



CELEBRATION OF ETHICAL LEADERSHIP



2024 CELEBRATION of ETHICAL LEADERSHIP

Sponsorship Opportunities

SEPTEMBER 10, 2024 | Televised & Virtual Event

Presenting Sponsor: \$7,875

- On screen and verbal recognition during the event
- 30 second spot to air during the event*
- Sponsor will receive Inclusion on 75 promotional spots logo inclusion that will air Mon-Sun 5am-11pm on KSEE24
- 3 Appearances on Central Valley Today (\$1500 value)
- Full page ad in event program
- Recognition on event landing page
- Recognition in Start With Trust eNewsletter
- 30 second spot on BBB Youtube Channel
- Pre and post recognition on social media

Event Sponsor: \$1,575

- On screen and verbal recognition during the event
- ½ page ad in event program
- Recognition on event landing page
- Recognition in Start With Trust eNewsletter
- Pre and post recognition on social media

*Sponsor to provide spot

Partner Sponsor: \$4,725

- On screen and verbal recognition during the event
- Sponsor will receive inclusion on 50 promotional spots logo inclusion that will air Mon-Sun 5am-11pm on KSEE24
- 2 Appearances on Central Valley Today (\$1000 value)
- ½ page ad in event program
- Recognition on event landing page
- Recognition in Start With Trust eNewsletter
- Pre and post recognition on social media

Program Sponsor: \$525

- On screen and verbal recognition during the event
- ¼ page ad in event program
- Recognition in Start With Trust eNewsletter
- Pre and post recognition on social media

Celebration of Ethical Leadership is presented by the Ethics Center in partnership with Lyles Center for Innovation and Entrepreneurship, and Better Business Bureau® Serving Central California & Inland Empire Counties.

For more information, call **559-222-8408** or visit celebrationofethics.com



FRESNO STATE

Ethics Center
College of Arts and Humanities
Lyles Center for Innovation
and Entrepreneurship
Craig School of Business



Better Business Bureau®
Serving Central California
& Inland Empire Counties

BBB® SPONSOR

BUSINESS INFORMATION

Company Name _____ BID _____
Authorized by _____ Title _____
Phone _____
Sponsorship _____
Total AMOUNT _____ Start Date _____ End Date _____

AGREEMENT TERMS AND CONDITIONS

Please read the following terms and conditions of this agreement carefully and make sure it is complete as the BBB cannot be liable for any oral agreements or special arrangements. This Agreement and Insertion Order ("Order") is made by and between BBB and the named above firm ("Sponsor"). For good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the parties agree as follows:

1. The signing of this Agreement by Sponsor constitutes an offer which shall not be deemed accepted by BBB unless and until the Agreement is accepted by Director at the Better Business Bureau offices.
2. This Agreement is with the named firm and change of ownership or management will not dissolve contract payment terms or obligations.
3. All charges are due and payable as per the payment terms above. Sponsor and agent (if any) each agree to be jointly and severally responsible for full payment thereof.
4. Agreement will begin upon receipt of payment for the term purchased. Sponsor is responsible for any and all payment terms. All payments shall be deemed fully earned once paid and shall be non-refundable.
5. Payments under this Agreement are due and payable at the time of this Agreement unless otherwise arranged. Your sponsorship will not begin until arranged payment has been received. All sponsors must meet BBB Code of Business Practices in order to participate.
6. Failure to pay agreed upon payments 30 days from due date may result in the Sponsor's sponsorship being removed until payments are received.
7. The individual who has signed this Agreement on behalf of the Sponsor ("undersigned") agrees to be jointly and severally liable with BBB for any and all amounts outstanding.
8. BBB shall not be bound by any promises or agreements not contained herein, nor shall any such promises or agreements relieve Sponsor or agent of their obligations hereunder.
9. BBB reserves the right of final any advertisement approval.
10. BBB makes no warranty or representation of any kind regarding the benefits or value, economic or otherwise, to be derived from the sponsorship.
11. Sponsor warrants that all information provide to BBB is truthful and accurate. Sponsor understands that BBB is not conducting any investigation into the truth or accuracy of the information provided and is relying solely on the Sponsor to provide truthful and accurate information. In the event a claim is made against BBB based on a contention that the information is not truthful or accurate, Sponsor will defend, indemnify and hold BBB harmless from and against any such claims.
12. Publisher warrants that it will fulfill the sponsorship as agreed to herein. In the event the sponsorship is not fulfilled as agreed or Sponsor makes any other claim about said sponsorship, BBB's sole liability relating hereto shall be to refund the amounts paid by Sponsor for the sponsorship. In no event shall Publisher be liable for incidental, consequential, loss of profits or other damages claimed by Sponsor related to the sponsorship.
13. The term of this agreement begins when agreed upon payment is processed by the BBB.

I hereby warrant that I have read the agreement terms and conditions, approved agreement information and that I have full power and authority to sign as sponsor for the above named firm.

Authorized Signature _____

Printed Name _____

Proposed Effective Date _____ BBB Representative _____

Accepted by BBB Director (initial) _____ Date _____