks)		
Value:	\$ 31,222.00	\$ 19,292.00	\$ 8,450.00	\$ 3,775.00
Savings:	\$ 11,222.00	\$ 7,292.00	\$ 1,450.00	\$ 775.00

** Talk to your accountant about tax benefits**



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LET'S BUILD TRUST TOGETHER

More than just a marketing opportunity, sponsoring BBB gives you the chance to connect your company with a history of ethics, trust, and positive community impact. Our sponsors play a key role in implementing initiatives and programs that uphold market integrity and provide consumers the power to make informed decisions.

By partnering with BBB, you'll connect with a network of reputable businesses, gain meaningful visibility, and demonstrate your commitment to doing business the right way.

CONTACT



Gordon Sokolon

Director of Strategic Partnerships and Revenue

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As BBB's Director of Strategic Partnerships and Revenue, Gord works closely with sponsors to help them build meaningful connections within the business community. With a strong focus on trust, credibility, and long-term value, Gord supports partners in aligning their brand with BBB's mission and maximizing the impact of their sponsorship.

Join Us in Promoting Trust in the Marketplace.

Note:



Scan to visit our
Sponsorship Page

