



BBB[®]

BETTER BUSINESS BUREAU[®]

MEDIA KIT

BETTER BUSINESS BUREAU® OF MICHIGAN

BBB® of Michigan is more than a directory or complaint resolution service; we are a dedicated partner in supporting, educating, and empowering businesses and consumers.

We believe that trust is the foundation of a strong marketplace, and we're here to help businesses and consumers connect with confidence. Whether you're a business building your reputation or a consumer seeking reliable information, we're committed to creating a fair and transparent marketplace where everyone benefits.

At BBB®, we ensure consumers have the information and tools needed to make informed choices. Our dispute resolution services provide a neutral space for addressing concerns, giving both businesses and individuals a fair and transparent process for resolving issues. Additionally, we offer verified business profiles and customer reviews, allowing consumers to research companies before making important financial decisions.

Businesses can apply for BBB® Accreditation to demonstrate their dedication to honest business practices and accountability, helping them build consumer trust.

To help Michigan companies succeed, we also provide additional resources including marketing tools, professional development courses and webinars, networking opportunities, and engaging special events. Through our BBB® Educational Foundation, we provide individuals and businesses with the knowledge they need to navigate today's marketplace with confidence.

The BBB® Educational Foundation offers free community presentations on important topics like fraud prevention, online security, and reputation management.

Businesses can also support these initiatives, demonstrating their commitment to consumer protection and ethical business practices.

**VISIT [BBB.ORG/MI](https://bbb.org/mi) OR CALL
(517) 837-2162 to learn more.**

BBB[®] BY

THE NUMBERS

3.6 MILLION+ # OF TIMES MICHIGAN CONSUMERS VIEW BBB BUSINESS PROFILES EACH YEAR

1.1 MILLION+ # OF FACEBOOK CONTENT VIEWS EARNED IN 2025

23K # OF STUDENTS BBB[®] EDUCATIONAL FOUNDATION SCAM BUSTER'S CONNECTED WITH SINCE ITS INCEPTION

8.8K # OF TOTAL GUESTS IN ATTENDANCE AT FREE COMMUNITY PRESENTATIONS IN 2025

330 # OF FREE PRESENTATIONS DELIVERED, ACROSS 28 MICHIGAN COUNTIES IN 2025

12 # OF TRADE SCHOLARSHIPS GIVEN IN **2025**,
TOTALING \$10,100

6 # OF \$1,500 COLLEGE SCHOLARSHIPS AWARDED IN **2025**



BBB® EDUCATIONAL FOUNDATION

The Better Business Bureau® of Michigan Educational Foundation is a 501(c)(3) nonprofit and the charitable arm of BBB of Michigan. We support consumers, businesses, and nonprofits across our 80-county service area through research, education, and free community presentations. Below are some of the programs your support helps make possible. While all presentations are offered at no cost, tax-deductible contributions to the Foundation are welcome to help offset program expenses and expand our reach.

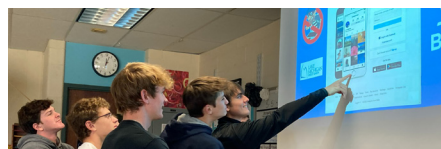
We also offer custom sponsorship packages tailored to your organization's goals. Please email Troy Baker at troyb@mi.bbb.org or Monica Beach at monicab@mi.bbb.org to explore and build the ideal partnership opportunity for your business.

Below are some of the offerings the Educational Foundation has available for the community.



AI Essentials Training Courses

Free beginner-friendly trainings help organizations of all sizes use AI with confidence to streamline operations, improve customer experiences, and create more effective content using practical, real-world tools; no technical background required.



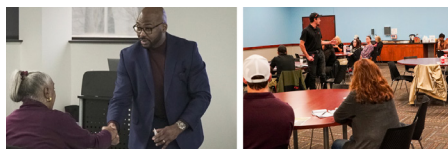
BBB Scambusters®

An interactive game for schools and students that teaches about how to spot and avoid common scams.



Business Card Exchange

We bring together local business leaders, entrepreneurs, and professionals for dynamic events featuring expert-led insights on business growth. Followed by relaxed networking.



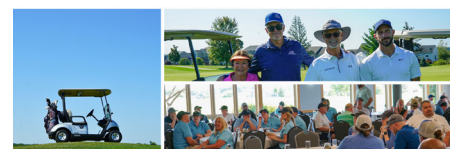
Getting the Most Out of Your BBB Accreditation: Welcome Wednesday

Exclusively for current BBB Accredited Businesses, these sessions show you how to maximize your accreditation; enhance your BBB profile, learn how to stand out from competitors, access free resources, and more!



Fighting Financial Fraud

A series of presentations presented by BBB® in partnership with FINRA. These are perfect for seniors and community groups.



BBB Golf Outing

The Better Business Bureau Educational Foundation annual golf outing. These events raise money for our free fraud prevention programs in the community, teaching thousands of students and seniors how to spot and avoid scams.



Skilled Trades Career Fair

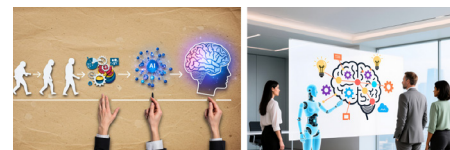
The BBB Skilled Trades Career Fair connects job seekers with local employers offering opportunities in skilled trades and other in-demand careers.

Open to students, career changers, veterans, and anyone exploring hands-on professions, it's a chance to meet employers, learn about training programs, and discover pathways to meaningful careers.



Torch Awards for Ethics

The Torch Awards for Ethics recognizes businesses and nonprofits that go above and beyond in demonstrating trust, integrity, and a deep commitment to ethical practices.



Michigan Blaze A.I Summit

Designed for growth-minded business leaders, the Michigan AI Summit makes artificial intelligence approachable, practical, and immediately useful through an immersive experience that sparks curiosity and delivers real tools, strategies, and ideas you can apply right away.



WHY SHOULD YOU PARTNER WITH BBB® ?

Aligning your business with the Better Business Bureau® is more than a partnership; it's a public declaration of your commitment to ethics, transparency, and community trust. BBB® Accreditation signals to consumers, employees, and partners that your business upholds the highest standards of integrity in the marketplace.

By sponsoring the BBB® Educational Foundation, a registered 501(c)(3) nonprofit, your organization takes that commitment even further, empowering consumer education, fraud prevention, and youth outreach across Michigan. Sponsorships and tax-deductible contributions not only fund vital educational initiatives but also enhance your company's reputation as a community leader incorporate responsibility.

Together, we can build a marketplace where integrity drives success and your brand will stand at the forefront of positive change.



THE VALUE OF BBB® ACCREDITATION

BBB® Accredited Businesses are a select group of businesses committed to high standards and best practices in customer service, sales, advertising, data privacy, and ethics.

Not every company is eligible to become BBB® Accredited, but those that meet BBB® Accreditation Standards and make it through the rigorous evaluation process have the honor of joining one of the most respected and well-known business communities in the country.

What do Accredited Businesses say about the Value of BBB® Accreditation?

“Accreditation shows customers they can trust us, before we ever say a word.”

“It instantly sets us apart as a reputable business in our industry.”

“Being BBB Accredited strengthens our credibility with every new customer.”

“The BBB seal is valuable; it reinforces our integrity everywhere our brand appears.”



BUSINESS CARD EXCHANGE

FEBRUARY | APRIL | JUNE | AUGUST | OCTOBER | DECEMBER

Our Business Card Exchanges bring together Michigan's business community to connect, learn, and engage in meaningful conversation. Some events feature expert presenters with practical insights, while others focus on high-value networking and relationship building.

No matter the format, each exchange offers a welcoming space to meet fellow professionals, expand your network, and open the door to new opportunities.



Welcome Wednesday:

Getting the Most Out of Your BBB Accreditation

JANUARY | MARCH | MAY | JULY | SEPTEMBER | NOVEMBER

Exclusively for current BBB Accredited Businesses, these sessions help you unlock the full value of your accreditation, whether you're new or just looking for a refresh.

Learn to leverage your BBB Business profile, how to stand out from competitors, access free BBB resources, explore professional development, and discover ways to earn discounted or free renewals.

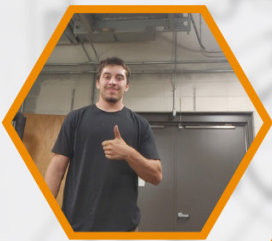
Each session wraps with networking, giving you a chance to connect with peers. Held in person or online every other month in 2026.

Customized sponsorship packages available include:

- Opportunity to speak at the start of events
- Your business logo featured on presentation slides
- Your business logo on event email footers
- Display your Business signage
- Social Media Mention/Post

Please contact Troy Baker at troyb@mi.bbb.org or Monica Beach at monicab@mi.bbb.org to explore and build the ideal sponsorship opportunity for your business.

[BBB.org/Miprograms](https://www.bbb.org/miprograms)



BBB® TRADES SCHOLARSHIP

2026 Scholarship applications will open in April

Designed to reimburse young workers for things like tools, boots, and other items required to get their career started. This scholarship helps individuals pursuing skilled trades jobs acquire the resources they needed to succeed in their chosen trade, giving them a strong start toward building a bright career.

Our Educational Foundation awarded 12 students with BBB® Trades Scholarship in 2025.

The West Michigan Whitecaps will host the 2026 ceremony at LMCU Ballpark.

BBB® TRADES SCHOLARSHIP

SPONSORSHIP OPPORTUNITIES

Customized sponsorship packages available include:

- Your business logo on our website
- Your business logo included in promotional videos
- Your business logo included in emails about BBB Scholarships
- Social media mention and post

Please contact Troy Baker at troyb@mi.bbb.org or Monica Beach at monicab@mi.bbb.org to explore and build the ideal sponsorship opportunity for your business.



BBB® TRUST SCHOLARSHIP

2026 Scholarship applications will open in January

The BBB Trust Scholarship recognizes young leaders who exemplify Trust and Ethics in their daily lives. There were 6 \$1,500 college scholarships given in 2025.

The West Michigan Whitecaps will host the 2026 ceremony at LMCU Ballpark.



There were six students awarded with BBB Trust Scholarship in 2025.



Customized sponsorship packages available include:

- Your business logo on our website
- Your business logo included in promotional videos
- Social media mention and post
- Your business logo included in emails about BBB Scholarships

Please contact Troy Baker at troyb@mi.bbb.org or Monica Beach at monicab@mi.bbb.org to explore and build the ideal sponsorship opportunity for your business.

BBB.org/Miawards



BBB® EDUCATIONAL FOUNDATION GOLF OUTING **SEPTEMBER 2026**

Join us at the annual BBB of Michigan Golf Outing, a day where great golf meets great impact. This yearly event is a fantastic opportunity for businesses to showcase their brand, build community connections, and support a mission that matters. Your participation helps support BBB's free fraud prevention programs, which teach thousands of Michigan students, military families, and older adults how to spot and avoid scams. Come for the networking and fun.

Leave knowing you helped strengthen trust and protect our communities!

Customized sponsorship packages available include:

HOLE SPONSORS: \$1,300

DRIVING RANGE SPONSORS: \$500

CART SPONSORS: \$2,000

LUNCH SPONSORS: \$2,000

DRINK CART SPONSORS: \$2,000

PUTTING GREEN SPONSORS: \$500

AWARD RECEPTION SPONSORS: \$2,000

GAME SPONSORS: \$500

- Straightest Drive
- Longest Drive
- Longest Putt
- Closest to the Pin
- Golf Ball Cannon
- Dice Game
- \$10,000 Hole in one

Select Golf Outing sponsorship packages include a complimentary foursome.



BBB® SKILLED TRADES CAREER FAIR RETURNING IN 2026

Back by popular demand, the BBB Skilled Trades Career Fair connects job seekers with local employers offering opportunities in skilled trades and in-demand careers. Open to students, career changers, veterans, and anyone exploring hands-on professions, the fair provides a chance to meet employers, learn about training programs, and discover pathways to meaningful careers.

This spring event supports the BBB of Michigan Educational Foundation's mission to build strong, ethical workforce pipelines, helping local businesses thrive while empowering the next generation of skilled professionals.



Customized sponsorship packages available include:

- Your business logo displayed on the registration page on the website
- Your business logo featured on career fair slideshow presentation
- Your business logo on event email footers
- Display your Business signage
- Social Media Mention/Post

Please contact Troy Baker at troyb@mi.bbb.org or Monica Beach at monicab@mi.bbb.org to explore and build the ideal sponsorship opportunity for your business.





TORCH AWARDS FOR ETHICS NOVEMBER 2026

The Torch Awards for Ethics recognizes businesses and nonprofits that go above and beyond in demonstrating trust, integrity, and a deep commitment to ethical practices.
Applications and Nominations open Summer 2026



PARTNER WITH US AT THE LEVEL THAT FITS YOU BEST: Customized sponsorship packages available include:

- Reserved table with 8 seats for the Torch Awards
- Your business logo featured on ceremony slideshow
- Your business logo on event email footers
- Social media mention and post

Please contact Troy Baker at troyb@mi.bbb.org or Monica Beach at monicab@mi.bbb.org to explore and build the ideal sponsorship opportunity for your business.





PICKLEBALL FOR PURPOSE DECEMBER 2026

Join us for a fun and active twist on traditional business outings! Our Pickleball Networking Event combines friendly competition with meaningful networking, giving attendees a unique way to connect with fellow business leaders.

Proceeds support the BBB® of Michigan Educational Foundation, helping advance programs that strengthen Michigan's business community. Whether you're a seasoned player or trying pickleball for the first time, this event is designed to be inclusive, engaging, and a great way to build relationships while supporting a worthy cause.



Customized sponsorship packages available include:

- Your business logo on signage at the event
- Your business logo on our website
- Your business logo included in promotional videos
- Your business logo included in emails about the event
- Social media mentions and post

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AIM FOR IMPACT

JULY 2026

Take aim at a unique networking opportunity while supporting the BBB® of Michigan Educational Foundation! This event, hosted in partnership with a professional shooting club, offers a safe, controlled environment where attendees can try their hand at precision challenges, friendly competitions, and skill-building exercises.

The experience emphasizes focus, fun, and camaraderie. Participants will connect with peers, enjoy hands-on instruction from certified professionals, and leave with new insights and maybe a few bragging rights!



Customized sponsorship packages available include:

- Your logo on signage at the event
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BUSINESS LICENSING EDUCATIONAL SERIES

QUARTERLY SESSIONS BEGINNING IN Q1 2026

BBB of Michigan's Business Education Licensing Series helps businesses understand what it takes to become, and remain properly licensed in our state.

Whether a company is just starting out, expanding into new services, or working to reach BBB Accreditation standards, this program provides the knowledge and support they need to move forward with confidence.

We offer industry-specific education sessions covering HVAC, building and maintenance, plumbing, electrical work, and other regulated trades.

Each session breaks down complex requirements into clear, actionable steps. Our goal is to help businesses operate legally, avoid penalties, build trust, and position themselves for future BBB Accreditation when they're ready.

Customized sponsorship packages available include:

- Your logo on signage at the event
- Your business logo on our website
- Your business logo included in promotional videos
- Your business logo included in emails about events
- Social media mentions and post

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TOP GOLF FUNDRAISER

MAY 2026

The BBB Educational Foundation is bringing a new twist to our traditional golf outings with a Top Golf experience in 2026! Join us for a fun-filled day of networking, friendly competition, and skill challenges, all while supporting our free fraud prevention programs in the community. Your participation helps teach thousands of students and seniors how to spot and avoid scams, making a real impact on Michigan communities.

Whether you're a seasoned golfer or just looking for a great time with fellow business leaders, this event is designed for fun, connection, and giving back.

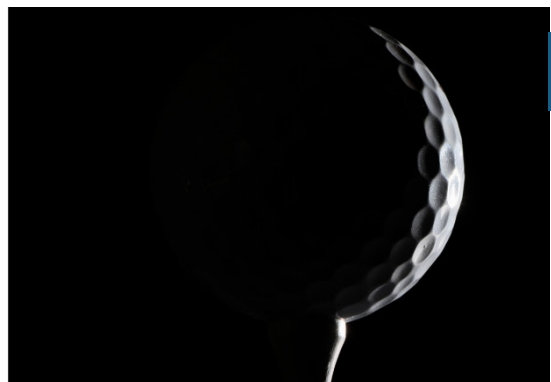
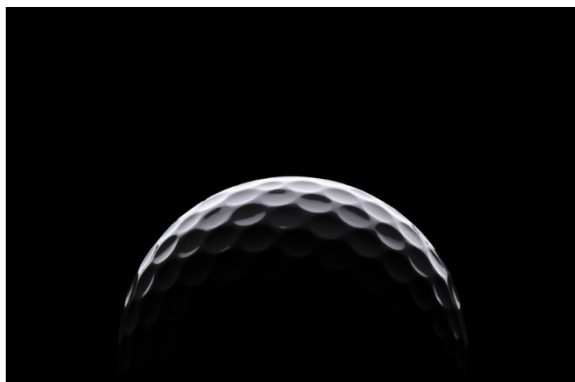


TOPGOLF®

Customized sponsorship packages available include:

- Your logo on signage at the event
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- Your business logo included in promotional videos
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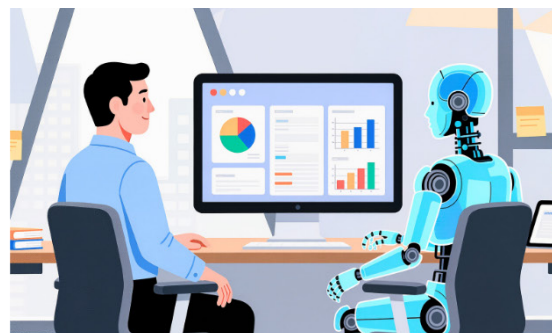
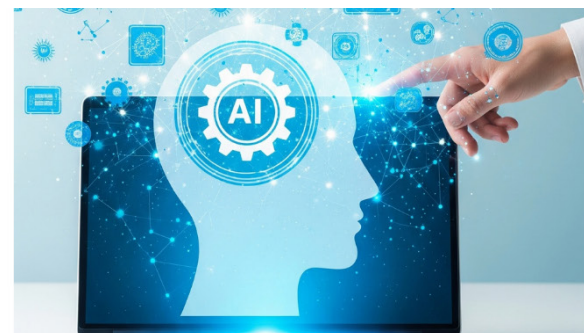
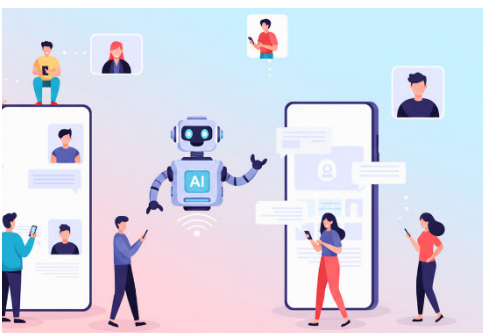




AI ESSENTIALS FOR YOUR BUSINESS SERIES **CLASSES BEGIN IN Q1 2026**

Organizations of all sizes are invited to attend these free, beginner-friendly training programs designed to help business owners and their employees use AI with confidence. Participants will learn how to streamline operations, improve customer experiences, and create more effective content using accessible, real-world AI tools.

No technical background required. The AI Essentials for Your Business Series empowers today's business leaders to confidently integrate AI and stay competitive in a rapidly evolving marketplace.



MICHIGAN BLAZE AI SUMMIT **FALL 2026**

Designed for business leaders ready to grow, adapt, and lead in a rapidly evolving world, the Michigan AI Summit has been designed to make artificial intelligence approachable, practical, and immediately useful. This immersive experience will spark curiosity, fuel imagination, and empower attendees to leave with at least real tools, strategies, or ideas they can apply in their business right away.

Customized sponsorship packages available include:

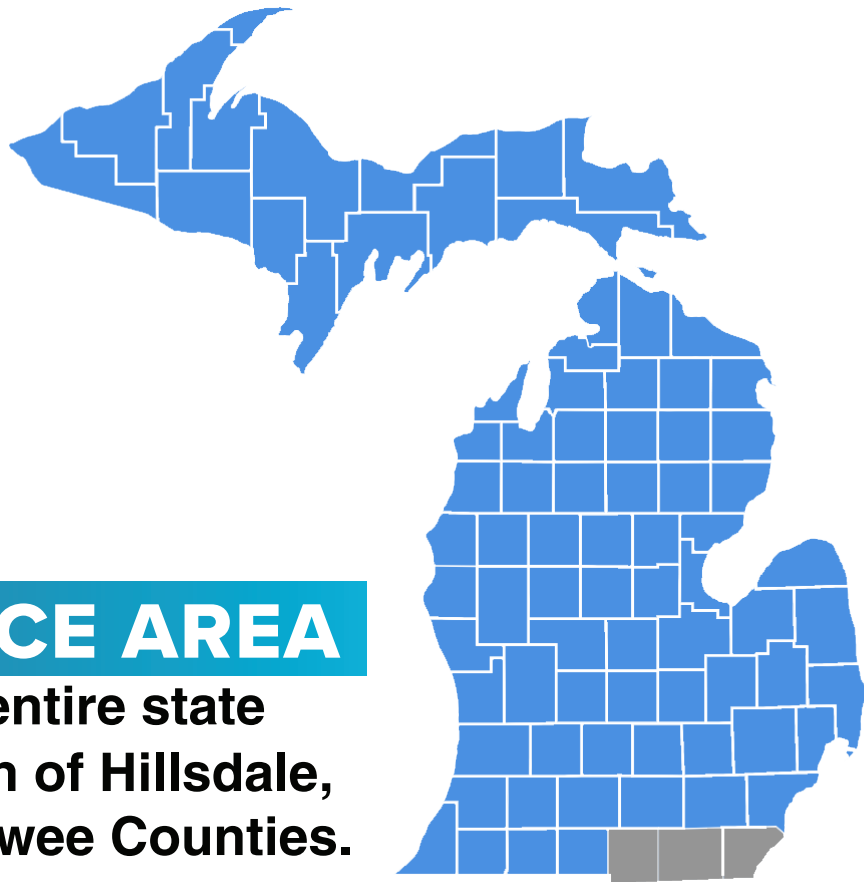
- Your logo on signage at the event
- Your business logo on our website
- Your business logo included in promotional videos
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Grand Rapids Office: 3330 Claystone St SE, Grand Rapids, MI 49546
517-837-2162 | info@mi.bbb.org | BBB.org/MI



OUR SERVICE AREA

Now serving the entire state
with the exception of Hillsdale,
Monroe and Lenawee Counties.

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