



Better Business Bureau

# COMMUNITY PARTNER PROGRAM

BBB.org | 651.699.1111





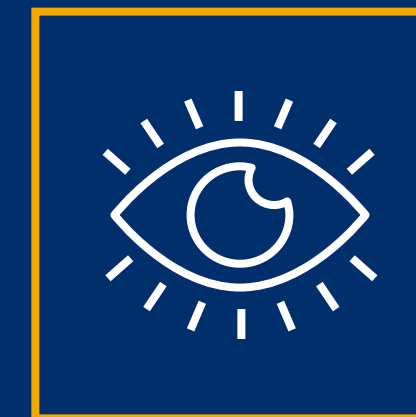
BBB is an internationally recognizable symbol of trust and integrity and we're looking for business leaders to cultivate a strong and sustainable marketplace with us.

#### BBB Reach

- **7,000+** local Accredited Business members
- **12.1k** social media followers; 41% women ages 25-44
- **400,000** Accredited Business members across North America
- **19,700+** subscribers to BBB's monthly consumer newsletter
- **17,000+** participants at BBB's outreach activities in 2022
- **6,000+** subscribers to BBB's monthly business newsletter

## Why be a BBB Community Partner?

Elevate your brand year-round! Take advantage of the unparalleled opportunities that event sponsorship brings. Secure your spot as a key player in industry events and let your brand shine! Ready to make a lasting impression? Join us for a year-long partnership that goes beyond the ordinary. For inquiries and customized sponsorship packages, contact Erica Thompson at [erica.thompson@thefirstbbb.org](mailto:erica.thompson@thefirstbbb.org) and 651-695-2493. Your brand's journey to success starts here!



### Maximize Visibility

Stand out from the crowd and enjoy consistent exposure to your target audience throughout the entire year. Be the brand they remember when it matters most.



### Build Lasting Connections

Forge meaningful relationships with our engaged community. Your year-long commitment allows for deeper interactions, fostering trust and loyalty among potential clients and partners.



### Comprehensive Exposure

Enjoy exposure across multiple platforms - online, in print and everywhere in between. From social media shoutouts to logo placements in newsletters, we've got your brand covered.

# BBB Community Level Sponsorship Benefits

	Honor Level \$2,500	Ethics Level \$5,000	Trust Level \$7,500	Intregity Level \$10,000	Premier Level \$12,500
Torch Awards	<ul style="list-style-type: none"><li>• Two tickets</li><li>• Company logo in all event materials</li></ul>	<ul style="list-style-type: none"><li>• Four tickets</li><li>• Company logo in all event materials</li></ul>	<ul style="list-style-type: none"><li>• One table</li><li>• Company logo in all event materials</li></ul>	<ul style="list-style-type: none"><li>• One table</li><li>• Company logo in all event materials</li><li>• Promotional table/booth at event</li></ul>	<ul style="list-style-type: none"><li>• One table</li><li>• Company logo in all event materials</li><li>• One minute company promo during program</li></ul>
Annual Meeting	<ul style="list-style-type: none"><li>• Two tickets</li><li>• Company logo in all event materials</li></ul>	<ul style="list-style-type: none"><li>• Four tickets</li><li>• Company logo in all event materials</li></ul>	<ul style="list-style-type: none"><li>• One table</li><li>• Company logo in all event materials</li></ul>	<ul style="list-style-type: none"><li>• One table</li><li>• Company logo in all event materials</li><li>• Promotional table/booth at event</li></ul>	<ul style="list-style-type: none"><li>• One table</li><li>• Company logo in all event materials</li><li>• One minute company promo during program</li></ul>
Integrity Golf Classic	<ul style="list-style-type: none"><li>• Two Tickets + Fastpass</li><li>• Company logo in all event materials</li></ul>	<ul style="list-style-type: none"><li>• Foursome + Fastpass</li><li>• Company logo in all event materials</li></ul>	<ul style="list-style-type: none"><li>• Two Foursomes + Fastpass</li><li>• Company logo in all event materials</li></ul>	<ul style="list-style-type: none"><li>• Two Foursomes + Fastpass</li><li>• Company logo in all event materials</li><li>• Promotional table/booth at event</li></ul>	<ul style="list-style-type: none"><li>• Two Foursomes + Fastpass</li><li>• Company logo in all event materials</li><li>• Opportunity to provide company swag</li><li>• Opportunity to speak at dinner</li></ul>
Other	<ul style="list-style-type: none"><li>• Company logo on web event page</li></ul>	<ul style="list-style-type: none"><li>• Company logo on web event page</li></ul>	<ul style="list-style-type: none"><li>• Company logo on web event page</li><li>• Company logo displayed on newsletter - month of event</li></ul>	<ul style="list-style-type: none"><li>• Company logo on web event page</li><li>• Logo and link to website displayed on newsletter banner distributed to 19,700 consumers and 6,800 Accredited Businesses</li><li>• Logo on lobby monitor</li></ul>	<ul style="list-style-type: none"><li>• Company logo on web event page</li><li>• Logo and link to website displayed on newsletter banner distributed to 19,700 consumers and 6,800 Accredited Businesses</li><li>• Logo on lobby monitor</li><li>• Logo displayed in Graham Center for calender year</li></ul>



## What BBB Community Partners have to say:

“Think Bank is proud to partner with BBB, which is such a trusted resource and leader in our communities, and to support its many outstanding events. The BBB’s events are not only engaging, educational and fun, but also promote the importance of conducting business in an ethical manner, which is so important to us.”

*Chris Barnick  
SVP of Consumer Banking at Think Bank*

“For over a decade, PCI has been aligned with and a proud sponsor of BBB and its mission of nurturing an ever-expanding trusted ethical marketplace in which businesses and consumers can thrive. Partnering with the BBB through its many local events, whether it be the Integrity Golf Classic, the BBB Students of Integrity Scholarships, the Torch Awards for Ethics, or through volunteer work at the Minnesota State Fair, helps further the BBB’s mission of showcasing to the business community the economic advantage of trust.”

*Peter Gaetz  
Chief Compliance Officer at Preferred Credit, Inc.*





# Torch Awards for Ethics

*A celebration of marketplace role models*

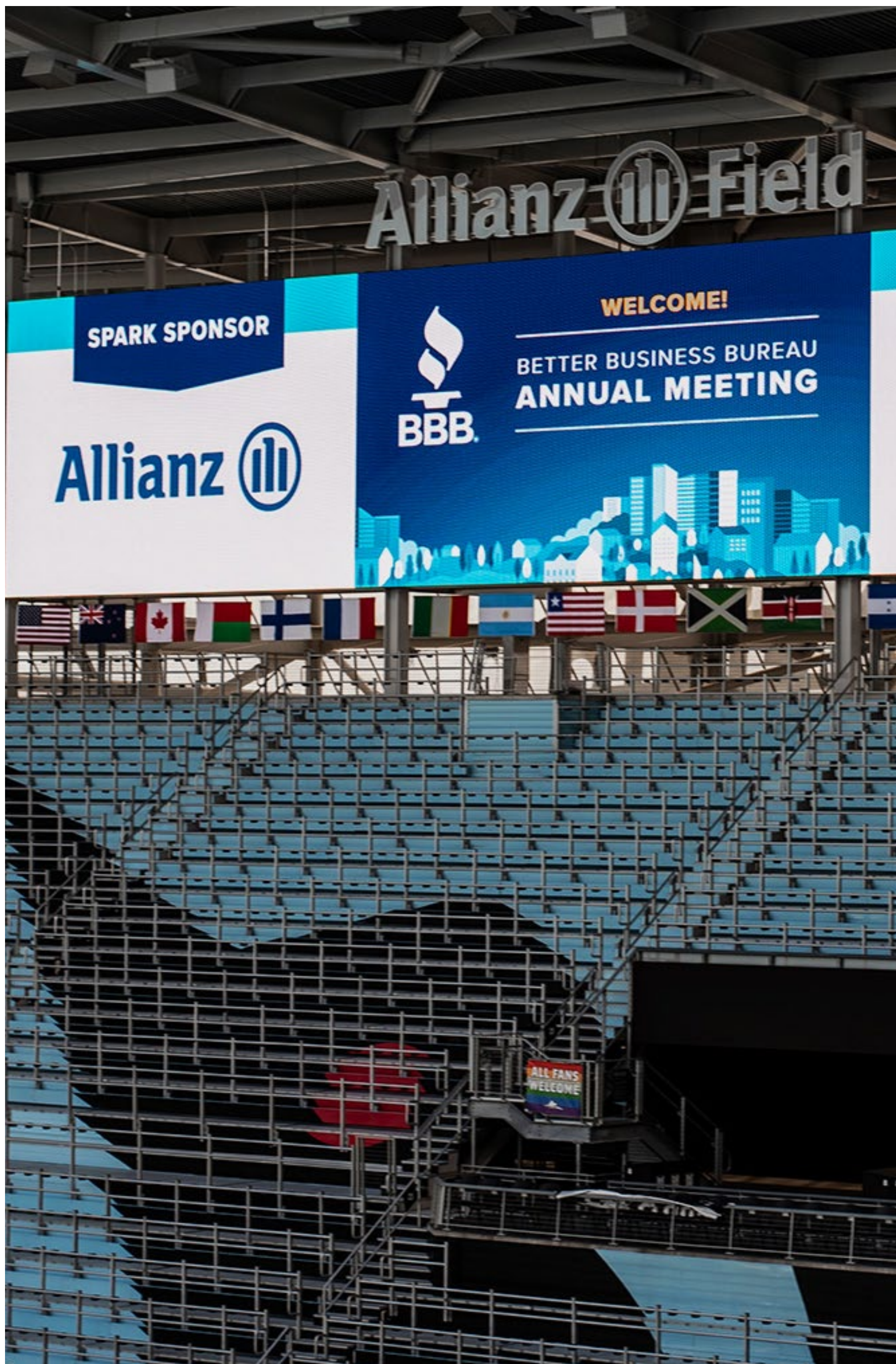
BBB's signature event is an annual program that recognizes businesses that demonstrate high levels of integrity and ethical business practices. The Torch Awards aim to promote and celebrate trust within the marketplace by honoring companies that go above and beyond in their commitment to ethical conduct.

## HIGHLIGHTS

- Mix and mingle with our community's top professionals
- Grow your network
- Be inspired by empowering stories from our finalists and winners of passion, courage and overcoming adversity







# Annual Meeting

*A year in review of BBB's performance, direction and stability*

BBB Accredited Businesses, board members and strategic partners gather for a luncheon and recognize the year's accomplishments and milestones, including honoring standout members -- from emerging leaders to long-standing partners.

## HIGHLIGHTS

- Hear insights on BBB's performance
- Mix and mingle with Accredited Businesses
- Champion emerging companies who are finalists for the BBB Spark Award for Entrepreneurship







# Integrity Golf Classic

*Tee off to support marketplace ethics!*

Gather with colleagues, business partners and new clients for a friendly game of golf. Players enjoy networking, competing for prizes and showing off their golf game.

## HIGHLIGHTS

- Expose your brand with local professionals
- Bid on raffle items to support BBB Foundation
- Get to know fellow players while you stroll and wait







# BBB Assembly

*An international conference hosted by BBB of MN & ND*

This international conference gathers distinguished BBB leadership from over 90 regional offices to discuss the state of the organization, celebrate its successes and plan for the future.

## HIGHLIGHTS

- Platform to share innovative practices and perspectives openly
- Opportunity to discuss the future direction of the business
- Chance to build and strengthen relationships through beneficial partnerships







## Newsletter

- Our Accredited Business digital newsletter is distributed monthly to our list of 6,800 businesses, sharing important information about marketplace tips and trends, upcoming events, and more.
- Our Capable Consumer digital newsletter is distributed monthly to our list of 19,700 individuals, sharing vital information on scam prevention education, upcoming events, and more.
- Digital reach: 26,000+ people



## Meeting Rooms

- Our state-of-the-art meeting rooms can host groups as intimate as 1-5 and as large as 100. We rent out our many spaces for public use, which is great exposure for your brand to sponsor a BBB meeting room seen by different business organizations.
- Meeting rooms are used by the public on average 10 times/month.
- In 2022 alone, more than 500 people have occupied BBB meeting rooms.



## Other BBB Recognition

- BBB participates in many community events, speaking engagements, expos, and more. As a BBB Community Partner, you will have the opportunity to sponsor select outreach events and activities and get your brand in front of a variety of audiences.
- Our Premier, Integrity, and Trust Level sponsors will have their logos displayed on a large monitor at the main lobby inside the BBB building, displaying your brand to all visitors.

**All sponsor packages can be customized to suit your needs. To learn more, please contact:**  
Erica Thompson | 651.695.2493 | [erica.thompson@thefirstbbb.org](mailto:erica.thompson@thefirstbbb.org)