



Advertising and Publicity Policy for Recipients of 2009 Better Business Bureau® Foundation Torch Award for Marketplace Ethics

This policy describes the conditions under which winners and recipients of honorable mention and finalist recognition in the annual Better Business Bureau Foundation of Northwest Florida Torch Award for Marketplace Ethics competition may advertise and refer to the Torch Award honor in advertising campaigns and public announcements. The policy is explained in Question and Answer form.

Question: What may a BBB Torch Award winner advertise or announce about receipt of the award?

Answer: Provided there is prior review and approval from the Better Business Bureau of Northwest Florida for all draft proofs of any advertisement or announcement, a winner may do any or all of the following:

- Reproduce a copy of the trophy award, which must include the date of receipt;
- State the following: “2009 Winner, **Better Business Bureau® Foundation of Northwest Florida Torch Award for Marketplace Ethics**”;
- Reproduce a photograph of their receipt of the award, provided the award year is clearly visible;
- Issue announcements and press releases about receipt of the award within two months of its receipt (May 6 - July 6, 2009); and/or
- Make a brief factual statement about the award and the required business qualifications.

Question: What may a BBB Torch Award honorable mention recipient advertise or announce about receipt of the award?

Answer: Provided there is prior review and approval from the Better Business Bureau of Northwest Florida for all draft proofs of any advertisement or announcement, an honorable mention recipient winner may do any or all of the following:

- Reproduce a copy of the trophy award, which must include the date of receipt;
- State the following: “2009 honorable mention recipient, **Better Business Bureau® Foundation of Northwest Florida Torch Award for Marketplace Ethics**”;
- Reproduce a photograph of their receipt of the award, provided the award year is clearly visible;
- Issue announcements and press releases about receipt of the award within two months of its receipt (May 6 - July 6, 2009); and/or

Make a brief factual statement about the award and the required business qualifications.

Question: Where is a BBB Torch Award for Marketplace Ethics winner or honorable mention recipient permitted to advertise the honor?

Answer: A winner or honorable mention recipient may advertise that fact in the following media:

- Newspapers, periodicals, direct mail, billboards, annual reports, posters, flyers, television and radio spots;
- Traditional and online yellow page advertisements/directories that have a shelf life for the year of the award and only for two years following; and/or
- Corporate Web site

Unacceptable uses of the **Torch Award** honor include reproduction of the **Torch Award** or mention of the Award on billing or estimate/bid forms, and in any comparative advertising. Torch Award honorees are NOT permitted to use the BBB Torch logo in advertising related to the BBB Torch Award.

Question: For how long may a BBB Torch Award for Marketplace Ethics winner or honorable mention recipient advertise that honor?

Answer: Winners and honorable mention recipients may advertise their Torch Award honor for three years from the date of the receipt of the award (2009 winners may advertise their honor until May 6, 2012).

Question: Whom do I contact at BBB to obtain review and approval of draft proofs for Torch Award advertisements or announcements?

Answer: Forward draft proofs to Karen Szulczewski, APR, Communications Director, via fax: (850) 429-0006 or e-mail to karens@nwfl.bbb.org. Please allow 7 business days for review.