



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: **Silver Sponsor Level**

- **Investment - \$3,000** (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 – 60,000 guaranteed Impressions Annually**
 - **Your logo** placed with BBB online consumer education video clips
 - **Your business banner ad** place 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 60,000 Impressions Annually**
 - **Your business name** within BBB “Leadership Business” insert in monthly billing statements *and within* monthly New Accredited Business mailings
 - **Your business to business** offer delivered to BBB Accredited Business roster (x1) month via BBB email system. (supplied by sponsor)
 - **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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