



Better Business Bureau

COMMUNITY PARTNER PROGRAM

BBB.org | 651.699.1111



BBB is an internationally recognizable symbol of trust and integrity and we're looking for business leaders to cultivate a strong and sustainable marketplace with us.

BBB Reach

- **6,800+** local Accredited Business members
- **12.1k** social media followers; 41% women ages 25-44
- **400,000** Accredited Business members across North America
- **19,700+** subscribers to BBB's monthly consumer newsletter
- **17,000+** participants at BBB's outreach activities in 2022
- **6,000+** subscribers to BBB's monthly business newsletter

Why be a BBB Community Partner?

A BBB Community Partner shows the public that you share in BBB's mission to advance marketplace trust. You are a driver in creating, maintaining, and promoting a healthy business community. This partnership will demonstrate that you uphold the eight BBB Standards of Trust, which include build trust, honor promises, and be transparent. BBB Community Partners embody the very best characteristics of our business community and strive to be a role model through all they do.



Align your brand with trust

BBB is more relevant than ever! In 2021, consumers across North America turned to BBB more than 200 million times for BBB Business Profiles on 6.3 million businesses for free at BBB.org.



Make a positive impact for our local community

BBB provides vital education and resources to both the business and consumer communities. BBB equips small businesses with tools for success and provides consumers with scam prevention information.



Appeal to a diverse range of audiences

Expose your brand with BBB's influential stakeholders, including high school students vying for the BBB Students of Integrity Scholarship, young and emerging entrepreneurs, BIPOC business owners, and legendary companies from metro and rural communities in Minnesota and North Dakota.

BBB Community Level Sponsorship Benefits

	Ethics Level \$5,000	Trust Level \$10,000	Intregity Level \$15,000	Premier Level \$20,000
Torch Awards	<ul style="list-style-type: none"> • Four tickets • Company logo in all event materials 	<ul style="list-style-type: none"> • One table • Company logo in all event materials 	<ul style="list-style-type: none"> • One table • Company logo in all event materials • Opportunity to show 30-sec video 	<ul style="list-style-type: none"> • Two tables • Company logo in all event materials • Opportunity to show 1-min video • Opportunity to provide company swag
Annual Meeting	<ul style="list-style-type: none"> • Four tickets • Company logo in all event materials 	<ul style="list-style-type: none"> • One table • Company logo in all event materials 	<ul style="list-style-type: none"> • One table • Company logo in all event materials 	<ul style="list-style-type: none"> • One table • Company logo in all event materials
Integrity Golf Classic	<ul style="list-style-type: none"> • One foursome • Company logo in all event materials 	<ul style="list-style-type: none"> • One foursome • Company logo in all event materials 	<ul style="list-style-type: none"> • Two foursomes • Company logo in all event materials • Opportunity to provide company swag 	<ul style="list-style-type: none"> • Two foursomes • Company logo in all event materials • Opportunity to provide company swag • Opportunity to speak at dinner
Other BBB Recognition	<ul style="list-style-type: none"> • Logo listed as sponsor for recurring BBB webinars 	<ul style="list-style-type: none"> • Name listed as event sponsor at select outreach activities, programs, and community events • Company logo displayed on lobby monitor in BBB office in Burnsville 	<ul style="list-style-type: none"> • Logo displayed as event sponsor at select outreach activities, programs, and community events • Company logo displayed on lobby monitor in BBB office in Burnsville 	<ul style="list-style-type: none"> • Logo displayed as event sponsor at select outreach activities, programs, and community events • Company logo displayed on lobby monitor in BBB office in Burnsville
BBB Newsletter			<ul style="list-style-type: none"> • Logo and link to website displayed on newsletter banner distributed to 19,700 consumers and 6,800 Accredited Businesses. 	<ul style="list-style-type: none"> • Logo and link to website displayed on newsletter banner distributed to 19,700 consumers and 6,800 Accredited Businesses.
BBB Meeting Rooms				<ul style="list-style-type: none"> • Company name displayed on a BBB meeting room

What BBB Community Partners have to say:

“Think Bank is proud to partner with BBB, which is such a trusted resource and leader in our communities, and to support its many outstanding events. The BBB’s events are not only engaging, educational and fun, but also promote the importance of conducting business in an ethical manner, which is so important to us.”

*Chris Barnick
SVP of Consumer Banking at Think Bank*

“For over a decade, PCI has been aligned with and a proud sponsor of BBB and its mission of nurturing an ever-expanding trusted ethical marketplace in which businesses and consumers can thrive. Partnering with the BBB through its many local events, whether it be the Integrity Golf Classic, the BBB Students of Integrity Scholarships, the Torch Awards for Ethics, or through volunteer work at the Minnesota State Fair, helps further the BBB’s mission of showcasing to the business community the economic advantage of trust.”

*Peter Gaetz
Chief Compliance Officer at Preferred Credit, Inc.*



Torch Awards for Ethics

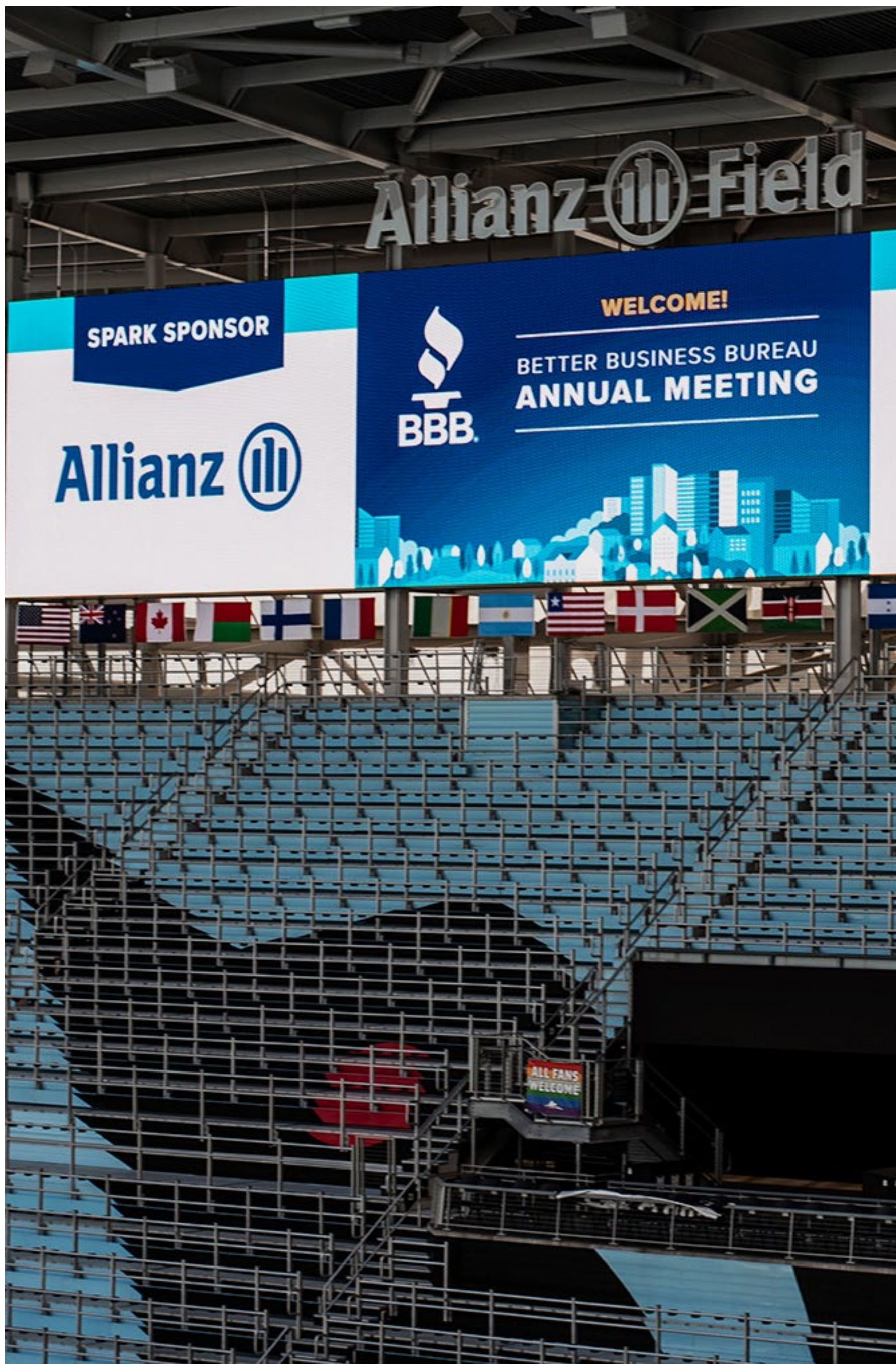
A celebration of marketplace role models

BBB's signature event is one-of-a-kind in the region celebrating ethics. The Torch Awards for Ethics recognizes marketplace role models that demonstrate an outstanding commitment to ethics and integrity in all they do. BBB also spotlights Students of Integrity Scholarship recipients who are principled, value others, display growth and seek results.

HIGHLIGHTS

- Mix and mingle with our community's top professionals
- Grow your network
- Be inspired by empowering stories from our finalists and winners of passion, courage and overcoming adversity





Annual Meeting

A year in review of BBB's performance, direction and stability

BBB Accredited Businesses, board members and strategic partners gather for a luncheon and recognize the year's accomplishments and milestones, including honoring standout members -- from emerging leaders to long-standing partners.

HIGHLIGHTS

- Hear insights on BBB's performance
- Mix and mingle with Accredited Businesses
- Champion emerging companies who are finalists for the BBB Spark Award for Entrepreneurship





Integrity Golf Classic

Tee off to support marketplace ethics!

Gather with colleagues, business partners and new clients for a friendly game of golf. Players enjoy networking, competing for prizes and showing off their golf game.

HIGHLIGHTS

- Expose your brand with local professionals
- Bid on raffle items to support BBB Foundation
- Get to know fellow players while you stroll and wait





Newsletter

- Our Accredited Business digital newsletter is distributed monthly to our list of 6,800 businesses, sharing important information about marketplace tips and trends, upcoming events, and more.
- Our Capable Consumer digital newsletter is distributed monthly to our list of 19,700 individuals, sharing vital information on scam prevention education, upcoming events, and more.
- Digital reach: 26,000+ people



Meeting Rooms

- Our state-of-the-art meeting rooms can host groups as intimate as 1-5 and as large as 100. We rent out our many spaces for public use, which is great exposure for your brand to sponsor a BBB meeting room seen by different business organizations.
- Meeting rooms are used by the public on average 10 times/month.
- In 2022 alone, more than 500 people have occupied BBB meeting rooms.



Other BBB Recognition

- BBB participates in many community events, speaking engagements, expos, and more. As a BBB Community Partner, you will have the opportunity to sponsor select outreach events and activities and get your brand in front of a variety of audiences.
- Our Premier, Integrity, and Trust Level sponsors will have their logos displayed on a large monitor at the main lobby inside the BBB building, displaying your brand to all visitors.

All sponsor packages can be customized to suit your needs. To learn more, please contact:
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