



Introducing a New Level of BBB Partnership

BBB Leadership Business

Putting Trust into Action

Overview: The Better Business Bureau Foundation of Upstate NY Inc. is proud to present a new level of BBB partnership - **Leadership Business**. Participating businesses will take advantage of a multi-platform marketing campaign informing consumers and businesses of special offers as well as alerting them to marketplace issues.

Feature your Accredited Business to highly qualified consumers looking for trustworthy businesses, while supporting honest and ethical standards that the Better Business Bureau works to uphold in the marketplace.

Target Audience: Direct marketing to Consumers and Business Owners - many seeking pre-purchase information and business performance in the marketplace.

Annual Sponsorship Proposal: **Bronze Sponsor Level**

- **Investment - \$700** (tax deductible)
- **Web Site Marketing – 20,000 Guaranteed Impressions Annually**
 - **Your logo** placed with BBB online consumer education video clips
 - **Your business banner ad** placed with video clips
 - **Your business name** prominently positioned within *Leadership Business* web page
 - **Your business offer** prominently positioned within *Leadership Business* web page (text content supplied by sponsor)
 - **Your logo** imbedded in your BBB Report as a Hot link to Your Website
 - **Home Page link** to *Leadership Business* page directing traffic to participating business and promotional offers
- **Direct Consumer / Business to Business Marketing - Over 20,000 Impressions Annually**
 - **Your business name** in BBB *Leadership Business* insert in monthly billing statements *and within* monthly New Accredited Business mailings
 - **Leadership Businesses Program** promoted through BBB telephone inquiry line.
 - **Signage Recognition.** Leadership Businesses will be honored through a plaque to recognize your level of participation for placement at your own business location and signage at the BBB home office.
- **BBB Services**
 - Monthly BBB educational tips and alerts for use in Your employee communication. (supplied by BBB)



Contact:

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