

# The Annual BBB Silent Auction at the Central Kentucky Home & Garden Show March 31—April 2, 2017



**GET INVOLVED** to maximize your affiliation with *THE* Ethics Leader!

**YOUR BBB** will once again be a **SPONSOR** of the popular Central Kentucky Home & Garden Show. Nearly 20,000 attended the event last year and it is heavily publicized in various media outlets. There has never been a better time to be a supporter of the BBB and our mission of promoting an ethical marketplace!

Our auction is a main draw of the event and it will be a great way to advertise your business with a large audience. In addition, your business can be promoted to thousands more potential customers, as our **BBB Silent Auction is also ONLINE!** **Your company's donation to our auction will be displayed on the auction website, with details of the item or service and a link directly to your company's website!** We are seeking unique, impressive items to include in our **BBB Silent Auction** that will take place during the Show **March 31—April 2, 2017.**

**NEW THIS YEAR!** As soon as we have your commitment, your item, company logo and information, including a direct link to your website will appear on our website to maximize your exposure and get folks excited about the Silent Auction! With over 85,000 page views per month on our website, [bbb.org/lexington](http://bbb.org/lexington), we can help promote your business!

Companies donating a **SILENT AUCTION** item will receive added exposure over other BBB Accredited Businesses depending on the value of the donated item. With a minimum donation of \$100, your company can obtain valuable exposure and help the BBB carry out our mission in 2016! See the attached for more about on Sponsorship Opportunities. Your Sponsorship of the BBB could be promoted in these venues:

- BBB Advertisement in Home, Garden & Flower Show Pull-Out Section in *Lexington-Herald Leader*
- Handouts given to each visitor at the Show
- Special mention in the 2016 BBB Accredited Business Directory
- BBB website banner advertisement
- Company named as a "Sponsor" of the BBB's 24-hour Public Information Line.

**CONTACT Bart Nunnelley at 859-519-4708 RIGHT AWAY TO DONATE AN ITEM to the SILENT AUCTION!** The item (s) need not be from your business. If you do not have a product or service to donate, some other ideas could include sports tickets, gift certificates to area restaurants, artwork, or electronic equipment.



## Promote Your BBB Accreditation

### SPONSORSHIP OPPORTUNITIES



- Company Name & Logo Featured in BBB Advertisement (s) for the Silent Auction in *Lexington-Herald Leader* as a “Diamond Sponsor” of the BBB’s Mission and Service to the Community
- BBB Newsletter Article on Company’s Products/Services sent to approximately 2,000 Accredited Businesses
- Company Banner Ad Rotating on BBB Web Site for 6 Months
- Company Name & Logo Prominently Featured as a “Diamond Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory delivered to over 60,000 consumers*
- Featured as Sponsor of BBB 24-Hour Public Information Line for 1 Month (Limited to 12 Participants). Average number of hits per month is 2300!

*\$2,500 Cash Donation or Donated Item With a Value of \$5,000 or Above*



- Company Name & Logo Featured in BBB Advertisement (s) for the Silent Auction in *Lexington-Herald Leader* as a “Platinum Sponsor” of the BBB’s Mission and Service to the Community
- BBB Newsletter Article on Company’s Products/Services sent to approximately 2,000 Accredited Businesses
- Company Banner Ad Rotating on BBB Web Site for 3 Months
- Company Name & Logo Prominently Featured as a “Platinum Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory delivered to over 60,000 consumers*
- Featured as Sponsor of BBB 24-Hour Public Information Line for 1 Month (Limited to 12 Participants) Average number of hits per month is 2300!

*\$1,500 Cash Donation or Donated Item With a Value of \$3,000 or Above*



- Company Name & Logo Featured in BBB Advertisement(s) for the Silent Auction in *Lexington-Herald Leader* as a “Gold Sponsor” of the BBB’s Mission and Service to the Community
- Company Banner Ad Rotating on BBB Web Site for 1 Month
- Company Name & Logo Prominently Featured as a “Gold Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory* delivered to over 60,000 consumers

*\$1,000 Cash Donation or Donated Item With a Value of \$2,000 or Above*



- Company Name Featured in BBB Advertisement(s) for the Silent Auction in *Lexington-Herald Leader* as a “Silver Sponsor” of the BBB’s Mission and Service to the Community
- Company Name Featured as a “Silver Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory* delivered to over 60,000 consumers
- Sponsorship Featured at All BBB Events

*\$500 Cash Donation or Donated Item With a Value of \$1,000 or Above*



- Company Name Featured in BBB Advertisement(s) for the Silent Auction in *Lexington-Herald Leader* as a “Bronze Sponsor” of the BBB’s Mission and Service to the Community
- Company Name Featured as a “Bronze Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory* delivered to over 60,000 consumers

*\$250 Cash Donation or Donated Item With a Value of \$500 or Above*



- Company Name Featured as an “Ethics Partner” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory* delivered to over 60,000 consumers

*\$100 Cash Donation or Donated Item With a Value of at least \$250*