



Foundation *for*  
**Better Business**

## Annual Partnership Opportunities

Annual Partners support the mission of the Foundation for Better Business. Partners receive a robust benefits package and are broadly branded across all Foundation activities.

### 1. Legacy Leader - \$150,000 or \$50,000 per year for three years

Term: 36 months

#### Benefits:

- **Premier logo placement** on Foundation for Better Business page, in publications, prominently displayed at the BBB campus and verbally and visually recognized at all Foundation events, symbolizing the highest level of commitment.
- **VIP access** and **verbal recognition** at exclusive Foundation mixers, showcasing Annual Partners as industry leaders.
- Opportunity to **host two Foundation mixers** at partner's place of business annually.
- **Logo placement in featured newsletter spot** as an Annual Partner in BBB's monthly Torch Insider editions to Accredited Businesses within BBB Heart of Texas service area.
- Annual recognition showcasing Annual Partners in **Austin Business Journal**.
- Exclusive opportunities for **thought leadership content** and **speaking engagements**.
- Participation in **elite roundtable discussions** with BBB leadership and industry influencers.
- Priority consideration for innovative, collaborative projects and **joint initiatives**.
- Three **native posts** highlighting this partnership on BBB social media channels, including LinkedIn and Facebook.
- Honored and recognized with **plaque at Annual Board Meeting**.
- Complimentary **table sponsorship** at a signature Foundation event.
- Invitation to participate in two **live social media interviews** per year featured on BBB's social media platforms featuring a business topic of choice.



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### 2. Premier Partner - \$50,000

Term: 12 months

Benefits:

- **Premier logo placement** on Foundation for Better Business page, in publications, prominently displayed at the BBB campus and verbally and visually recognized at all Foundation events, symbolizing the highest level of commitment.
- **VIP access** and **verbal recognition** at exclusive Foundation mixers, showcasing Annual Partners as industry leaders.
- Opportunity to **host one Foundation mixer** at partner's place of business annually.
- **Featured newsletter spot** as an Annual Partner in BBB's monthly Torch Insider editions to Accredited Businesses within BBB Heart of Texas service area.
- Annual recognition showcasing Annual Partners in **Austin Business Journal**.
- Exclusive opportunities for **thought leadership content** and **speaking engagements**.
- Participation in **elite roundtable discussions** with BBB leadership and industry influencers.
- Priority consideration for innovative, collaborative projects and **joint initiatives**.
- Three **native posts** highlighting this partnership on BBB social media channels, including LinkedIn and Facebook.
- Honored and recognized with **Plaque at Annual Board Meeting**.
- Complimentary **table sponsorship** at a signature Foundation event.
- Invitation to participate in one **live social media interview** per year featured on BBB's social media platforms featuring a business topic of choice.

### 3. Pinnacle Partner - \$25,000

Term: 12 months

Benefits:

- **Premier logo placement** in all BBB publications, prominently displayed at BBB campus, and verbally and visually recognized at all Foundation events, symbolizing the highest level of commitment.
- **VIP access** and **verbal recognition** at exclusive Foundation mixers, showcasing Annual Partners as industry leaders.
- Opportunity to **host one Foundation mixer** at partner's place of business annually.



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- **Featured newsletter spot** as an Annual Partner in BBB's monthly Torch Insider editions to Accredited Businesses within BBB Heart of Texas service area.
- Annual recognition showcasing Annual Partners in **Austin Business Journal**.
- Exclusive opportunities for **thought leadership content** and **speaking engagements**.
- Participation in **elite roundtable discussions** with BBB leadership and industry influencers.
- Priority consideration for innovative, collaborative projects and **joint initiatives**.
- Two **native posts** highlighting this partnership on BBB social media channels, including LinkedIn and Facebook.
- Honored and recognized with **Plaque at Annual Board Meeting**.

#### 4. Impact Partner - \$10,000

Term: 12 months

##### Benefits:

- **Premier logo placement** in all BBB publications, prominently displayed at BBB campus, and verbally and visually recognized at all Foundation events, symbolizing the highest level of commitment.
- **VIP access** and **verbal recognition** at exclusive Foundation mixers, showcasing Annual Partners as industry leaders.
- Opportunity to **host one BBB member mixer** at partner's place of business annually.
- **Featured newsletter spot** as an Annual Partner in BBB's monthly Torch Insider editions to Accredited Businesses within BBB Heart of Texas service area.
- Annual recognition showcasing Annual Partners in **Austin Business Journal**.
- Exclusive opportunities for **thought leadership content** and **speaking engagements**.
- Participation in **elite roundtable discussions** with BBB leadership and industry influencers.
- Priority consideration for innovative collaborative projects **and joint initiatives**.
- One **native post** highlighting this partnership on BBB social media channels, including LinkedIn and Facebook.
- Honored and recognized with **Plaque at Annual Board Meeting**.



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Benefit	Legacy Leader	Premier Partner	Pinnacle Partner	Impact Partner
<b>Term Length</b>	<b>3 years</b>	<b>1 year</b>	<b>1 year</b>	<b>1 year</b>
Premier Recognition	✓	✓	✓	✓
VIP Access	✓	✓	✓	✓
Collaborative Initiatives	✓	✓	✓	✓
Featured Newsletter Spot	✓	✓	✓	✓
Business Journal	✓	✓	✓	✓
Speaking Engagements	✓	✓	✓	✓
Elite Roundtable Discussions	✓	✓	✓	✓
Joint Initiatives	✓	✓	✓	✓
Native Advertising Posts	3	3	2	1
Plaque at Annual Board Meeting	✓	✓	✓	✓
Event Sponsorship	✓	✓		
Live Social Media Interviews	2	1		
	<b>\$50,000</b>	<b>\$50,000</b>	<b>\$25,000</b>	<b>\$10,000</b>