

# **Community Patrons**

Annual Sponsors supporting BBB® Southeast Texas and the Education Foundation



## **BBB Community Patrons**

BBB Community Patrons are like-minded companies that see ethics as the key factor in creating a stronger, healthier business community. Patrons are leaders in the community; they lead by example and are a source of ethical direction for their employees and a model for future generations of businesses. The BBB is an organization supported by a select group of businesses that have committed to the highest ethical standards that work to advance business trust. BBB helps build better businesses through evaluation, education and celebration of outstanding companies, and BBB Patrons are leading examples. Becoming a BBB Patron is by invitation only, as this is a select group of companies.

BBB Community Patrons not only support the BBB in keeping the pulse of the community, but also by supporting BBB above and beyond their dues. This additional investment enables BBB to build programs that add to the mission and help evaluate, educate, and celebrate outstanding local companies. These programs would not be possible if not for the generous backing from BBB Community Patron Sponsors.

All Patrons are listed as a BBB Community Patron at all outreach activities, programs, and community events.

• Highlighted on social media and distributed through mass e-newsletter, included on Patron website for one year. Included in additional promotions such as radio and tv spots, YouTube video.

## **President** \$30,000

**Chairman** \$25,000

**Principal** \$15,000

**Executive** \$10,000

**Director** \$5,500

Administrative \$3,500

**Booster** \$2,000

# Building Better Businesses, Inspiring Future Leaders

Creating a Community of Trustworthy Businesses through Evaluation, Education & Celebration Better Business Bureau works to promote high standards of business ethics, and one way we strive to help local businesses operate in that mindset is through our Education Foundation. The Education Foundation is a 501(c)(3) of the Better Business Bureau Southeast Texas and helps to create a community of trustworthy businesses through education, networking, development, and recognition programs and events.

Mission: To strengthen community trust through education programs that empower consumers, provide character development for future leaders, and help business be better.

## → Evaluate

Trust is a differentiator, and at the core of the BBB mission is building a community of businesses who have agreed to uphold our standards of trust when operating their business, which ultimately sets them apart from their competition. Our goal is not to just evaluate, but to act as a consultant; to help convey the importance of having trust and integrity, treating employees and customers the right way, and contributing to the greater community.

## → Educate

BBB's goal is to be a community-based, trusted business advisor that provides access to resources, business counsel, advice and education, and networking necessary for businesses to succeed. We endeavor to ensure businesses are informed and empowered to advance trust within their organizations, and consumers are more likely to have a positive business experience.

## → Celebrate

Better businesses contribute positively to the lives of their customers, employees, and the communities in which they operate. A highlight for BBB is having the opportunity to celebrate role models within our community - no matter where they are on their journey; a future leader, a startup, or an established business - we applaud those that embody the BBB standards of trust and are an example for others to follow

# **President** \$30,000

Torch Awards Celebration	Professional Women's Conference	Brunch & Learns
Integrity Sponsor	Presenting Sponsor	Program Sponsor *choose 4
<ul> <li>Premier table for 10</li> <li>Included in press releases and promotional material</li> <li>Opportunity for business representation at the event (booth,takeaways)</li> <li>Stage Signage</li> </ul>	<ul> <li>16 wristbands for conference</li> <li>Stage Signage (digital and/or printed)</li> <li>Name and Logo at top spots on website(s) for 1 year</li> <li>Inclusion and quote in joint press release announcing conference.</li> <li>Logo on event program cover</li> <li>2 Premier vendor spaces</li> <li>Signage at registration</li> <li>Logo included on "goodie" bags.</li> <li>Included on top lining on all promotional sites and materials.</li> <li>On stage presence and ability to address audience during conference – any general assemblies.</li> <li>Opportunity to provide a featured speaker and/or break out session.</li> <li>Representatives included in all planning sessions and Planning Committee</li> <li>Various access to conduct social media "live feeds" during event on sponsor's own platforms</li> </ul>	<ul> <li>Recognition at event/stage signage</li> <li>Premium table for 8</li> <li>Opportunity to sponsor additional Brunch &amp; Learns with 25% discount</li> </ul>
Monthly Events		Online Directory Sponsor
<ul> <li>Option to host 1 Coffee and Connection and 1 Sip'n'Social with no additional sponsor fee.</li> <li>Named sponsor for each event.</li> </ul>		<ul> <li>Rotating BBB.org homepage ad for 6 months and enhanced listing with logo placement for 3 months</li> </ul>

# **Chairman** \$25,000

Torch Awards Celebration	Professional Women's Conference	Brunch & Learns
Title Sponsor	Empower Sponsor	<i>Program Sponsor</i> *choose 4
<ul> <li>Logo included as Title sponsor on all Torch material, including websites and graphics</li> <li>Premier table for 10</li> <li>Included in press releases and promotional material</li> <li>Opportunity for on stage representation during live event</li> <li>Listed as title sponsor for all mentions of annual Torch Awards</li> <li>Logo on event program front cover</li> </ul>	<ul> <li>Stage Signage</li> <li>Included in promotional materials</li> <li>Named in conference press releases</li> <li>Premier/Preferred vendor space</li> <li>Signage at registration</li> <li>Opportunity for stage representation during live event</li> <li>8 wristbands</li> </ul>	<ul> <li>Recognition at event/stage signage</li> <li>Premium table for 8</li> <li>Opportunity to sponsor additional Brunch &amp; Learns with 25% discount</li> </ul>
Monthly Events		Online Directory Sponsor
<ul> <li>Option to host 1 Coffee and Connection and 1 Sip'n'Social with no additional sponsor fee.</li> <li>Named sponsor for each event.</li> </ul>		<ul> <li>Rotating BBB.org homepage ad for 6 months and enhanced listing with logo placement for 3 months</li> </ul>

# **Principal \$15,000**

Torch Awards Celebration	Professional Women's Conference	Brunch & Learns
Integrity Sponsor	Engage Sponsor	Program Sponsor *choose 4
<ul> <li>Premier table for 10</li> <li>Included in press releases and promotional material</li> <li>Opportunity for business representation at the event (booth,takeaways)</li> <li>Stage Signage</li> </ul>	<ul> <li>Stage Signage</li> <li>Included in promotional materials and press release</li> <li>Premier/Preferred vendor space</li> <li>8 wristbands</li> </ul>	<ul> <li>Recognition at event/stage signage</li> <li>Premium table for 8</li> <li>Opportunity to sponsor additional Brunch &amp; Learns with 25% discount</li> </ul>
Monthly Events		Online Directory Sponsor
<ul> <li>Option to host 1 Coffee and Connection and 1 Sip'n'Social with no additional sponsor fee.</li> <li>Named sponsor for each event.</li> </ul>		<ul> <li>Rotating BBB.org homepage ad – 3 months and/or</li> </ul>

## **Executive** \$10,000 *Choose from option A or B*

Α.		
Torch Awards Celebration	Professional Women's Conference	Brunch & Learns
Honesty Sponsor	Educate Sponsor	<i>Associate Sponsor</i> *choose 4
<ul><li>Premier table for 10</li><li>Included in press release</li><li>Additional logo placement</li></ul>	<ul> <li>Stage Signage</li> <li>Included in press release.</li> <li>8 wristbands and Vendor Space</li> </ul>	<ul> <li>Table for 8</li> <li>Opportunity to sponsor more or all with 25% discount.</li> </ul>

## Β.

Torch Awards Celebration	Professional Women's Conference	Brunch & Learns
Community Sponsor	Evolve Sponsor	Program Sponsor *choose 4
<ul> <li>Premier table for 8</li> <li>Included in press release.</li> <li>Additional logo placement</li> </ul>	<ul><li>Stage Signage</li><li>4 wristbands</li><li>Vendor Space</li></ul>	<ul> <li>Premier Table for 8</li> <li>Recognition at event/stage signage</li> <li>Opportunity to sponsor more or all with 25%discount.</li> </ul>

#### Both options include:

- Option to host 1 Coffee and Connection and 1 Sip'n'Social with no additional sponsor fee.
- BBB.org enhanced listing/ad choice (TBD)

# **Director** \$5,500 *Choose from option A or B*

### Α.

Torch Awards Celebration	Professional Women's Conference	Brunch & Learns
Community Sponsor	Energize Sponsor	<i>Associate Sponsor</i> *choose 4
<ul> <li>Premier table for 8</li> <li>Included in press release.</li> <li>Additional logo placement</li> </ul>	<ul><li> 2 wristbands</li><li> Option for vendor space</li></ul>	<ul> <li>Table for 8</li> <li>Opportunity to sponsor more or all with 25% discount.</li> </ul>

Β		
Torch Awards Celebration	Professional Women's Conference	Brunch & Learns
Trust Sponsor	Evolve Sponsor	<i>Associate Sponsor</i> *choose 4
Table for 8	<ul> <li>Stage Signage</li> <li>4 wristbands</li> <li>Vendor space</li> </ul>	<ul> <li>Table for 8</li> <li>Opportunity to sponsor more or all with 25% discount.</li> </ul>

#### Both options include:

• BBB.org enhanced listing/ad choice (TBD)

# Administrative \$3,500

Torch Awards Celebration	Professional Women's Conference	Brunch & Learns
Trust Sponsor	Energize Sponsor	<i>Associate Sponsor</i> *choose 4
• Table for 8	<ul><li> 2 wristbands</li><li> Option for vendor space</li></ul>	<ul> <li>Associate sponsor for all 4</li> <li>Table for 8</li> <li>Opportunity to sponsor more or all with 25% discount</li> </ul>

# **Booster** \$2,000

Torch Awards Celebration	Professional Women's Conference	Brunch & Learns
Ethics Sponsor	Energize Sponsor	<i>Entry Sponsor</i> *choose 4
• ½ table for 4	<ul><li> 2 wristbands</li><li> Option for vendor space</li></ul>	<ul> <li>½ Table for 4</li> <li>Opportunity to sponsor more or all with 25% discount.</li> </ul>

## **Torch Awards Celebration**

#### Started in: 1998

About: Recognizes local businesses who exemplify trust in our community. Under Torch there are several categories based on company size and included are the Spark Awards, and the annual "John L. Bell Jr. Friend of the BBB" recipient. In 2023, we introduced the Leaders of Industry recognition.

#### Average Audience Size: 500/600

**Program Type**: Annual celebration dinner and awards program/Event and fundraiser **Event Website:** bbb.org/local/0845/setx-torch

BBB's annual Torch Awards Celebration honors organizations and individuals that demonstrate excellence in the marketplace, a higher level of character and a commitment to community. The event consists of entertainment, an awards program, dinner and more each year!

Since its inception, the Torch Award program has been our primary fundraising event for our student scholarship endowment. Beginning in 2019 scholarships are awarded through our Student of Integrity program. With an increase of events and fundraising efforts, in 2024 we will expand our scholarship program and rely on all events within the Education Foundation for funding.

The 2019 Torch Awards introduced the BBB Spark Award, a Torch Award recognizing business owners 35 and under and/or operating in business for less than 3 years.

The award has always been open to all for-profit businesses that serve retail and wholesale markets in SETX whether they are BBB accredited or not. For many years BBB Southeast Texas did award in the nonprofit category, however, that ended in 2020 due to regulation changes. In 2020, BBB of SETX implemented 3 business categories within Torch: Small, Medium and Large, adding in the Micro-Small category to be more inclusive in 2022. In 2023 we introduced the Leaders of Industry and in 2024 adding in the addition to Torch Awards for Veteran Owned and Minority Owned businesses.

Each year BBB Southeast Texas determines one individual to be named the "The John L. Bell, Jr. Friend of the BBB Award Winner.

SAVE the date 2024 Torch Awards Celebration: Thursday, June 6th, Beaumont Civic Center









### Torch Award for Business

#### Started in: 1998

**About:** The criteria for this award is based on community involvement and BBB's core values: excellence, integrity, teamwork, trust, respect and community involvement. Awards are given in four categories according to business size.

**Program Type:** Currently recognized during the Torch Celebration **Website:** bbb.org/local/0845/setx-torch/torch-awards-for-business

We launched our annual awards program to recognize those businesses committed to ethical and sound practices in the marketplace. Every year, we encourage businesses to be nominated or submit to receive Better Business Bureau of Southeast Texas's Torch Award for Ethics. BBB has created and enhanced the Torch Awards for Ethics program to one that emphasizes the importance of ethical practices, as well as showcases the efforts being made by businesses that validate their commitment to increasing trust in the marketplace. Because of their efforts and accomplishment, we have ensured that each winner will have a distinctive opportunity for acknowledgment and public recognition of their achievement. Torch Awards are given in 4 business size related categories. In 2024 we added Minority Owned and Veteran Owned as categories.

### Spark Award

#### Started in: 2019

**About:** An award for business owners 35 years and younger and/or businesses operating for less than 3 years. The award is based on the character, culture and community that is embodied by the business and the owner.

**Program Type:** Currently recognized during the Torch Celebration **Website:** bbb.org/local/0845/setx-spark

At any age and every stage, entrepreneurs lead businesses that are the future and fabric of a trustworthy marketplace. The BBB Spark Award, a Torch Award for Entrepreneurship, recognizes business owners 35 and under or business owners of any age operating for less than three years who demonstrate a higher level of character, a culture that is authentic about its mission, and a deep connection with their community.

### Leaders of Industry

#### Started in: 2023

**About:** A recognition to showcase the integrity and community involvement of individuals within the oil and gas/industrial companies that are making strides and a difference in the SETX communities.

**Program Type:** Currently recognized during the Torch Celebration **Website:** bbb.org/local/0845/setx-torch/leader-of-industry-

Leaders of Industry are chosen based on being employed or previously employed in a position within the industrial sector, their community involvement, a record of leading with integrity and displaying a high moral character.

## **Scholarship Programs**

BBB Serving Southeast Texas had previously sent a scholarship endowment to Lamar University, LIT and Lamar-Port Arthur. 2019 was the first year that students applied and were awarded directly through the BBB Education Foundation.

In 2019, the Education Foundation initiated the Student of Integrity Scholarship program, awarding individual high school seniors \$2500 each. With the success of this program, and fundraising initiatives in place that are sustainable, we are expanding our scholarship programs in 2024.

Although some details are still being fully developed, we do know that we are working toward adding in the following:

#### **General Scholarships**

• no age restrictions and/or may be applied to professional development, continuing education and/or college and trade schools

#### **Business Sponsored Scholarships**

- specifics determined in collaboration with the business with intentions of reaching more rural areas and specific industries
- we would partner with the business to create scholarship(s) that are tailored to their service areas and requirements

#### Endowments

• we will look to continue and maintain current ones and create new ones at all local campuses (LSC-PA, LIT, LU and Lamar Orange)

### Student of Integrity Scholarship

#### Started in: 2019

**About:** Recognizes outstanding twelfth grade students who contribute to their community through leadership, community service, academics and overall excellence. Applications judged and recipients selected by Education Foundation Trustees

**Program Type**: Scholarship, recognized and invited to the May full board meeting and showcased throughout fundraisers

Website: bbb.org/local/0845/setx-student-scholarships

The Student of Integrity Scholarship program awards Southeast Texas high school seniors planning to attend college/trade school for demonstrating and embodying integrity in their lives. As the scholarship recipients pursue their careers, BBB hopes to develop future business leaders who will promote ethics in the marketplace.

In 2019, the Education Foundation awarded 6 individual students \$2,500 each. Unfortunately, in 2020, due to the pandemic, only 2 students received the scholarship. After initially only awarding 4 students in 2021, the Foundation was able to provide an additional 2 students after a very successful fundraising event.

In 2022, BBB Southeast Texas and the Education Foundation were able to continue providing 6 scholarships in the amount of \$2,500,





## **Professional Women's Conference**

Started in: 2019/2020
About: A full day conference consisting of a diverse lineup of speakers, roundtable discussion, networking opportunities and expo with vendors and resources.
Average Audience Size: 400
Program Type: Annual Full Day Conference and Expo
Event Website: bbb.org/local/0845/tx-bbb-pwc

Originally launched as the BBB Southeast Texas Women's Conference in 2019, the conference hosted a half day event with an expo and luncheon, guest speaker and panel. With plans to expand in 2020, the BBB and the Education Foundation rebranded the event to the TX BBB Professional Women's Conference. With the COVID-19 pandemic, the conference was switched to a full day, mostly virtual event featuring several distinguished, professional Texas women. With a rise in COVID during the summer of 2021 and continued uncertainties, the BBB SETX and the Education Foundation made the decision to not hold the event in 2021 but instead focus all efforts on broadening and developing the 2022 conference. In June 2022, BBB, the Education Foundation and presenting sponsor, Baptist Hospitals of SETX, held a day and a half event at Ford Park with main stage speakers, breakout sessions and an expo. In 2023 we hosted a one-day event at Ford Park with an expo and more focus on breakout sessions.

#### SAVE the date for the 2024 PWC: Thursday, September 12<sup>th</sup>, Ford Park

### Women of Integrity Awards

#### Started in: 2019

**About:** Honors Southeast Texas women that work to empower, engage and educate within their community

**Program Type:** Currently recognized in conjunction with the Professional Women's Conference

Website: bbb.org/local/0845/tx-bbb-pwc/history-recipients-setx-women-of-integrity

Four Southeast Texas women are chosen each year based on their business leadership, community involvement and their high ethical standards. In 2023 we began accepting nominations and will continue to do so.

### Distinguished Women of Southeast Texas

#### Started in: 2023

Each year, two women within our service area, will be recognized. These women are trailblazers, news makers and the ones that have helped pave the way for the next generations.









## **Brunch & Learns**

#### Started in: 2023

**About:** Like past BBB "Lunch and Learns" BBB and the Education Foundation, along with sponsors, hosts quarterly "bruncheon" series. In 2023 we focused on "Business through the Generations." Each one is a stand-alone event, but attendees would benefit from attending the entire series too.

#### Average Audience Size: 150-200

**Program Type:** Professional development quarterly series with 4 held in Beaumont (one a quarter) and 1 held in one of our surrounding cities within our service area each quarter with food and a more engaging, interactive workshop style. **Event Website:** bbb.org/local/0845/brunch---learn

2024 topic(s) and presenters TBD but coming soon!

## Beaumont Brunch & Learns: \*New Location for 2024\* Holiday Inn Plaza and Suites, 10am-11:30am

Tuesday, January 30<sup>th</sup> Tuesday, April 2<sup>nd</sup> Thursday, August 8<sup>th</sup> Thursday, October 10<sup>th</sup>

#### New, additional Brunch & Learns in 2024

Port Arthur, LSCPA, Carl Parker Multiservice Building, Banquet Room Thursday, May 7<sup>th</sup> Thursday, November 19<sup>th</sup>

2 additional Brunch & Learns TBD 1<sup>st</sup> and 3<sup>rd</sup> Quarters.

## **Monthly Events**

We understand and recognize the need for us to have representation throughout our entire service area. In 2023 we launched our Coffee & Connection Tour and the Sip'n'Social networking happy hours. We schedule these throughout our 8 county service area and the Bolivar Peninsula. https://www.cognitoforms.com/BBBForms/MonthlyEventInterestForm

#### Coffee and Connection Tour

8am -9am - at least 2 a month - can be flexible

#### Sip 'n Social Happy Hour

4:30pm-6pm at least 1 a month – can be flexible on days

-if you do not have space to host, we can work with other local venues/businesses in your area

# NEW in 2024: The SPARK Leadership Summit

**About:** As the premier leader in Marketplace Trust, the BBB and BBB Education Foundation is proud to present its "The Spark" Leadership Summit in the Spring of 2024 to Southeast Texas. We believe it is not only important, but critical to invest in the future of leadership. The vision of The Spark Summit is to create such a dynamic platform that individuals and businesses from across the greater Southeast Texas region leave the Summit engaged and ready to meet the needs within their own companies. Additionally, the long-term goal is to create a sustainable event that becomes a highlight or considered a substantial advantage to the region and the Southeast Texas business community.

Audience Goal: 500

**Program Type:** Annual full day, regional, professional development summit **Event Website:** https://www.bbb.org/local/0845/the-spark-summit

SAVE the date for The Spark Leadership Summit: Thursday, April 25th, MCM Elegante

# Your Accredited Business Featured on BBB.org



## **Online Directory Sponsors**

Hundreds of thousands of potential customers in Southeast Texas visit BBB's online directory each year. Your sponsorship allows your business to celebrate your commitment to TRUST as a BBB Patron Sponsor!

**Your commitment guarantees a logo and an enhanced listing** (\*all levels above Administrative)

Other options include:

- Featured on BBB's homepage
- Right rail banner
- Horizontal ad

## Unified Directory Sponsorship

BBB SETX works with nearly 1500 Accredited Businesses annually to grow their business and increase their visibility through their Accreditation. One of the many ways that our Accredited Businesses stand out is through our BBB.org Unified Directory Pages. When consumers are searching for a specific business or a service provider on BBB.org, they have the option to search through all businesses within that category or apply an "accredited businesses only" filter. With close to 15,000 business listings and possibly hundreds of accredited businesses within one business category – businesses need to find a way to stand out. Adding your business logo to your listing and including ad placements throughout directory pages helps to highlight your business to these consumers.

Enhanced Listings add your business to a rotation of preferred placement ads on the first page, and every page, of targeted search results.

Right rail banner ads allow consumers to link to your Business Profile Page or your website and can be created to highlight your services or your Patron Sponsorship!

Horizontal ads are placed throughout our BBB.org website in both targeted and non-targeted ad positions. These can be personalized for your business by our design team and call attention to your services, your sponsorship or celebrating a specific accomplishment!

Becoming a BBB Patron Sponsor is an accomplishment, and we want to celebrate YOU! We will work directly with your business to determine the best ad placements and celebrate you anyway that we can.

#### CONTACT: Candace Carver-Brooks candacecarver@bbbsetexas.org 409-527-3718

## bbb.org/local/0845/bbb-serving-southeast-texas-education-foundation

bbb.org/local/0845/support-bbb-setx

BBB Education Foundation is a registered 501 (c) (3) nonprofit. Tax ID is 74-1893779



## BBB Southeast Texas 409-835-5348| BBB.org/local-bbb/southeasttexas



