



SPONSORSHIP OPPORTUNITIES

2025 TORCH AND SPARK AWARDS

Better Business Bureau® (BBB) sponsorships provide high-visibility recognition for ethical businesses across Texas. Sponsoring the Torch and Spark Awards supports the BBB Foundation for Better Business, which promotes consumer education, business ethics and scam prevention.

ABOUT THE TORCH AWARDS FOR ETHICS

Our vision is to create an ethical marketplace where buyers and sellers trust each other. One of the ways we do this is by recognizing marketplace role models. In this spirit, BBB publicly recognizes businesses committed to ethical marketplace practices with the annual Torch Awards for Ethics, BBB's most prestigious award.

ABOUT THE SPARK AWARDS

At the heart of a trustworthy marketplace are leaders creating businesses that will transform and enhance the communities they serve. The Spark Awards is an international award that honors eligible entrepreneurs, startup founders and new business owners who embody and cultivate the Three C's of Trust: Character, Culture and Community. These individuals are the future of a trusted marketplace.





SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

\$15,000

1 AVAILABLE

Highest level of sponsorship with maximum visibility and engagement.

- Premier sponsorship recognition for the Torch & Spark Awards.
- Logo placement on all Torch and Spark trophies.
- Linked logo feature on the Torch and Spark Awards webpage to sponsor's website.
- Logo included on all event print and digital materials, including winner announcements.
- Cameo feature in the official Torch and Spark Awards announcement video, published on BBB's website and social media.
- Banner ad featured on BBB.org (event pages and Accredited Business Solutions Hub).
- Opportunity to host a BBB Accredited Business Mixer at the sponsor's location.
- Opportunity to host/lead a webinar on an approved business topic.
- Social media recognition with two dedicated posts across BBB's LinkedIn and Facebook.
- Inclusion in a sponsor recognition banner in BBB's monthly events newsletter.
- Mention in BBB's social media post recognizing sponsors.

PRESENTING SPONSOR

\$5,000

2 AVAILABLE

Strong brand recognition and engagement with BBB's audience.

- Linked logo placement on the Torch and Spark Awards webpage to sponsor's website.
- Logo included on all event print and digital materials, including winner announcements.
- Cameo feature in the official Torch & Spark Awards Announcement Video.
- Opportunity to host a BBB Accredited Business Mixer at the sponsor's location.
- Social media recognition with one dedicated post across BBB's LinkedIn and Facebook.
- Inclusion in a sponsor recognition banner in BBB's monthly events newsletter.
- Mention in BBB's social media post recognizing sponsors.



Interested in sponsoring? Contact Hailey Wiley at hwiley@austin.bbb.org or 512-503-0560



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

\$2,500

3 AVAILABLE

Significant visibility with key recognition opportunities.

- Linked logo placement on the Torch and Spark Awards webpage to sponsor's website.
- Logo included on all event print and digital materials, including winner announcements.
- Social media recognition with one dedicated post across BBB's LinkedIn and Facebook.
- Inclusion in a sponsor recognition banner in BBB's monthly events newsletter.
- Mention in BBB's social media post recognizing sponsors.

SILVER SPONSOR

\$1,000

UNLIMITED

Brand exposure across both web and event materials.

- Linked logo placement on the Torch and Spark Awards webpage to sponsor's website.
- Logo included on all event print and digital materials, including winner announcements.
- Mention in BBB's social media post recognizing sponsors.

BRONZE SPONSOR

\$500

UNLIMITED

Cost-effective way to support ethical business recognition.

- Linked logo placement on the Torch and Spark Awards webpage to sponsor's website.
- Mention in BBB's social media post recognizing sponsors.

MEDIA PARTNER

IN-KIND

For media organizations collaborating with BBB to promote the Torch and Spark Awards.

- Linked logo placement on the Torch and Spark Awards webpage to the media outlet's website.
- Inclusion in a sponsor recognition banner in BBB's monthly events newsletter.
- Mention in BBB's social media post recognizing sponsors.

Interested in sponsoring?

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