



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: **Platinum Sponsor Level**

(Industry Exclusivity)

- **Investment - \$7,500** (tax deductible)
- **BBB Accreditation**
 - **Your Business** BBB Accredited with full benefits to include use of the BBB seal, exposure through Yellow Page City online directory, dispute resolution services, BBB Online seal, business assistance and more.
- **Web site Marketing – 200,000 guaranteed Impressions Annually**
 - **Home page logo** prominently positioned on the BBB website in equal rotation, with hot link to your website
 - **Your logo** placed with BBB online consumer education video clips
 - **Your video commercial** pre-roll to BBB video clips (supplied by sponsor)
 - **Your business banner ad** placed with video clips
 - **Your logo** and **Your video commercial** prominently positioned within *Leadership Business* web page (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 400,000 Impressions Annually**
 - **Your logo** included within BBB Consumer eNewsletters (x6)
 - **Your logo** included in BBB Accredited Business eNewsletters (x6)
 - **Your business to business** offer delivered to BBB Accredited Business roster (x2) months via BBB email system. (supplied by sponsor)
 - **Your business** in Spotlight articles within BBB Consumer eNewsletter (x2) and within BBB Accredited Business eNewsletter (x2) (supplied by sponsor)
 - **Your logo** within BBB “Leadership Business” insert in monthly billing statements *and within* monthly New Accredited Business mailings
 - **Your business message** inserted a into New Accredited Business, business or consumer mailings – (x4) months annually. (supplied by sponsor)



Better Business Bureau serving Upstate New York
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- **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)
 - BBB Speakers Bureau – consumer educational session presented by the BBB at a business location of your choice
- **Business Networking / Naming Event**
 - **Your business** with naming rights to a networking mixer for business owners. Scheduled in a community of your choice, in partnership with the BBB. Event promotion by BBB.
 - BBB can prepare topical information for your naming event. Topics may include Identify Theft prevention, Tips for Wise Consumers, or Scam Smarts – know what the scammers know.



Contact:

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