

# PARTNER WITH THE ROADBLOCK BUSTERS SUMMIT OCTOBER 14–16, 2025 | VIRTUAL EVENT

The Roadblock Busters Summit isn't just another online event. It's three days of high-energy, practical sessions with entrepreneurs, coaches, and business owners who are actively investing in tools, strategies, and partnerships to grow.

**By sponsoring, you're not just buying ad space — you're:**

- ✓ Putting your brand in front of a targeted, engaged audience
- ✓ Securing category exclusivity (one sponsor per niche)
- ✓ Gaining long-term marketing assets you can use beyond the summit



Bertie summit

## OUR AUDIENCE & REACH

The Roadblock Busters Summit isn't just a three-day event. It's part of the **Bertieverse ecosystem** — a growing community of entrepreneurs, coaches, and business owners who are actively investing in strategies, systems, and tools to grow. When you sponsor, you're not only reaching live attendees — you're tapping into an **extended network that multiplies your visibility before, during, and long after the summit.**

1

### Live Attendees



Hundreds expected — registrations are climbing daily with a **strong conversion rate** from our combined networks.

2

### Email Reach



Summit promotion will be shared to a combined **4000+ subscribers** across our lists, speaker lists, and affiliate partners.

3

## Community Reach

The Bertieverse is home to three thriving subscription communities, each with a unique audience and active membership, your **business will be marketed to every community:**

**BertieAI** – cutting-edge AI tools designed for entrepreneurs, paired with an engaged user base.



### The Strategic Business Village

run by Penny Wallace, this community is dedicated to back-office strategy and practical systems for small businesses.

**Sales Genius** – one of the world's most advanced AI sales tools, created by Scott Malley, an NLP and sales coach who has trained thousands (including Fortune 500 teams).



4

## Speaker Networks



25+ confirmed speakers — each with their own audience of entrepreneurs, consultants, and small business owners. **Every speaker is actively promoting to their communities,** multiplying reach beyond our own lists.

## SPONSORSHIP OPTIONS & ROI SPARK – \$99

Entry-level visibility with ongoing presence.

- Logo on sponsor page + closing slides
- Mention in closing session
- One freebie/discount in the VIP Swag Bag

### ROI Snapshot



Brand Awareness: Your logo + offer placed in front of every summit attendee.



Lead Generation: Your freebie/discount in the VIP Swag Bag puts your business directly into the hands of committed, paying attendees.

## SHIMMER – \$499

Stand out with deeper visibility + a content footprint.

- Everything in Spark, plus:
- Logo on opening + closing slides
- 10–15 min sponsor interview (included in VIP bundle)
- Quarter-page ad in BertieVerse Magazine
- Featured in sponsor spotlight email to attendees

### ROI Snapshot



Brand Authority: Featured placement at both the opening + closing of the summit.



Content Longevity: Your interview + ad live on as evergreen marketing assets.



Direct Access: Your spotlight email hits every attendee's inbox.

# SPONSORSHIP OPTIONS & ROI

## SHINE – \$999

The spotlight is fully on you.

- **Everything in Shimmer, plus:**
- **Daily Sponsor Spotlight:** Your brand highlighted live every day of the summit — putting you front-of-mind with engaged attendees.
- **Dedicated Sponsor Email:** One email featuring your business sent to all attendees, guaranteeing direct inbox visibility (not just logo placement).
- **Custom AI Tool + Workbook (Built for You):** We'll design a branded AI tool and companion workbook tailored to your business. It goes in the VIP Swag Bag as your lead magnet → you instantly grow your email list.
- *Bonus: After the event, you'll get a strategy session to turn this tool into a sellable product or evergreen lead generator.*
- **Placement in VIP Resource Library:** Your brand and offer stay visible to VIPs long after the summit — not just during the event.
- **Featured Article in BertieVerse Business Magazine:** A professionally written article or ad crafted by our copywriter, showcasing your business to our extended network.

### ROI Snapshot



**Leads:** Capture new subscribers directly through your custom AI tool + VIP swag placement.



**Sales:** Convert those leads using your post-event strategy session (we show you how to turn the tool into a sellable offer).



**Authority:** Daily mentions + your own dedicated email = instant credibility with every attendee.



**Longevity:** Your brand doesn't disappear after 3 days — it lives on in the VIP Library + Magazine.

# WILL YOUR NICHE BE TAKEN... OR OWNED BY YOU?

Sponsorship for the Roadblock Busters Summit is strictly limited to one per category — once a spot is taken, it's gone. With 25+ speakers, thousands of potential impressions, and evergreen placement in the Bertieverse ecosystem, this is your chance to:

- Put your brand directly in front of entrepreneurs ready to buy
- Lock in category exclusivity (be the only [your niche] they see)
- Walk away with leads, assets, and visibility that outlive the summit

In other words: you're not just sponsoring an event — you're investing in long-term positioning inside a growing business ecosystem.

Email: **nadiatheron@bertieai.app** to reserve your sponsorship spot.

Grab your FREE ticket to the Roadblock Buster Summit Here:

