



Better Business Bureau®
serving the Heart of Texas

2024 – 2025 Annual Partnership Opportunities

Annual Partners support the many programs of the BBB Education Foundation that have direct impact on the economic development of Texas. These programs support the foundation's strategic pillars of Economic Development & Workforce Advancement, Social Impact, and Business Success & Entrepreneurship, provide scholarships, and support our mission. Partners receive a robust benefits package.

1. Legacy Leader - \$50,000

Term: 36 months

Benefits:

- **Premier logo placement** on BBB Education Foundation page, in BBB Education Foundation publications, prominently displayed at the BBB campus and verbally and visually recognized at all BBB events, symbolizing the highest level of commitment.
- **VIP access** to exclusive BBB gatherings, showcasing Annual Partners as industry leaders.
- Tailored, **collaborative initiatives** reflecting the Annual Partner's dedication to ethical business practices.
- **Featured newsletter spot** as an Annual Partner in BBB's monthly Torch Insider editions to nearly 17,000 accredited businesses across Texas.
- Included in **boilerplate** at the bottom of press releases, featuring the business and contact information for potential media interviews. (Minimum one press release a month).
- Annual recognition showcasing Annual Partners in regional **Business Journal**.
- Exclusive opportunities for thought leadership content and **speaking engagements**.
- **Guaranteed event access**, including Lunch & Learns.
- Participation in **elite roundtable discussions** with BBB leadership and industry influencers.
- Priority consideration for innovative, collaborative projects and **joint initiatives**.
- Three **native advertising posts** on BBB social media channels, including LinkedIn and Facebook.
- Ten **BBB Topgolf Tournament tickets** to both Austin and San Antonio events.
- Three strategic hyperlinked **banner ads** across BBB.org, including event pages and BBB Accredited Business Solutions Hub.



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- Opportunity to submit two **guest blogs** per year for the BBB Education Foundation page highlighting your company's work as it relates to the mission of the BBB. **Better Business Story episode** highlighting the partner and its impact on BBB's mission as it pertains to the Education Foundation.
- Honored and recognized with **Plaque at Annual Board Meeting**.
- **Media integration** included in press releases to news outlets for potential media coverage. BBB earned media in 2023 was valued at \$2.4 million.
- Complimentary **event sponsorship** of a key BBB program or event covering our 105-county service area.
- Invitation to participate in two **live social media interviews** per year featured on BBB's social media platforms featuring a business topic of choice.
- Opportunity to be one of ten **BBB Legacy Leaders**.
- **BBB Cares Co-Host** for one annual community event.

2. Premier Partner - \$50,000

Term: 12 months

Benefits:

- **Premier logo placement** on BBB Education Foundation page, in BBB Education Foundation publications, prominently displayed at the BBB campus and verbally and visually recognized at all BBB events, symbolizing the highest level of commitment.
- **VIP access** to exclusive BBB gatherings, showcasing Annual Partners as industry leaders.
- Tailored, **collaborative initiatives** reflecting the Annual Partner's dedication to ethical business practices.
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- Annual recognition showcasing Annual Partners in regional **Business Journal**.
- Exclusive opportunities for thought leadership content and **speaking engagements**.
- **Guaranteed event access**, including Lunch & Learns.
- Participation in **elite roundtable discussions** with BBB leadership and industry influencers.
- Priority consideration for innovative, collaborative projects and **joint initiatives**.



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- Three **native advertising posts** on BBB social media channels, including LinkedIn and Facebook.
- Ten **BBB Topgolf Tournament tickets** to both Austin and San Antonio events.
- Three strategic hyperlinked **banner ads** across BBB.org, including event pages and BBB Accredited Business Solutions Hub. BBB garnered 8.9 million website page views in 2023.
- Opportunity to submit two **guest blogs** per year for the BBB Education Foundation page highlighting your company's work as it relates to the mission of the BBB. **Better Business Story episode** highlighting the partner and its impact on BBB's mission as it pertains to the Education Foundation.
- Honored and recognized with **Plaque at Annual Board Meeting**.
- **Media integration** included in media releases to news outlets for potential media coverage. BBB earned media in 2023 was valued at \$2.4 million.
- Complimentary **event sponsorship** of a key BBB program or event covering our 105-county service area.

3. Pinnacle Partner - \$25,000

Term: 12 months

Benefits:

- **Premier logo placement** in all BBB publications, prominently displayed at BBB campus, and verbally and visually recognized at all BBB events, symbolizing the highest level of commitment.
- **VIP access** to exclusive BBB gatherings, showcasing Annual Partners as industry leaders.
- Tailored, **collaborative initiatives** reflecting the Annual Partner's dedication to ethical business practices.
- **Featured newsletter spot** as an Annual Partner in BBB's monthly Torch Insider editions to nearly 17,000 accredited businesses across Texas.
- Included in **boilerplate** at the bottom of press releases, featuring the business and contact information for potential media interviews. (Minimum one press release a month).
- Annual recognition showcasing Annual Partners in regional **Business Journal**.
- Exclusive opportunities for thought leadership content and **speaking engagements**.
- **Guaranteed event access**, including Lunch & Learns.
- Participation in **elite roundtable discussions** with BBB leadership and industry influencers.



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- Priority consideration for innovative, collaborative projects and **joint initiatives**.
- Two **native advertising post** on BBB social media channels, including LinkedIn and Facebook.
- Five **BBB Topgolf Tournament tickets** to both Austin and San Antonio locations.
- Two strategic **banner ads** across BBB.org, including event pages and BBB Accredited Business Solutions Hub. BBB garnered 8.9 million website page views in 2023.
- Opportunity to submit one **guest blog** per year highlighting your company's work as it relates to the mission of the BBB.
- **Better Business Story episode** highlighting the partner and its impact on BBB's mission as it pertains to the Education Foundation.

4. Impact Partner - \$10,000

Term: 12 months

Benefits:

- **Premier logo placement** in all BBB publications, prominently displayed at BBB campus, and verbally and visually recognized at all BBB events, symbolizing the highest level of commitment.
- **VIP access** to exclusive BBB gatherings, showcasing Annual Partners as industry leaders.
- Tailored **collaborative initiatives** reflecting the Annual Partner's dedication to ethical business practices.
- **Featured newsletter spot** as an Annual Partner in BBB's monthly Torch Insider editions to nearly 17,000 accredited businesses across Texas.
- Included in **boilerplate** at the bottom of press releases, featuring the business and contact information for potential media interviews. (Minimum one press release a month).
- Annual recognition showcasing Annual Partners in regional **Business Journal**.
- Exclusive opportunities for thought leadership content and **speaking engagements**.
- **Guaranteed event access**, including Lunch & Learns.
- Participation in **elite roundtable discussions** with BBB leadership and industry influencers.
- Priority consideration for innovative collaborative projects and **joint initiatives**.
- One **native advertising post** on BBB social media channels, including LinkedIn and Facebook.
- Two **BBB Topgolf Tournament tickets** to both Austin and San Antonio locations.



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Benefit	Legacy Leader	Premier Partner	Pinnacle Partner	Impact Partner
Term Length	3 years	1 year	1 year	1 year
Premier Logo Placement	✓	✓	✓	✓
VIP Access	✓	✓	✓	✓
Collaborative Initiatives	✓	✓	✓	✓
Featured Newsletter Spot	✓	✓	✓	✓
Boilerplate	✓	✓	✓	✓
Business Journal	✓	✓	✓	✓
Speaking Engagements	✓	✓	✓	✓
Guaranteed Event Access	✓	✓	✓	✓
Elite Roundtable Discussions	✓	✓	✓	✓
Joint Initiatives	✓	✓	✓	✓
Native Advertising Posts	3	3	2	1
BBB Topgolf Tournament Tickets	10	10	5	2
Banner Ads	3	3	2	
Guest Blog	2	2	1	
Better Business Story Episode	✓	✓	✓	
Plaque at Annual Board Meeting	✓	✓		
Media Integration	✓	✓		
Event Sponsorship	✓	✓		
Live Social Media Interviews	✓			
BBB Legacy Leader	✓			
BBB Cares Co-Host	✓			
	\$50,000	\$50,000	\$25,000	\$10,000