



SPONSORSHIP OPPORTUNITIES





BBB sponsorships deliver competitive, professional marketing opportunities that provide highly visible recognition for ethical businesses across Texas. Sponsoring the Torch and Spark Awards directly contributes to BBB Education Foundation (EF). BBB Education Foundation is BBB serving the Heart of Texas' 501(c)(3) nonprofit. EF began 30 years ago in an effort to provide education to consumers and strengthen community trust through education, outreach and scam prevention. EF leads programs for Speakers Bureau, Shred Events, Torch Awards for Ethics, Accredited Charities and more. Programs are supported by local business sponsors and volunteers.

Our vision is to create an ethical marketplace where buyers and sellers trust each other. One of the ways we do this is by recognizing marketplace role models. In this spirit, BBB publicly recognizes businesses committed to ethical marketplace practices with the annual Torch Awards for Ethics, BBB's most prestigious award.

At the heart of a trustworthy marketplace are leaders creating businesses that will transform and enhance the communities they serve. The Spark Award is an international award that honors eligible entrepreneurs, startup founders and new business owners who embody and cultivate the Three C's of Trust: Character, Culture and Community. These individuals are the future of a trusted marketplace.

PRESENTING SPONSOR

\$5,000

2 AVAILABLE

- Presenting sponsor for this year's Torch and Spark Awards
- Logo placement with an embedded link to your website on Torch Awards page on BBB.org
- Logo placement on all trophies and awards certificates
- Logo and company name featured on all print, digital and social media assets
- Special mention in all Torch and Spark Awards presentations
- Social media post announcing sponsorship
- Opportunity to attend in-person award presentations (dependent on proximity to winners)
- A 1:1 ad and an 8:1 digital ad on BBB.org
- Opportunity to apply as an advisor for the Education Foundation Trustees Board
- Video of Company: Better Business Story
- Video of Company: Three Decoding Business episodes
- Team of 3 to Austin Topgolf Tournament (Fall 2024)



Torch AWARDS BBB *for* EthicsSM

GOLD SPONSOR

\$2,500

3 AVAILABLE

- Logo placement on Torch Awards page
- Logo placement on all trophies and awards certificates
- Special mention in all Torch Awards presentations
- Special mention on BBB's social media channels
- Video of Company: Two Decoding Business episodes

SILVER SPONSOR

\$1,000

UNLIMITED

- Logo placement on Torch Awards page
- Listed on event marketing materials
- Tagged and special mention on BBB's social media channels

BRONZE SPONSOR

\$500

UNLIMITED

- Logo placement on Torch Awards page
- Listed on event marketing materials

MEDIA PARTNER

IN-KIND

- Logo placement with an embedded link to your website on Torch Awards page on BBB.org
- Regional social media announcement of sponsorship corresponding with the media market



The Armstrong Company
Torch Winner, 2023



Integrity Foundation Repair
Torch Winner, 2023



NT Window, Inc.
Torch Winner, 2023



“Being able to tout that a criminal defense firm won a Torch Award for Ethics from the Better Business Bureau is a huge accomplishment. I'm very proud of it.” - Shane Phelps Law, Torch Winner 2023

**Interested in sponsoring?
Contact me to get started!**

Hailey Vandevanter

Events and Communications Manager

hvandevanter@austin.bbb.org

(512) 503-0560

