

**Partner with the largest bookkeeping community
in the world, for our first ever global virtual summit.**

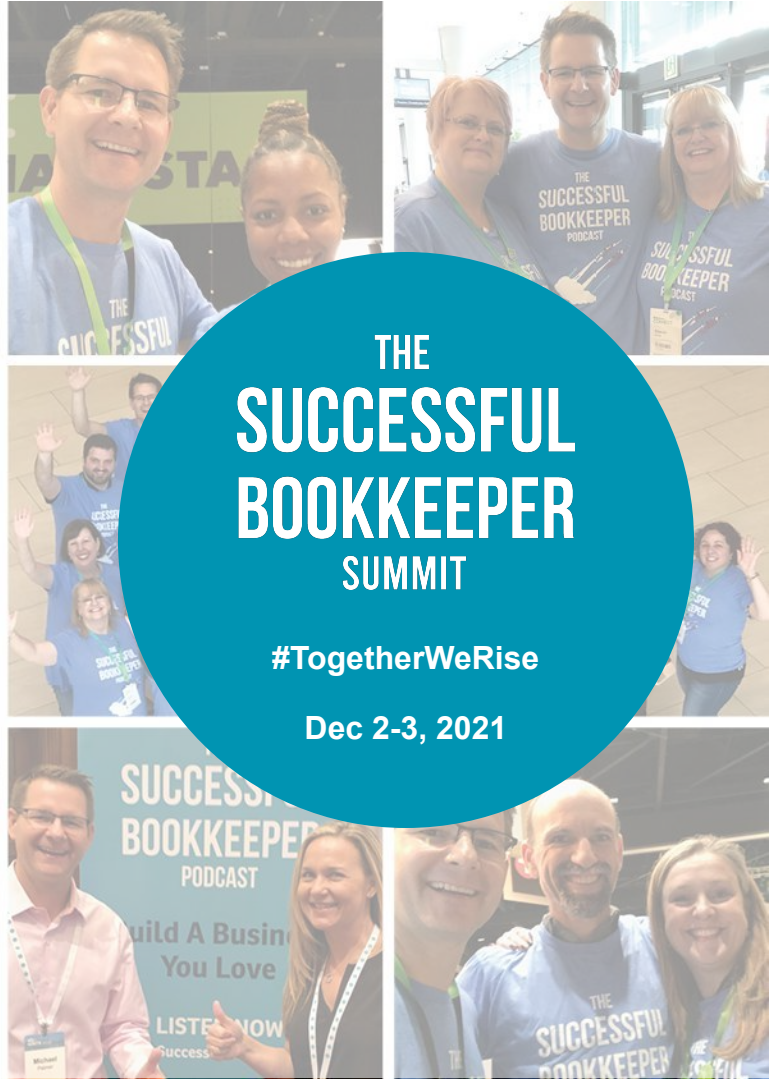


Who is The Successful Bookkeeper Community?

A collection of **passionate, talented** and **growth-oriented** bookkeeping small business owners who strive for excellence and enjoy helping each other **RISE together**.

A loyal and powerful community that first began nearly 7 years ago through the birth of **The Successful Bookkeeper Podcast**. As the show and its Facebook groups evolved, bookkeepers across the globe gravitated towards them.

Finally, there was authentic and genuine meeting place for bookkeepers that actually cared about them and celebrated their contributions to the world. The Successful Bookkeeper Community has been growing rapidly ever since.



Why Partner with The Successful Bookkeeper?



EXECUTIVE VISIBILITY

Make meaningful connections and position your Executive Team as Thought Leaders within the community.



HIGHLY TARGETED

100% focused on Bookkeeping Business Owners who are passionate about growing their business to the next level.



GLOBAL COMMUNITY

The Successful Bookkeeper brand has fans in over 80 countries and stays connected via our podcast, Facebook groups, YouTube Channel and email list.



ENGAGEMENT

Our podcast has over 550,000 downloads and our main Facebook group features more than 10,000 members who share hundreds of posts and comments per day.



NETWORKING OPPORTUNITY

Meet other industry thought leaders and potentially develop profitable win-win partnerships within the community.



LEAD ACQUISITION

Receive ongoing qualified leads from members who have visited your content and expressed interest in learning more.



CLIENT HOSPITALITY

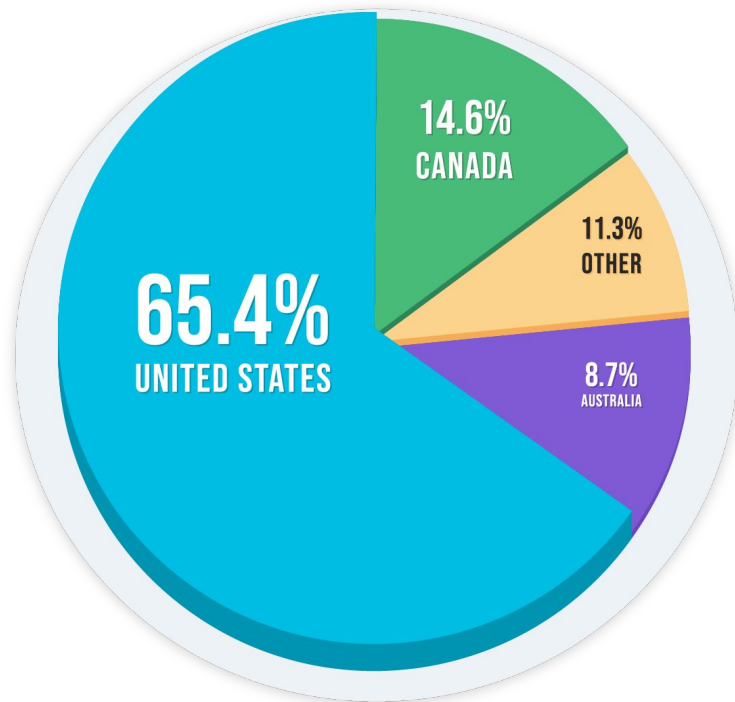
Share a impactful learning and thought leadership to connect emotionally with your top clients and prospects.



BRAND EXPOSURE

Access to Bookkeepers and Bookkeeping Firms from over 80 countries with the majority in the United States, Canada & Australia.

The Successful Bookkeeper Audience Demographic



Audience Distribution

Global Sphere of Influence of The Successful Bookkeeper Community

- Community Reach
- Client Reach
- Bookkeeper Reach



This highly targeted audience directly influences key business decisions within the SMB Community as trusted advisors.

Partner Packages

Brand Exposure & Event Lead Generation

	GLOBAL \$50,000	ULTIMATE \$10,000	VIP \$7,500	GOLD \$3,000
VIP Registrations Included (\$149 Value)	1000	200	150	60
Virtual Booth with Logo, Video Presentation & Call-to-Action	✓	✓	✓	✓
Gamification	✓	✓	✓	✓
Participant Emails	✓	✓	✓	\$
Logo Display: Bottom of Virtual Event Lobby & Registration Page	✓	✓	✓	
Virtual Booth Live Chat	✓	✓	✓	
Branded Spotlights (five minute tips, tricks or demo video segments)	10	4	2	
5 Minute Sponsor introduction to sponsored session	10	4		
Logo Display on Sponsored Sessions	20	4		
Hosted Live Interactive Meetup	2			
Main Lobby: Featured keynote of the day	✓			
Presentation: Opening Keynote and Closing Session of the Day	✓			
Global Partner Premium Logo Display	✓			

Partner Packages

Brand Exposure & Event Lead Generation

VIP Registrations Included (149 value)

The event is free to everyone however there is a VIP upgrade which gives access to:

- The replay recordings immediately after the event.
- A special 2022 planning workshop post event.
- Grant your best prospects and clients the gift of a free VIP Pass.
- Build real connections while driving them to a valuable event to help them grow your business.

Virtual Booth with Logo, Video Presentation & Call to Action

- Generate qualified leads with the perfect call-to-action and offer. With our built-in lead generation platform, you will get immediate access to any lead your booth generates, no more waiting on the "event's manager" for a spreadsheet of unqualified leads.
- Instant leads can be available via a private google sheet or can be linked direct to your CRM via our API Connection

Gamification

- Built in gamification to incent participants watch sessions, complete surveys and attend partner booths.

Logo Display: Bottom of Virtual Event Lobby & Registration Page

- Partner logos will be displayed prominently depending on the partner tier.

Virtual Booth Live Chat

- Partners can engage in a live chat with participants visiting their booth via a slack connection.

Branded Spotlights (5 minute, Tips, Tricks, Demo video segments)

- Between each session there will be a 5 minute section that will be filled with Tips, Tricks, Demos. Partners can provide this content or sponsor the content we provide.

5 Minute Sponsor Introduction to Sponsored Sessions

- Partners can prepare a video introduction to their sponsored session of a maximum length of 5 minutes.

Logo Display on Sponsored Sessions

- On the mainstage during their sponsored session a rotating AD space will be available for up to 5 AD images

Hosted Live Interactive Meetup

- Each day there will be a live meet up with all participants that will be hosted by the Global Partner. There will be guided breakout sessions on zoom for participants to mingle live with each other.

Main Lobby: Featured Keynote of the Day

- Prominent logo display in the Lobby.

Presentation: Opening Keynote and Closing Session of the Day

- The day will begin and end with the direction of the global partner. Sessions can be content provided by the partner or generated by the community.

Global Partner Premium Logo Display

- Prominent logo display in the Main Stage.

Partner Packages - Your Investment Lives On

Network and Enhanced Lead Generation Beyond Summit

	GLOBAL \$50,000	ULTIMATE \$10,000	VIP \$7,500	GOLD \$3,000
Dedicated Blog Post on the Successful Bookkeeper Site	✓	✓	✓	
Sessions and Ad placement live on in the Community Learning Management Portal	✓	✓	✓	
Podcast Episode Sponsorship*	6	2	1	
Social Media Promotion*	3	1		
Promotion to Email Subscribers*	2			
Post Conference Webinar*	✓			
Post Event Podcast Featured Episode*	✓			

**Promotional Items to run December 2021 to May 2022*

Partner Packages - Your Investment Lives On

Network and Enhanced Lead Generation Beyond Summit

Dedicated Blog Post on the Successful Bookkeeper Site

- Blog content hosted on The Successful Bookkeeper site lives on indefinitely.

Sessions and Ad placement live on in the Community Learning Management Portal

- After the event all content will be hosted in the community learning portal for future viewing by past attendees or new members. Partner messages and branding will remain with calls to action.

Podcast Episode Sponsorship*

- Host a 30 second sponsored AD on the podcast.

Post Event Podcast Featured Episode*

- We will record and produce a podcast of your executive or partner selected guest. The partner can be involved in the content design and direction.

Social Media Promotion*

- We will promote your event or offer across each of our social media channels, groups, and networks.

Promotion to Email Subscribers*

- We will promote your event or offer to our email list of over 16,000 active subscribers.

Post Conference Webinar*

- We will organize, host and promote a webinar with content tailored to our community to drive awareness to your offers.

**Promotional Items to run December 2021 to May 2022*

Summit Keynote Speakers



Colin Nanka
Salesforce.com
Expertise: Leader Coaching



Mike Michalowicz
Author of Profit First & Get Different
Expertise: Marketing



Mark Wickersham
Seminar Leader & Author
Expertise: Value Pricing

Summit Industry Thought Leaders



Shep Hyken

New York Times Best Selling Author
Expertise: Customer Service



Sharon Francisco

Bookkeeping Business Mentor
Expertise: Accountability



Lisa Campbell

Founder, Accenerate 2 Advisor
Expertise: Advisory Services



Geraldine Carter

Founder, She Thinks Big Coaching
Expertise: Mindset



Debra Angilleta

Owner, MasterMySales.com
Expertise: Sales



Debbie Roberts

Co-Founder, Pure Bookkeeping
Expertise: Systems & Processes



Mike Michalowicz

Author of Profit First & Get Different
Expertise: Marketing



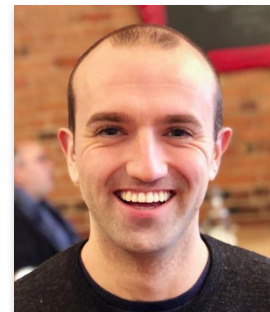
Heather Smith

Author, Xero for Dummies
Expertise: Xero



Teresa Slack

Co-Founder, Financly
Expertise: E-commerce



Yoseph West

Co-Founder & CEO, Relay
Expertise: Banking Transformation

Contact Us

If you're interested in partnering with The Successful Bookkeeper Summit,
get in touch with...



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Head of Partnerships

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