



Better Business Bureau®
serving the Heart of Texas

Annual Partnership Opportunities

Annual Partners support the many programs of the BBB Foundation for Better Business that have direct impact on the economic development of Texas. These programs support the foundation's strategic pillars of Economic Development & Workforce Advancement, Social Impact, and Business Success & Entrepreneurship, provide scholarships, and support our mission. Partners receive a robust benefits package.

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

Term: 36 months

Benefits:

- **Premier logo placement** on BBB Foundation for Better Business page, in BBB Foundation for Better Business 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 BBB member mixers, showcasing Annual Partners as industry leaders.
- Opportunity to **host two BBB member mixers** at partner's place of business annually.
- Tailored, **collaborative initiatives** reflecting the Annual Partner's dedication to ethical business practices.
- **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.
- Three strategic hyperlinked **banner ads** across BBB.org, including event pages and BBB Accredited Business Solutions Hub.
- Honored and recognized with **plaque at Annual Board Meeting**.
- Complimentary **table sponsorship** at a signature BBB 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.



- Opportunity to be one of ten **BBB Legacy Leaders**.

2. Premier Partner - \$50,000

Term: 12 months

Benefits:

- **Premier logo placement** on BBB Foundation for Better Business page, in BBB Foundation for Better Business 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 BBB member mixers, showcasing Annual Partners as industry leaders.
- Opportunity to **host one BBB member mixer** at partner's place of business annually.
- Tailored, **collaborative initiatives** reflecting the Annual Partner's dedication to ethical business practices.
- **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.
- Three strategic hyperlinked **banner ads** across BBB.org, including event pages and BBB Accredited Business Solutions Hub. BBB garnered 8.9 million website page views in 2023.
- Honored and recognized with **Plaque at Annual Board Meeting**.
- Complimentary **table sponsorship** at a signature BBB 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 BBB member mixers, showcasing Annual Partners as industry leaders.
- Opportunity to **host one BBB member mixer** at partner's place of business annually.
- Tailored, **collaborative initiatives** reflecting the Annual Partner's dedication to ethical business practices.
- **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.
- Two strategic **banner ads** across BBB.org, including event pages and BBB Accredited Business Solutions Hub. BBB garnered 8.9 million website page views in 2023.
- 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 BBB member mixers, showcasing Annual Partners as industry leaders.
- Opportunity to **host one BBB member mixer** at partner's place of business annually.



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- Tailored **collaborative initiatives** reflecting the Annual Partner's dedication to ethical business practices.
- **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
Term Length	3 years	1 year	1 year	1 year
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
Banner Ads	3	3	2	
Plaque at Annual Board Meeting	✓	✓	✓	✓
Event Sponsorship	✓	✓		
Live Social Media Interviews	2	1		
	\$50,000	\$50,000	\$25,000	\$10,000