



BBB Foundation is a 501(c)(3) social impact organization that celebrates business role models through the Torch Awards for Ethics and Spark Awards for Entrepreneurship programs. The Torch Awards highlights ethical businesses with an outstanding commitment to character, culture, customers and community. The Spark Awards recognizes young businesses and entrepreneurs that represent the next generation of marketplace leaders in our community.

Sponsors of these programs get to position their organization as a co-branded BBB Foundation partner with enhanced visibility that lasts April through December.

[Click here to submit your interest in sponsoring the Awards programs.](#)

SPONSORSHIP OPPORTUNITIES

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor
	Exclusive	2 Available	3 Available	5 Available
Click-through logo in BBB's Awards emails to businesses & consumers* (135,000+ emails delivered in 2025 with 38% avg. open rate)	Premier Logo Placement	Elevated Logo Placement	Yes	Yes
Exclusive co-branded email featuring your business story to BBB contact list, segmented by your customer demographic	Yes			
Click-through logo and bio on BBB's Awards webpages * (24,600 page views in 2025)	Premier Logo Placement + Bio	Elevated Logo Placement + Bio	Logo Only	Logo Only
Logo on BBB staff email signature image*	Yes			
Logo on BBB's Awards application pages and communications*	Premier Logo Placement	Elevated Logo Placement	Yes	
Logo on BBB's Awards paid media ads* (1 million+ impressions)	Yes			
Your business featured in 10+ boosted posts on BBB's social media platforms* (45,000 followers)	Premier Placement	Elevated Placement	Yes	
Your business featured in BBB's Awards promo videos showcased on BBB.org, YouTube, social media, and more*	Yes			
Click-through logo on BBB Foundation Annual Report posted to BBB.org and distributed electronically to 22,000+ Accredited Businesses	Premier Logo Placement	Elevated Logo Placement	Yes	
Co-branded video featuring your business produced by BBB and distributed on BBB platforms	Yes			
Your logo on BBB Awards press releases pitched to media with your contact information for interviews*	Yes			
Logo displayed throughout virtual ceremony (200+ attendees)	Yes	Yes		
Verbal recognition during virtual ceremony	Yes	Yes	Yes	
Opportunity to present at ceremony	Yes			
Investment Total	\$15,000	\$7,500	\$5,000	\$2,000

*Visibility dependent upon date of sponsorship purchase