



BBB[®] Foundation of Connecticut Sponsorship Opportunities

The Better Business Bureau Foundation of Connecticut is seeking sponsors to support our educational programming focused on business, industry development, growth, innovation, entrepreneurial success, and consumer faced education not only throughout the State but in our new ignite space. Your investment today will help empower these essential educational efforts and spark innovation for a brighter future. Join us in shaping the next generation of business leaders and protecting consumers.



Ignition Sponsor

\$10,000

*As an Ignition Sponsor, your support will help **SPARK** meaningful and intentional educational opportunities for entrepreneurs and businesses fueling their creativity and fostering long-term success through relevant business practices, resources, and guidance. In recognition of your partnership, you will receive exclusive benefits, recognition, and exposure throughout the course of one year.*

- Prevalent placement of a rotating banner ad on Foundation Website main page, sponsor page, and ignite page as Ignition Sponsor for a year
- Logo/Name featured on all print and digital Foundation event correspondence as Ignition Sponsor for a year
- Prominent Logo/Name featured on all Foundation educational flyers and presentations as Ignition Sponsor for a year
- Premium placement for tabling opportunities at all Foundation sponsored events for a year
- Complementary VIP tickets and seating at all Foundation events for the year
- Informational business profile video created and featured on our YouTube channel, social media sites, and in house in the ignite space with links on sponsor page for a year
- 8 Boosted social media opportunities highlighting sponsorship of Foundation throughout the year
- 8 Organic features through social media channels highlighting your business and sponsorship of Foundation for a year
- Signage at all Foundation sponsored events as an Ignition Sponsor for a year
- Presented with a Community Partner plaque as Ignition Sponsor at one of the Foundation events
- Business name proudly placed on our Wall of Flame for high level sponsors in the ignite space for a year

Collaborative Catalyst Sponsor

\$5,000

As a Collaborative Catalyst Sponsor, you will be the catalyst in investing in meaningful and intentional educational opportunities for entrepreneurs and businesses fueling their creativity and fostering long-term success through relevant business practices, resources, and guidance. You will receive great benefits, recognition, and exposure throughout the course of one year.

- Feature Logo/Name/Link on Foundation sponsor page, and ignite page as Collaborative Catalyst Sponsor for a year
- Logo/Name featured on all print and digital Foundation event correspondence as Collaborative Catalyst Sponsor for a year
- Logo/Name featured on all Foundation educational flyers and presentations as Collaborative Catalyst Sponsor for a year
- Tabling opportunities at all Foundation sponsored events for a year
- Complementary tickets for all Foundation events for the year
- Informational business profile video created and featured on our YouTube channel, social media sites, and in house in the ignite space with links on sponsor page for a year
- 6 Boosted social media opportunities highlighting sponsorship of Foundation throughout the year
- 6 Organic features through social media channels highlighting your business and sponsorship of Foundation for a year
- Signage at all Foundation sponsored events as a Collaborative Catalyst Sponsor for a year
- Business name proudly placed on our Wall of Flame for high level sponsors in the ignite space for a year

Impact Sponsor

\$3,000

As an Impact Sponsor, you will be the collaborative force that embodies the power of community in business growth, bringing together networks of leaders to be inspired, empowered and sparked by leading marketplace trends for business development and growth. You will receive a range of benefits, recognition, and exposure over the course of one year.

- Feature Logo/Name/Link on Foundation sponsor page, and ignite page as Impact Sponsor for a year
- Logo/Name featured on all print and digital Foundation event correspondence as Impact Sponsor for a year
- Logo/Name featured on all Foundation educational flyers and presentations as Impact Sponsor for a year
- Tabling opportunities at all Foundation sponsored events for a year
- 4 Boosted social media opportunities highlighting sponsorship of Foundation throughout the year
- 4 Organic features through social media channels highlighting your business and sponsorship of Foundation for a year
- Signage at all Foundation sponsored events as an Impact Sponsor for a year

Student Scholarship Sponsor

\$2,500

As a Student Scholarship Sponsor, you will play a key role in empowering the Foundation's scholarship initiatives, all of which are rooted in the values of character and ethics. By investing in the future, you'll help scholars transition into the next chapter of their lives. In recognition of your commitment, you will receive a range of benefits, recognition, and exposure over the course of one year.

- Feature Logo/Name/Link on main student scholarship page on Foundation website for the year
- Logo/Name/Link on sponsor page of Foundation website for the year
- 4 Tickets to Student Scholarship recognition event
- Displayed signage at Student Scholarship recognition event
- 4 social media opportunities promoting sponsorship for the year



Community Connector Sponsor

\$1,500

As a Community Connector Sponsor, you will play a pivotal role in supporting outreach and educational initiatives in the areas aligned with BBB's core service priorities: Military & Veterans, Older Adults, and Youth & Young Adult initiatives. In return, you will receive a range of benefits, recognition, and exposure over the course of one year.

- Feature Logo/Name/Link on main community initiative pages on Foundation website for a year
- Logo/Name/Link on sponsor page of Foundation website for a year
- 4 tickets to Military Appreciation Night during year of sponsorship
- Signage at all community initiatives as a sponsor for a year
- 2 social media opportunities promoting sponsorship for the year

Spark Sponsor

\$1,000

As a Spark Sponsor, you will invest in monthly jolts of networking sparked with innovative speakers on relevant topics to foster knowledge, growth, and collaboration for the business community. You will receive a range of benefits, recognition, and exposure over the course of one year.

- Logo/Name/Link on Foundation sponsor page, and ignite page as Spark Sponsor for a year
- Logo/Name featured on all print and digital Spark event promotional flyers as Spark Sponsor for a year
- Logo/Name featured on welcome presentation slides at all Spark events for a year
- 2 social media opportunities promoting sponsorship for the year





Space Sponsorship Opportunities

ignite sparked by BBB offers a professional space to the business community, providing a welcoming and inclusive coworking environment including meeting rooms, event spaces and a podcasting studio.

Whether you're looking for individual drop-ins, client or board meetings, creative sessions, leadership retreats, or networking opportunities, fuel your passion with ignite sparked by BBB!



ignite Meeting Room Sponsor

\$5,000 (per room)

As Better Business Bureau Serving Connecticut sets to launch its ignite space offering coworking, hot-desking, collaboration, conference rooms, a podcast studio, video production and event spaces to the business community, there are opportunities to sponsor the space that will foster business education, growth, development, networking and more. This unique opportunity will showcase your support for innovation, creativity and commerce. Below are the rooms along with a description of each space throughout the newly renovated area that you could help sponsor. There will be one sponsor per room, and it will be on a first come first served basis and valid for one year. Your business name will be displayed prominently on the signage at each room for all guests to view. See below for options available for sponsorship.

EXAMPLE:

The Innovation Hub Room
Empowered by BBB Serving Connecticut

- The Innovation Hub Room
- The Synergy Space
- The Creativity Cove
- The Idea Lab
- The Work Pad
- The Zen Den
- The Podcast Studio
- The Creator Hub

Additional benefits, recognition, and exposure you will receive over the course of one year as a meeting room sponsor are:

- Feature Logo/Name/Link on ignite page as Meeting Room Sponsor for a year
- Informational business profile video created and featured on our YouTube channel, social media sites, and in house in the ignite space with links on sponsor page for a year
- 6 boosted social media opportunities highlighting sponsorship throughout the year
- 6 organic features through social media channels highlighting your business and sponsorship for a year
- Business name proudly placed on our Wall of Flame for high level sponsors in the ignite space for a year

Refuel Sponsor

\$2,500

As the Refuel Sponsor you will keep guests to the ignite coworking, hot desk space hydrated and nourished with lite snacks to help them stay alert, providing an atmosphere for guests that is inviting and welcoming as they focus on the success of their business. You will receive a range of benefits, recognition, and exposure over the course of one year.

- Logo/Name/Link on ignite page as Refuel Sponsor for a year
- Prominent signage on the refreshment bar with company logo and QR code to company website as Refuel Sponsor for a year
- 2 social media opportunities promoting sponsorship for the year



ELEVATE Networking Sponsor

\$1,500

As an ELEVATE Networking Sponsor, you will be the presenting partner of one curated ELEVATE event, a dynamic networking experience designed to celebrate business leadership, amplify underrepresented voices, and spark meaningful connections across Connecticut's business community. Working in partnership with BBB Serving Connecticut, you'll help shape the event's theme, speaker lineup, and promotional strategy.

- Title sponsor for (1) event
- Logo/Name/Link on all print, email, and social promotional materials
- Prominent signage and brand presence at the event
- Featured in post-event highlight video and social media recap
- Minimum of 2 social media mentions before and after the event
- Option to provide branded giveaways or materials to attendees



STEP 1

Choose Your Sponsorship Level

Reserve your sponsorship level today! With your support, BBB Foundation of Connecticut and BBB Serving Connecticut will continue to help the communities we serve to make informed decisions against unethical practices that target the Marketplace daily, provide students who portray high ethical standards with continuing education scholarships and more.

Ignition Sponsor **\$10,000**

Collaborative Catalyst Sponsor **\$5,000**

Impact Sponsor **\$3,000**

Student Scholarship Sponsor **\$2,500**

Community Connector Sponsor **\$1,500**

Spark Sponsor **\$1,000**

Refuel Sponsor **\$2,500**

ELEVATE Networking Sponsor **\$1,500**

ignite Meeting Room Sponsor
\$5,000 (per room)

Please select the room(s) you would like to sponsor below.

The Innovation Hub Room

The Synergy Space

The Creativity Cove

The Idea Lab

The Work Pad

The Zen Den

The Podcast Studio

The Creator Hub

STEP 2

Fill Out Your Contact Information

Contact Person: _____

Company Name: _____

Mailing Address: _____

Phone: _____

Email: _____

STEP 3

Fill Out Your Payment Information

*(Please fill out **ONE** of the options below for payment)*

Credit card

Credit card number: _____ Exp.: _____

CID/CVC: _____ Billing address: _____

City: _____ State: _____ ZIP: _____

Name on card: _____

Check

Account holder: _____

Name on check: _____

Account number: _____

Routing number: _____

Address on check: _____

City: _____ State: _____ ZIP: _____

Telephone number on check: _____

TO RESERVE YOUR SPONSORSHIP

- Mail in payment to **BBB Foundation of CT, 29 Berlin Road, Cromwell, CT 06416**
- Fax payment to **860-740-4510**
- Email completed form to **mbourdeau@ct.bbb.org**

BBB Foundation of Connecticut reserves the right to review, vet and approve sponsorship applications upon receipt of interest.

THANK YOU!

Thank you for your support. A member of BBB Foundation of Connecticut will be in touch to go over sponsorship benefits, provide updates and obtain items like logos for recognition. In the meantime, if you have questions feel free to reach out to Michelle Bourdeau at **mbourdeau@ct.bbb.org** or **860-740-4500 ext. 137**. You can also visit our website at **BBB.org/local/0111/foundation**.