

# Sponsorship Proposal

Spark Conversation



**Presented By:**  
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## About Us

Welcome to Ignite Sparked by BBB, a nonprofit initiative dedicated to fostering meaningful conversations, community-driven collaboration, and educational empowerment across Central Virginia. Through our monthly Spark Conversations, community resource events, and the BBB Sharing podcast, we amplify trusted voices, address pressing social and economic challenges, and promote financial literacy and business innovation.

Our newest partnership with VA Breeze, a local music streaming app, expands our reach—connecting thousands of Virginians with stories, tips, and advertising from BBB Accredited Businesses, nonprofits, and the Ignite community.

We invite you to join us as a sponsor and help build a future rooted in trust, transparency, and collective growth.



## Vision & Mission

**To bring the community together through authentic conversations, shared knowledge, and trust-based partnerships that inspire change.**



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# Key Initiatives:

- **Monthly Spark Conversations:** Live community conversations centered on social issues, leadership, communication, and financial well-being.
- **BBB Sharing Podcast:** Real conversations with business owners, nonprofit leaders, and local changemakers.
- **Educational Collaborations:** Partnerships with organizations like Give.org and the Virginia Council of Economic Education.
- **VA Breeze Partnership:** Featuring Ignite's content and ads from BBB Accredited Businesses, nonprofits, and podcast clips to an expanding statewide audience.
- **Event Space Access:** A versatile space for community forums, nonprofit events, corporate retreats, and networking mixers.

## Impact & Reach:

### Community Engagement:

- 100+ attendees at each monthly Spark Conversation
- Strategic partnerships with nonprofits, small businesses, and regional leaders
- Podcasts reaching over 1,000 listeners per episode and growing
- Expanded visibility through the VA Breeze app, reaching thousands of active users
- Quarterly events and panels attracting educators, entrepreneurs, and community stakeholders

### Educational Reach:

- Financial literacy sessions in collaboration with industry professionals
- Business model and leadership development programming
- Special events spotlighting nonprofit accountability and transparency



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# Sponsor Package

## Bronze

\$1,000–\$4,999

- Logo featured on event signage
- Mention in one podcast episode and post-event recap
- Complimentary admission to one Spark Conversation

## Silver

\$5,000–\$9,999

- Bronze +
- Complimentary tickets to select monthly events
- Networking opportunities and inclusion in community engagement reports

## Gold

\$10,000–\$24,999

- Logo placement on all event marketing materials and signage
- Recognition on podcast episodes and VA Breeze platform
- Spark Pass: complimentary access to all monthly events
- Mention in press releases, social media, and newsletters
- Networking access to BBB Accredited Businesses and nonprofit leaders

## Platinum

\$25,000+

- Premier logo placement on all marketing, signage, digital, and podcast media
- Featured sponsor segment in the BBB Sharing podcast and VA Breeze app
- Opportunity to speak or present at a Spark Conversation
- Complimentary use of the Ignite event space twice annually
- VIP access to all Ignite events + exclusive community leadership roundtables
- Recognition in media coverage, newsletters, and official press releases

# Get In Touch!



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