



Community Partner Sponsorship Program 2024

For more information and to
purchase sponsorships



CONTACT US

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Limited Spots Available

Our Purpose

For more than 100 years, your Better Business Bureau has been building trust in the marketplace with the purpose of enabling consumers, businesses, and ultimately our communities to thrive.

We aim to build an ethical marketplace where buyers and sellers trust each other.

Reasons to Sponsor Events

**Showcase Your Company's Commitment to Trust
Support Education that Enhances Professional Skill
sets in the Workplace**

**Network and Connect with like-minded
people and create new clients**

Marketing Impact

- **Over 2,000 media mentions in 2023**
- **Over 100,000 impressions & engagements via social media**
- **11,000 subscribers to monthly newsletter**
- **3 digital billboards in our market area**

Big Blue Bash - April 23, 2024

The Big Blue Bash is a signature event created to celebrate and engage with our Accredited Business community. During our luncheon, we will recognize Students of Integrity recipients, Torch and Spark Award winners and provide networking opportunities.

Songwriter's Night - October 11, 2024

Since 2017, BBB's Songwriter's Night has brought great talent, great food, and incredible businesses together with talented songwriters to support the needs of small businesses throughout Middle TN and Southern KY. To date, the event has raised over \$180,000. The money raised supports community programs and provides grant funding to small businesses in the 45 counties BBB serves.

Regional Events (Ignite & Open Mic)

Step into the spotlight and let your business shine at the "Ignite and Open Mic Networking Event" hosted by your Better Business Bureau (BBB). This unique gathering offers you the chance to present your business in a dynamic and engaging way, fostering connections with other professionals in a lively and supportive atmosphere.

Coffee & Connections

Join us for a morning of inspiration and collaboration at "Coffee and Connections," an exclusive networking and educational event designed specifically for BBB Accredited Businesses. Hosted by the Better Business Bureau (BBB), this gathering aims to foster meaningful connections, share insights, and empower local businesses to thrive in an ethical and transparent marketplace.

Exciting Opportunities to showcase your business while connecting with other businesses and new clients



IGNITE
Community Partner
Sponsorship Program



Integrity Foundation

An extension of BBB's mission to advance marketplace trust, the Integrity Foundation works to create a community of trustworthy businesses through programs that provide a roadmap for the leaders, current and future in Middle Tennessee and Southern Kentucky.

Torch Awards

Highlights local businesses dedicated to building trust through ethical practices

Spark Awards

Honoring those social enterprises, startups, and new businesses that demonstrate a higher level of character, an authentic culture around their mission and truly connect with community

Students of Integrity

Honoring those social enterprises, startups, and new businesses that demonstrate a higher level of character, an authentic culture around their mission and truly connect with community

Small Business Grants Program

Small Business Grant Program offers financial support to Accredited small businesses who have been financially impacted by natural disasters.

2024 Event Calendar

Signature Events

Big Blue Bash - (April)
Songwriter's Night - (October)

Community Events

(Quarterly)

Regional Ignite Meetings
Open Mic
Coffee & Connections



IGNITE

Community Partner Sponsorship Program

Annual Premium Partnerships

\$30,000

Blue Diamond (exclusive title sponsor)

- Exclusive 2024 title partner for all signature and community events.
"Presented By: "
- Logo on Digital Billboard advertising the Signature Events as presenting sponsor
- Includes 3 tables of 8-10 based on venue at Signature Events
- Priority Location - 1 networking expo table
- Opportunity for CEO to speak during beginning of programming
- Full page AD in event program
- Recognition at Regional Events with logo included on marketing materials
- Exclusive event merchandise at Songwriter's Night

Recognition at all Regional Events:

- Ignite & Open Mic
- Coffee & Connections
- Annual Meeting

Integrity Foundation

Business will be featured as a sponsor for all Integrity Foundation Programs Including: Torch & Spark Awards, Students of Integrity and Small Business Grants.

Brand Awareness

Name and Logo will be featured in monthly newsletter (Center-fold), TV and social media ads and on billboards.

Annual Premium Partnerships

\$20,000

DIAMOND (2 available)

- Includes 2 tables of 8-10 based on venue at Signature Events (Big Blue Bash, Songwriter's Night)
- 1 networking expo table
- Opportunity for representative to be presenting sponsor for one Awards Program
- Partner logo prominently featured in all pre/post event digital media including evites, PSAs, social media posts, event signage and thank you letters
- Full page AD in event programs.
- Logo on Digital Billboard advertising the Signature Events

Recognition at all Regional Events:

- Ignite & Open Mic
- Coffee & Connections
- Annual Meeting

Integrity Foundation

Business will be featured as presenting sponsor (choose 1) for Torch or Spark Awards.

Brand Awareness

Name and Logo will be featured in monthly newsletter, TV and social media ads and on billboards.

\$15,000

PLATINUM (4 available)

- Includes 2 tables of 8-10 based on venue at Signature Events (Big Blue Bash, Songwriter's Night)
- 1 networking expo table
- Partner logo prominently featured in all pre/post event digital media including evites, PSAs, social media posts, event signage and thank you letters
- Full page AD in event program. Logo on Digital Billboard advertising the Signature Events (Big Blue Bash, Songwriter's Night)

Recognition at all Regional Events

- Coffee & Connections
- Ignite & Open Mic
- Annual Meeting

Integrity Foundation

Business will be featured as presenting sponsor (choose 1) for Students of Integrity or Small Business Relief Grants.

Annual Partnerships

\$10,000

GOLD

Annual Sponsor
Includes all signature events

- Includes 1 table at each signature event
- 1 networking expo table
- Partner logo featured in all pre/post event digital media including evites, PSAs, social media posts, event signage and thank you letters
- 1/2 page ad in event program
- Logo on Digital Billboard advertising

Recognition at Regional Events

- Ignite & Open Mic
- Coffee & Connections
- Annual Meeting

Integrity Foundation (Annual Sponsor)

Business will be featured as a sponsor for:

- Torch Awards
- Spark Awards
- Students of Integrity
- Small Business Grants

Brand Awareness

- 1/2 page ad in newsletter
- Social Media Ads

Songwriter's Night



\$5,000

SILVER

Big Blue Bash & Songwriter's Night

- Includes 1 table of 8-10 based at Big Blue Bash AND Songwriter's Night
- 1 networking expo table
- Logo featured in all pre/post event digital media including evites, PSAs, social media posts, event signage and thank you letters

New for 2024!

Recognition at Regional Events (Choose 1)

- Ignite & Open Mic
- Coffee & Connections
- Annual Meeting

Integrity Foundation (Choose 1)

Business will be featured as a sponsor for:

- Torch Awards
- Spark Awards
- Students of Integrity
- Small Business Grants

Brand Awareness (Choose 2)

- Featured on TV commercial
- Social media ads
- On billboards
- Trust talk Tuesday

\$3,000

BRONZE

Big Blue Bash

- Includes 1 table of 8-10 based on venue at Signature Event
- 1 networking expo table
- Logo will be featured in event program

Integrity Foundation (Choose 1)

Business will be featured as a sponsor for

- Torch Awards
- Spark Awards
- Students of Integrity
- Small Business Grants

Brand Awareness (Choose 1)

Logo included in Monthly Newsletter

- Featured on TV commercial
- Social media ads
- On billboards
- Trust talk Tuesday



IGNITE

BBB Community Partner Sponsorship Program

\$1,500

COBALT

Big Blue Bash

- Includes 1 table of 8-10 based on venue at Signature Event
- 1 networking expo table (based on availability)
- Logo will be featured in event program

\$750

DENIM

Big Blue Bash

- Includes 1/2 table of 8-10 based on venue at Signature Event
- Logo will be featured in event program