

-UPCOMING EVENT-

The Annual BBB Silent Auction



*at the Central Kentucky Home, Garden & Flower Show
April 12-15, 2012*

GET INVOLVED to maximize your affiliation with *THE* Ethics Leader!

YOUR BBB will be a **SPONSOR** of the popular Central Kentucky Home, Garden & Flower Show. Thousands attend the event each year and it is heavily publicized in various media outlets. There has never been a better time to be a supporter of the BBB and our mission of promoting an ethical marketplace!

As the **"WHAT'S UP IN RUPP" SPONSOR**, we have many exciting things planned to reach out to the public to advocate that when looking for trustworthy businesses, they need to **START WITH TRUST** and seek the assistance of the BBB and BBB Accredited Businesses.

Our auction is a main draw of the event and it will be a great way to advertise your business with a large audience. In addition, your business can be promoted to thousands more potential customers, as our **BBB Silent Auction is also ONLINE! Your company's donation to our auction will be displayed on the auction website, with details of the item or service and a link directly to your company's website!** We are seeking unique, impressive items to include in our **BBB Silent Auction** that will take place during the Show **April 12–15th**.

Companies donating a **SILENT AUCTION** item will receive added exposure over other BBB Accredited Businesses depending on the value of the donated item. With a minimum donation of \$100, your company can obtain valuable exposure and help the BBB carry out our mission in 2012! See the attached for more about on Sponsorship Opportunities. Your Sponsorship of the BBB could be promoted in these venues:

- BBB Advertisement in Home, Garden & Flower Show Pull-Out Section in *Lexington-Herald Leader*
- Handouts given to each visitor at the Show
- Special mention in the 2012 BBB Accredited Business Directory
- BBB website banner advertisement
- Company named as a "Sponsor" of the BBB's 24-hour Public Information Line.

CONTACT KENT PFALZER at 859-519-4712 RIGHT AWAY TO DONATE AN ITEM to the SILENT AUCTION! The item (s) need not be from your business. If you do not have a product or service to donate, some other ideas could include:

- Sports tickets
- Gift Certificates (Restaurants, Health & Beauty Treatments, etc.)
- Artwork/Memorabilia
- Electronic Equipment

All proceeds will benefit the BBB so that we may increase the impact we are making in our community.



PROMOTE YOUR BBB ACCREDITATION

Better Business Bureau Sponsorship Opportunities

Diamond Level—\$2,500 Cash Donation or Donated Item With a Value of \$5,000 or Above

- ⇒ Company Name & Logo Featured in BBB Advertisement(s) for the Silent Auction in *Lexington-Herald Leader* as a “Diamond Sponsor” of the BBB’s Mission and Service to the Community
- ⇒ BBB Newsletter Article on Company’s Products/Services
- ⇒ Company Banner Ad Rotating on BBB Web Site for 6 Months
- ⇒ Company Name & Logo Prominently Featured as a “Diamond Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory*
- ⇒ Featured as Sponsor of BBB 24-Hour Public Information Line for 1 Month (Limited to 12 Participants)

Platinum Level—\$1,500 Cash Donation or Donated Item With a Value of \$3,000

- ⇒ Company Name & Logo Featured in BBB Advertisement(s) for the Silent Auction in *Lexington-Herald Leader* as a “Platinum Sponsor” of the BBB’s Mission and Service to the Community
- ⇒ Company Banner Ad Rotating on BBB Web Site for 3 Months
- ⇒ Company Name & Logo Prominently Featured as a “Platinum Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory*
- ⇒ Featured as Sponsor of BBB 24-Hour Public Information Line for 1 Month (Limited to 12 Participants)

Gold Level—\$1,000 Cash Donation or Donated Item With a Value of \$2,000

- ⇒ Company Name & Logo Featured in BBB Advertisement(s) for the Silent Auction in *Lexington-Herald Leader* as a “Gold Sponsor” of the BBB’s Mission and Service to the Community
- ⇒ Company Banner Ad Rotating on BBB Web Site for 1 Month
- ⇒ Company Name & Logo Prominently Featured as a “Gold Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory*



**PROMOTE YOUR
BBB ACCREDITATION**

Better Business Bureau Sponsorship Opportunities

Silver Level—\$500 Cash Donation or Donated Item With a Value of \$1,000

- ⇒ Company Name Featured in BBB Advertisement(s) for the Silent Auction in *Lexington-Herald Leader* as a “Silver Sponsor” of the BBB’s Mission and Service to the Community
- ⇒ Company Name Featured as a “Silver Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory*
- ⇒ Sponsorship Featured at All BBB Events

Bronze Level—\$250 Cash Donation or Donated Item With a Value of \$500

- ⇒ Company Name Featured in BBB Advertisement(s) for the Silent Auction in *Lexington-Herald Leader* as a “Bronze Sponsor” of the BBB’s Mission and Service to the Community
- ⇒ Company Name Featured as a “Bronze Sponsor” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory*

Ethics Partner—\$100 Cash Donation or Donated Item With a Value of at Least \$200

- ⇒ Company Name Featured as an “Ethics Partner” on Special “Thank You to Sponsors” Page in the *BBB Accredited Business Directory*

**Items and Cash Donations are deductible as a necessary business expense.*