



2025 BBB® FOUNDATION SPONSOR OPPORTUNITIES

BBB Foundation is the 501(c)3 charitable arm of Better Business Bureau, dedicated to providing **consumer protection** and **business celebration** services throughout our 8-state service area. Our flagship program, **Restoring Trust**, helps people recover from fraud by connecting them with BBB's Accredited Businesses that want to **give back**. Your contribution will support all Foundation activities, including the **scaling of this program**, retaining appropriate staff, and **growing** all Foundation community impact initiatives. And, **Better Business Bureau® will match BBB Foundation raised funds in 2025 dollar for dollar, effectively doubling your impact for our causes.**

Find out more about BBB Foundation and our work here:
thebbb.org/foundation

	Champion	Advocate	Ally	Supporter
SPONSORSHIP OPPORTUNITIES	Exclusive	2 Available	3 Available	5 Available
Click-through logo on general Foundation and Restoring Trust marketing emails to businesses & consumers (audience of up to 25,000 with average 44% 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	Yes		
Featured spot in weekly business or consumer-facing e-newsletters (audience of up to 28,000)	Yes			
Bio and/or click-through logo on Foundation and Restoring Trust webpages	Premier Logo Placement + Bio	Elevated Logo Placement + Bio	Logo Only	Logo Only
Logo on Foundation's Google and Meta ads (1 million+ impressions)	Yes			
Your business featured in 3+ boosted posts on BBB's social media platforms (44k+ followers)	Yes	Yes	Yes	
Your business featured in Foundation's content videos showcased on BBB.org, YouTube, social media, and more	Yes	Yes		
Click-through logo on BBB Foundation Annual Report posted to BBB.org and distributed electronically to ~ 22k Accredited Businesses	Yes	Yes	Yes	
Your logo on Restoring Trust press releases pitched to media with your contact information for interviews	Yes			
Pitched to local media covering Restoring Trust projects	Yes			
Co-branded video featuring your business produced by BBB and distributed on BBB platforms	Yes			
Opportunity to submit guest entries on the Restoring Trust blog, highlighting your company's work as it relates to the mission of Foundation	Yes	Yes		
BBB Foundation Investment Total	\$50,000	\$25,000	\$10,000	\$5,000