

GROW WITH BBB

2027 Advertising & Sponsorship Opportunities

Reach Maryland consumers, business owners and decision-makers with BBB, Greater Maryland.

Event sponsorships | Digital advertising | Sponsored content | Annual partnerships

GREATER MARYLAND
BETTER
BUSINESS
BUREAU

Show up at the moments that matter to your business.

BBB gives your business multiple ways to stay visible throughout the year: where consumers are researching, where business leaders gather, and through content that keeps your expertise in front of both.

BBB.ORG MARYLAND REACH

3.7M

Annual page views across business profiles and local programs

LOCAL BUSINESS COMMUNITY

3,000

Accredited Businesses across Greater Maryland

PROGRAM / EVENT ENGAGEMENT

4,000+

Annual attendees across BBB events and community programs

ONLINE + IN-PERSON

BE THERE WHEN CONSUMERS ARE DECIDING

Put your business in front of buyers actively researching companies, using BBB resources and looking for businesses they can feel confident choosing.

GOOD FOR
Getting discovered • Building trust • Staying top of mind

OPPORTUNITIES
BBB.org | Digital Advertising
Shred Day | Sponsored Content

REACH BUSINESS DECISION-MAKERS

Reach business owners, executives and professionals through BBB events, educational programs and business communications.

GOOD FOR
Building relationships • Growing your business

OPPORTUNITIES
Golf | BBB Networking
Torch Awards | Business Programming

Choose a single opportunity — or build a year-round partnership around the audiences you want to reach.

Joann Francavilla | Director of Business Development | 410-935-9220 | jmfrancavilla@greatermd.bbb.org

Build an annual plan around your goals.

Choose the sponsorship, advertising and content opportunities that best fit your business and budget. Annual Partners receive added year-round benefits and greater overall value when opportunities are combined into one plan.

ANNUAL PARTNER PACKAGES: **Your Custom Selection** + **Bonus Year-Round Benefits**

ANNUAL PARTNER

Your selected mix of advertising & sponsor programs

BONUS PARTNER BENEFITS

- Monthly visibility in BBB consumer and business newsletters
- Quarterly featured recognition on BBB social channels
- Year-round exposure during BBB's monthly Accredited Business orientation webinars

EXAMPLE PLAN

Shred Day Select Sponsor • Golf Supporting Sponsor
Torch Patron Sponsor • Two Networking Events
Directory Listing Ad • Google Ads • Sponsored Content

~~$7,300~~ combined individual benefit value

$6,000 annual investment

$1,300 BUNDLED SAVINGS

PREMIER ANNUAL PARTNER

Expanded visibility + additional year-round benefits

BONUS PARTNER BENEFITS, PLUS

- Visibility during additional BBB-hosted Trusted Business Advisor webinars
- Recognition at BBB consumer outreach events throughout the year
- Company logo added to your BBB.org directory listing
- Priority access to limited 2028 sponsorship opportunities

EXAMPLE PLAN

Shred Day Select Sponsor • Golf Premier Sponsor
Torch Premier Sponsor • Four Networking Events
Directory Listing Ad • Google Ads • Sponsored Content

~~$14,600~~ combined individual benefit value

$12,000 annual investment

$2,600 BUNDLED SAVINGS

Every annual plan is customized. Examples shown are illustrative and are not fixed packages.

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Your 2027 opportunities, at a glance.

Choose the moments that fit your audience, then add year-round visibility as needed.

FEB

Winter Mixer
BBB-hosted business networking event

APR

Shred Day
Large community identity theft prevention event

MAY

Spring Connections
BBB-hosted business networking event

JUL

Golf Tournament
A day on the course at Turf Valley Resort

SEP

Fall Gathering
BBB-hosted business networking event

OCT

Torch Awards for Ethics
BBB’s premier business awards event

AVAILABLE YEAR-ROUND

Sponsored Content
Tell your story through BBB channels

Google & YouTube
Reach consumers across the web

BBB.org Advertising
Visibility where consumers find trusted businesses

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Show up where BBB brings people together.

From community impact to business connections, these events put your brand front and center.



SHRED DAY

Put your brand in front of thousands of local consumers at one of BBB's largest community events of the year, providing a free consumer service centered on identity protection.

2026 EVENT IMPACT

- 2,100 attendees
- 20+ tons shredded
- Two Baltimore-area locations
- Identity theft prevention services provided on-site

Elite	**$3,000**
Premier	**$1,500**
Select	**$500**

SHRED DAY PRESENCE

- Reach consumers face-to-face in a trusted community setting
- Associate your business with a practical service people actively seek out
- Build local awareness through event promotion and on-site presence

BBB NETWORKING SERIES

BBB's seasonal networking events give sponsors a visible role in the room while creating natural opportunities to start conversations, strengthen relationships and meet potential customers and partners.

SPONSOR BENEFITS

- Recognition in event marketing
- Logo visibility
- Welcome opportunity
- VIP sponsor tickets

$500 Per Event

- Winter Mixer — February
- Spring Connections — May
- Fall Gathering — September



Connect with business leaders in new, relationship-focused settings.

Available individually or as part of a customized Annual Partnership.

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Create a stronger presence at premier events.

Build visibility with business leaders through two of BBB's signature annual events.



BBB GOLF TOURNAMENT

Spend the day with local business leaders, clients and community partners in a setting built for conversation and relationship-building. Sponsorship gives your business a visible role on and off the course.

YOUR GOLF PRESENCE

- Put your brand in front of business decision-makers
- Create natural opportunities for face-to-face conversations
- Build visibility before, during and after the event

Title	**$5,000**	Premier	**$3,000**
Lunch	**$3,000**	Supporting	**$1,500**

Additional sponsorships and on-course activations are available.



TORCH AWARDS FOR ETHICS

Be part of BBB's signature celebration of businesses leading with trust, integrity and ethical leadership. Sponsorship puts your brand in front of business owners, executives and community leaders while supporting recognition that matters to the local business community.

YOUR TORCH PRESENCE

- Reach business owners and community leaders
- Align your brand with trust and ethical leadership
- Build visibility before, during and after the event in press releases, social media, email and on-site placement

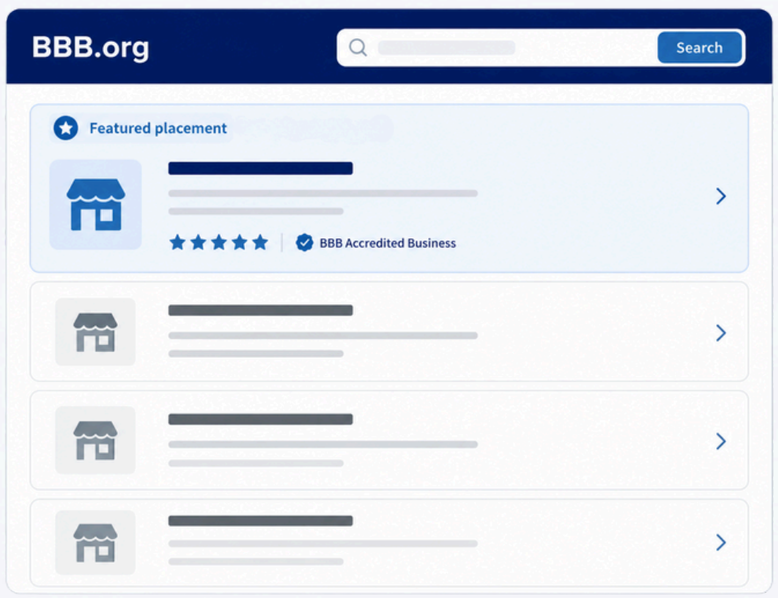
Premier	**$1,500**	Breakfast	**$1,000**
Awards	**$1,000**	Patron	**$500**

Available individually or as part of a customized Annual Partnership.

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Build year-round visibility

Keep your business in front of consumers through BBB.org placement, Google and YouTube advertising, and sponsored content across BBB channels.



PREMIUM PLACEMENT ON BBB.ORG

Put your business at the top of relevant BBB.org search results while buyers are actively researching businesses.

SEARCH PLACEMENT

Top Listing	**$4,000**
2nd Listing	**$3,000**
3rd Listing	**$2,000**

DISPLAY ADS

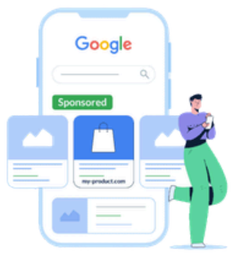
Top Ad	**$1,750**
2nd Ad	**$1,500**

BEYOND BBB.ORG

Reach consumers across the web with targeted digital ads on Google's Display Network and YouTube. BBB creates and manages the campaign, from ad creation to delivery and performance tracking.

GOOGLE DISPLAY ADS
$300 / month

BBB-managed banner ads, served to an audience in the market for your services, displayed across the sites your audience already visits.



YOUTUBE ADS
$300 / month

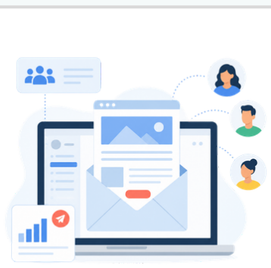
Video content created for your business, delivered on one of the internet's most visited sites, and optimized for performance.



THOUGHT LEADERSHIP CONTENT

Produce engaging content that reaches BBB audiences with video, email and social media content. BBB helps shape and distribute the message, strategically highlighting your expertise and extending it to a wider audience.

BUNDLED SPONSORED CONTENT PACKAGE **$1,000**



Newsletter Placement reaching BBB consumer & business subscribers



Video Interviews recorded and provided for use on web & social



Social Media Content published across BBB social channels

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GREATER MARYLAND BETTER BUSINESS BUREAU

What do you want to accomplish in 2027?

Tell us your audience, goals and budget. We'll help build the right mix of opportunities.

BE THERE WHEN CONSUMERS ARE DECIDING

BBB.org • Digital Advertising • Shred Day • Sponsored Content

BUILD RELATIONSHIPS WITH BUSINESS LEADERS

Golf • Networking Series • Torch Awards

BUILD A YEAR-ROUND PRESENCE

Combine advertising, content and sponsorships into a customized Annual Partnership.

LET'S BUILD THE RIGHT MIX FOR YOUR GOALS.

JOANN FRANCAVILLA

Director of Business Development

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