



2012 Torch Award for Marketplace Ethics program

Torch Award for Marketplace Ethics |
Customer Service Excellence | Student Ethics Scholarship

Why we celebrate ethics

Your BBB and BBB|Foundation spend a lot of time investigating scams, exposing unethical behavior and helping businesses and consumers come to a resolution in their disputes. The annual recognition program — **Torch Award for Marketplace Ethics, Customer Service Excellence Award** and **Student Ethics Scholarship** — is our chance to celebrate those who incorporate excellence and ethics into every aspect of their roles in the marketplace.

How you can help

Take a look at the next page of sponsorship levels and see where you fit. We need the support of community-minded businesses like yours to continue these programs. Your BBB Foundation is a 501 (c)(3) nonprofit organization that is the education and community outreach arm of your BBB® of Northwest Florida. We support your BBB's vision of an ethical marketplace through community education and recognition programs.

What's in it for you

As a business leader, you benefit from an ethical marketplace. Consumers who don't lose money to scams and unethical businesses have more to spend with businesses they can trust — businesses like yours!

As you'll see when you review the sponsorship levels, we offer a number of opportunities to deliver favorable impressions of our sponsors to other business leaders, consumers and the media in our community.

We appreciate our sponsors and want to recognize you wherever possible!

Why we're asking you

You've demonstrated your commitment to ethics in the marketplace. And you've shown that you're committed to our community.

Supporting your BBB|Foundation's Torch Award program is a natural fit for you!



2012 Torch Award program Sponsorship Opportunities

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\$5000 Presenting Sponsor

- **Ad** in Torch Award call for applicants/nominees, distributed to BBB Accredited Businesses, media, Chambers of Commerce, civic organizations and individuals (must be confirmed by and ad supplied by **Jan. 13** for inclusion)
- Five-minute opportunity to address audience at Torch Award luncheons
- **Logo recognition** on Torch Award web page on BBB|Northwest Florida website (www.nwfl.bbb.org/TorchAward) and in all Torch Award printed materials, programs, invitations and event signage and in the *Lighthouse* quarterly newsletter (distribution approximately 1,800) and the *Tuesday Tips* weekly e-news (distribution approximately 1,500 weekly)
- Premier recognition in all Torch Award advertising, marketing and promotional materials
- One complimentary table (eight people) reserved seating at Torch Award luncheon of your choice (Pensacola, Destin or Panama City)
- Verbal recognition of your sponsorship at Torch Award luncheons

***Limited to three
sponsors!**

\$2500 Gold Sponsor

- Name recognition in Torch Award call for applicants/nominees, distributed to BBB Accredited Businesses, media, Chambers of Commerce, civic organizations and individuals (must be confirmed by **Jan. 13** for inclusion)
- Recognition on Torch Award web page on BBB|Northwest Florida website (www.nwfl.bbb.org/TorchAward)
- Recognition in all Torch Award printed materials, programs, invitations, event signage, marketing and promotional materials
- Recognition in the *Lighthouse* quarterly newsletter, (distribution approximately 1,800) and the *Tuesday Tips* weekly e-news (distribution approximately 1,500 weekly)
- Four complimentary passes and reserved seating at Torch Award luncheon of your choice
- Verbal recognition of your sponsorship at Torch Award luncheons

\$1000 Silver Sponsor

- Recognition on Torch Award web page on BBB|Northwest Florida website (www.nwfl.bbb.org/TorchAward)
- Recognition in the *Lighthouse* quarterly newsletter, (distribution approximately 1,800) and the *Tuesday Tips* weekly e-news (distribution approximately 1,500 weekly)
- Recognition on Torch Award event program and signage
- Two complimentary passes to Torch Award luncheon of your choice
- Verbal recognition of your sponsorship at Torch Award luncheons

\$500 Bronze Sponsor

- Recognition on Torch Award web page on BBB|Northwest Florida website (www.nwfl.bbb.org/TorchAward)
- Recognition in the *Lighthouse* quarterly newsletter, distribution approximately 1,800
- Recognition on Torch Award event program
- Two complimentary passes to Torch Award luncheon of your choice
- Verbal recognition of your sponsorship at Torch Award luncheon