

BLOOD, SWEAT+ TRUTH

Theranos, A Scandal Unraveled



Omaha Event

Wednesday, September 21, 2022
Embassy Suites Omaha – La Vista
11:30 am – 1:15 pm

Sponsorships for BBB's 2022 Torch Awards for Ethics

Support BBB's Foundation programs that serve our entire community

Show that your organization supports ethical business practices in the marketplace, the cornerstone of the BBB mission

Elevate community awareness of businesses, charities and students that aspire to the highest level of ethics

Provide an exclusive VIP opportunity to speak with our keynote speaker **John Carreyrou**, the Wall Street Journal's reporter whose investigation of Theranos, Inc. raised serious doubts about claims by the firm and its founder, Elizabeth Holmes, at *Coffee and Conversation* – a Q & A session immediately following the Torch Awards luncheon from 1:30 p.m. – 2:15 p.m.

Give you the tax benefits of supporting a charitable 501(c)(3) organization, the BBB Foundation*

Sponsorship Opportunities

◆ INTEGRITY SPONSOR BENEFITS | \$5,000

- \$4,150 is a charitable tax deduction to BBB's Foundation*
- Recognition from the podium at the luncheon
- One table of ten (10) at the luncheon with preferred seating
- Acknowledged in the event program
- Company logo prominently displayed at the luncheon
- Company logo on BBB's Torch Awards website and on BBB's Social Media Channels with links to sponsor's website
- Company name/logo in congratulatory ad in *Midlands Business Journal*
- **Ten (10) reservations to Coffee and Conversation with John Carreyrou**
- Copies of Carreyrou's book *Bad Blood: Secrets and Lies in a Silicon Valley Startup* for each couple/guest attending the Coffee and Conversations Program

◆ TRUST SPONSOR BENEFITS | \$3,000

- \$2,150 is a charitable tax deduction to BBB's Foundation*
- One table of ten (10) at the luncheon with preferred seating
- Acknowledged in the event program
- Company logo prominently displayed at the luncheon
- Featured on BBB's Torch Awards website and on BBB's Social Media channels with links to sponsor's website
- Company name/logo in congratulatory ad in *Midlands Business Journal*
- **Eight (8) reservations to Coffee and Conversation with John Carreyrou**
- Copy of Carreyrou's book, *Bad Blood: Secrets and Lies in a Silicon Valley Startup*

◆ ETHICS SPONSOR BENEFITS | \$1,500

- \$650 is a charitable tax deduction to BBB's Foundation*
- One table of ten (10) at the luncheon
- Acknowledged in the event program
- Company logo prominently displayed at the luncheon
- Featured on BBB's Torch Awards website and on BBB's Social Media channels with links to sponsor's website
- Company name/logo in congratulatory ad in *Midlands Business Journal*
- **Six (6) reservations to Coffee and Conversation with John Carreyrou**
- Copy of Carreyrou's book, *Bad Blood: Secrets and Lies in a Silicon Valley Startup*

◆ VALUES SPONSOR BENEFITS | \$1,000

- \$150 is a charitable tax deduction to BBB's Foundation*
- One table of ten (10) at the luncheon
- Acknowledged in the event program
- Company logo prominently displayed at the luncheon
- Featured on BBB's Torch Awards website with link to sponsor's website
- **Four (4) reservations to Coffee and Conversation with John Carreyrou**
- Copy of Carreyrou's book, *Bad Blood: Secrets and Lies in a Silicon Valley Startup*

◆ PRIDE SPONSORSHIP BENEFITS | \$500

- \$160 is a charitable tax deduction to BBB's Foundation*
- Four (4) places at the luncheon
- Acknowledged in the event program
- Company logo prominently displayed at the luncheon
- Featured on BBB's Torch Awards website with link to sponsor's website
- **Two (2) reservations to Coffee and Conversation with John Carreyrou**
- Copy of Carreyrou's book, *Bad Blood: Secrets and Lies in a Silicon Valley Startup*

Flexible payment terms available upon request for all sponsorships by contacting Josh Planos at jplanos@bbbinc.org or 402-898-8526

*IRS does not permit tax deductions for in-kind sponsorships

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Torch Awards Sponsorship/MBJ Pledge Form | Omaha Event

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Embassy Suites Omaha-La Vista

11:30 am – 1:15 pm

◆ Please indicate your event sponsorship selection:

INTEGRITY | \$5,000

TRUST | \$3,000

ETHICS | \$1,500

VALUES | \$1,000

PRIDE | \$500

◆ Please Print/Type

Company Name _____

Primary Contact _____

Street Address _____

Phone _____ Email _____

◆ Payment

I will pay by check. Please make checks payable to Better Business Bureau Foundation.

Mail to: Better Business Bureau • P.O. Box 27806 • Ralston, NE 68127

I would like to be invoiced in ☐ 1 ☐ 2 ☐ 3 installments

I would like to pay by credit card.

If you want to pay by credit card, email BBB Regional Operations Jenni Tekesky at jtekesky@bbbinc.org

◆ Total Amount

Sponsorship + Ad _____

Sponsorship Only _____

Please email this form to jplanos@bbbinc.org no later than July 15, 2022 to reserve space for your sponsorship and ad.