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**Torch**  
AWARDS  
*for* **Ethics** SM

Presented by:



**SOUTH32**

**SPONSORSHIP  
OPPORTUNITIES  
& MEDIA KIT**

# ABOUT THE EVENT

BBB Serving Southern Arizona established the Torch Awards as an annual awards luncheon to publicly recognize local companies that have practices in place that elevate their commitment to ethical business.

Today, the event has transitioned into an evening celebration with more than 400 guests. The Torch Awards for Ethics is designed to not only promote the importance of building trust, but also the willingness and efforts made by outstanding businesses to help contribute to an honorable marketplace.



"Our foundation is to support Southern Arizona Businesses that do the right thing every day. Celebrating those who strive to grow their businesses in an ethical ways is one of the highlights of our mission"

- Irene Coppola, President/CEO  
Better Business Bureau Serving Southern Arizona

# AWARD CATEGORIES

- Business Ethics- Based on number of employees
- Non-Profit Ethics- Based on annual revenue
- Spark Award- Millennial-owned business
- Ellen Kirton's You Too Can Make a Difference Award
- Student Ethics Video Contest



3K+



500+



3,400K+



2K+



10K+



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# KEYNOTE SPEAKER



## DAVID "FITZ" FITZSIMMONS

Born in 1955, is a member of the University of Arizona Journalism School Hall of Fame, the Arizona Daily Wildcat Hall of Fame, and was a Pulitzer Finalist in '88. Fitz was the award-winning cartoonist and columnist for The Arizona Daily Star for nearly 40-years until retiring in 2023. A recipient of the Society of Professional Journalists Silver Pen Award in 2022, Fitz was internationally syndicated by Cagle Cartoons to over 700 publications until he retired to publish his weekly Dave Fitzsimmons Newsletter ([davidwfitzsimmons/substack.com](http://davidwfitzsimmons/substack.com)), enjoyed by more than 2,000 subscribers. Fitz is a veteran conference speaker, a travelled stand-up comedian and the producer of "The Old Pueblo Holiday Radio Show" here in Tucson.

Fitz is blessed with a wonderful wife, 3 successful adult children, three grandkids, three cats and no mice.



# SPONSORSHIP OPPORTUNITIES

The Better Business Bureau (BBB) Torch Awards for Ethics presented by South32, recognizes companies annually who display an outstanding level of Ethics & Integrity in all of their business dealings.

These companies generate a high level of Trust among their communities. This award is open to all for-profit and non-profit businesses located in Pima, Cochise, Santa Cruz, Graham & Greenlee counties who are in good standing with BBB.



**TITLE SPONSOR**

**SOLD OUT**

- Event Co-branding: Logo or Name on all Torch Awards Collateral
- Premier Logo Placement
  - Torch Awards Sponsorship Page
  - Promotional e-blasts
- Social Media Co-Branding Campaign
- Name or Logo on Winner Announcement Billboard
- Recognition in Media Interviews
- Recognition during Radio Interview
- Recognition by Emcee at Event
- Name or Logo or video displayed in website advertising
- Ad in Torch Awards Program
- Logo or Name on Sponsored Tables (2)

Cost: \$12,000.00 (Net)



# PLATINUM SPONSOR

- Premier Logo Placement
  - Torch Awards Sponsorship Page
  - Promotional e-blasts
- Social Media Co-Branding Campaign
- Recognition in Media Interviews
- Recognition during Radio Interview
- Recognition by Emcee at Event
- Name or Logo or video displayed in website advertising
- Ad in Torch Awards Program
- Logo or Name on Sponsored Tables (1)

Cost: \$5,000.00 (Net)



# GOLD SPONSOR

- Premier Logo Placement
  - Torch Awards Sponsorship Page
  - Promotional e-blasts
- Social Media Co-Branding Campaign
- Recognition by Emcee at Event
- Name or Logo or video displayed in website advertising
- Ad in Torch Awards Program
- Logo or Name on Sponsored Tables (1)

Cost: \$3,500.00 (Net)

# SILVER SPONSOR

- Name Placement
- Torch Awards Sponsorship Page
- Promotional e-blasts
- Social Media Co-Branding Campaign
- Recognition by Emcee at Event
- Name or Logo or video displayed in website advertising
- Ad in Torch Awards Program
- Logo or Name on Sponsored Tables (1)

Cost: \$2,500.00 (Net)



# TABLE SPONSOR

- Name Placement
- Torch Awards Sponsorship Page
- Promotional e-blasts
- Social Media Co-Branding Campaign
- Name or Logo or video displayed in website advertising
- Name on Thank You page in event program
- Logo or Name on Sponsored Tables (1)

Cost: \$1,500.00 (Net)

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# PHOTOBOOTH SPONSOR

- Name Placement
- Torch Awards Sponsorship Page
- Promotional e-blasts
- Social Media Co-Branding Campaign
- Name or Logo or video displayed in website advertising
- Name on Thank You page in event program
- Logo or Name on Photobooth Pictures(1)
- Logo or Name on Sponsored Tables (1)

Cost: \$2,500.00 (Net)



*Ellen Kirton's*  
**YOU TOO CAN MAKE A DIFFERENCE AWARD SPONSOR**

- Premier Logo Placement
- Torch Awards Sponsorship Page
- Promotional e-blasts
- Social Media Co-Branding Campaign
- Nomination Campaign including promotional video with CEO (Campaign Duration: 1 month)
- Winner Announcement leading up to event (Duration: 2 months)
- Co-Branding in Opening Award Video
- Recognition in Media Interviews
- Recognition during Radio Interview
- Recognition by Emcee at Event
- Ad in Torch Award Program
- Logo on Sponsored Tables (1)
- Speaking Opportunity during event
- Logo in Website Advertising

Cost: \$7,500.00 (Net)



# STUDENT ETHICS VIDEO CONTEST

- Premier Logo Placement
- Torch Awards Sponsorship Page
- Promotional e-blasts
- Social Media Co-Branding Campaign
- Winner Announcement leading up to event
- Co-Branding in Opening Award Video
- Recognition in Media Interviews
- Recognition during Radio Interview
- Recognition by Emcee at Event
- Ad in Torch Award Program
- Logo on Sponsored Tables (1)
- Speaking Opportunity during event
- Logo in Website Advertising
- Logo on promotional collateral that will be distributed to all of the school districts in our service area.

Cost: \$8,500.00 (Net)





**BETTER BUSINESS  
BUREAU**  
SERVING SOUTHERN ARIZONA

**Start With Trust.®**  
120 N. STONE AVE., STE. 200 TUCSON, AZ 85701