



Become a Petra Partner

A different kind of partnership...

Petra Partners have unique access to our database of over **30k+ organizations, 11k+ decision-makers**, spanning **145+ major industries**. Our Partners are an extension of the trust and direct relationships we have cultivated for over a decade as our audience scale their organizations.

What's in it for you?

The goal with the marketing you are doing today is either brand-awareness (hard to measure) or lead generation (simple to measure). Yet, with all the options of where to place your focus it's becoming harder and harder to achieve the goals you are looking for. Having direct access to our database, likely your target audience, gives you the opportunity to build relationships with the decision makers quickly and market to them in some very unique ways that lend themselves to natural sales opportunities.

What's in it for us?

Our goal is to help our organizations scale - that's why they come to us in the first place. They are frustrated where they are and know the opportunity is there to do so much more. We align ourselves with a select few trusted partners that help us to our jobs, better. We get questions all the time and while we guide, coach, mentor, make resources available and share experiences, sometimes the need is an expert to get in the trenches with them to help them execute. This is where you come in!

As a part of our partnership program, you could have direct access via **co-branding, digital marketing, print publications, face-to-face events, personal introductions** and being **featured as a thought leader to our audience** on a routine basis - and so much more.

The Benefits of Being a Partner

From having the co-branding opportunities to being included in our digital marketing programs matched with unique face-to-face opportunities with your buyers, being a partner of Petra helps you quickly get exposure, build relationships, and scale your organization.

CO-BRANDING AND CO-MARKETING

- Petra Post Advertising**
Be recognized in Petra's physical magazine which is deployed quarterly to over 8,000 B2B decision makers. Articles in this magazine feature trends in various industries, thought leadership and information helpful to our members on their journey of scaling their business.
- Included in Petra's Playbook**
Used to help scale all Petra Member Organizations as the "guide" for all planning sessions in the room, have your brand represented in front of thousands of eyes in a physical way every 90 days.
- Workshop Introductions**
Get visibility by being highlighted at the beginning of hands-on workshops happening monthly. These workshops range from our Boundless Self to 60-Minute Habits all the way to thought leadership with hundreds of B2B attendees.
- Featured on Petra's Partner Page**
Be featured on our Website and Partners page in a prominent way. Our website attracts not only Members with our action-doc downloads and resources but the public alike.

DIGITAL MARKETING INCLUSION

- Daily Dose VIT-B distribution**
Sent daily at 6AM to our most engaged 12k+ B2B Contacts, be featured and linked to this impactful daily learning. Modeled after the book Vitamin-B (For Business), each morning readers enjoy a quick and tangible action they can take to better themselves and their business.
- Social Post Mentions**
Happening daily, expand your reach with our audiences as it relates to culture, industry how-to's, upcoming events and more!
- General Email Mktg Distribution**
Happening bi-Weekly to different audiences - Member Leaders like CEOs and Founders, Employees of Member companies as well as our public audience, be featured in this email marketing opportunity.
- Inclusion in the Marketplace**
Have your organization represented in our online Marketplace that allows other individuals and companies to purchase your services and products in realtime.

COI - CENTERS OF INFLUENCE

- Rev-Share BOOST**
We all have been in the conversations of a partnership that in the end, goes nowhere. We have designed this to be different and chalked full of opportunity for both parties. We are introducing a revenue sharing opportunity (both ways) to help you and us maximize our engagement together.

FACE TO FACE

- Quarterly Reviews / Plans (virtual / in-person)**
Every 90-days, we sit down with you to understand how this is performing and what your needs are. How many people did you get in front of, how many coaches have you built relationships with and ultimately what business was driven your way. From there, we will reset for the next 90-days based on previous performance, next 90 day goals and help you execute the plan.
- Webinar Delivery on your topic (virtual)**
Like our workshops, our webinars happen monthly to our audience and you'll be a guest speaker if we decide it's a good fit. We work with you directly to make sure the topic is around your expertise.
- Participation at Petra University / Academy (in-person)**
Join us at our exclusive team meetings where we learn and grow together. These happen 2x per year and are in-person. It's the perfect opportunity to build relationships with our team of coaches, accountability coaches and our sales team so that they know you when they are in front of decision makers for your solution.
- Live Events (in-person)**
Join us and network with other leaders at our in-person events throughout the year.
- Petra Forum Groups (virtual)**
Join us and be featured in our small group forum groups happening monthly across sales, marketing, operations, people and so many more. This is arguably one of the most regarded elements of the Petra experience where we bring like-minded individuals together in a small group setting to work on the challenges they are facing in the moment.
- The Ascent Event Inclusion (virtual)**
Be one of our exclusive sponsors and gain a speaking spot at our bi-annual blow-out event, The Ascent. We bring in world-renowned speakers across a multitude of topics. This is an event that our audience look forward to each time!
- Invitation to Boundless Pro & Adventures (in-person)**
Boundless is a sister company of Petra which was started by Andy Bailey himself. Boundless focuses on growing the individual (in life) so that they are more capable to help their organizations grow. As part of your partnership, we invite you to attend our Boundless Adventures where we help individuals step out of their comfort zones while hiking to the top of a 14'er, Safaris in Africa and so much more. **Additional costs may apply*
- Direct Introduction during Planning Days (in-person)**
Our Members are on the rise and are looking for trusted resources to help them scale. Get warmly introduced to the decision maker. These planning sessions happen multiple times per day throughout the year (650+ annually) and where we will be listening for the opportunity to introduce you as a needed expert to solve a specific need.
- Coach and Team Contact Mgmt. (virtual/in-person)**
Have direct communication with our Coaching and Support teams to ensure you stay engaged and maximize your investment. We will check in on this every 90-days as a part of your partnership and work to ensure you know our team of coaches and that they know you. Our goal is mutual success and by having this direct access we will create a new team of salespeople for you.

60k+
B2B Contacts in our Audience

30k+
Unique Organizations in our Audience

11k+
VP Level and Higher in our Audience

145
Diverse Industries Across Our Audience

PARTNERSHIP LEVELS

MATTERHORN
\$10,000/yr for 1-Year Term

CO-BRANDING AND MARKETING

- Petra Post Magazine Advertising (digital version) - 4X per year
- Petra Planning Playbook Inclusion
- Placement on Petra Partners Page

DIGITAL MARKETING

- Inclusion in the Petra Marketplace featured on the Petra Members Portal

FACE TO FACE

- Quarterly Reviews / Plans
- Featured in 2 Petra Form Groups (PFG) per year with access to the Members Leader PFG (12)
- Sponsorship per Year at Petra's Bi-Annual Event, The Ascent Event
- Access to 1 Boundless Event or Adventure per year **additional costs may apply*.
- Direct Introduction in Plannings Days as Defined by Coach and AC

COI

- Opportunity for Rev Share BOOST to increase your exposure.

KILIMANJARO
\$35,000/yr for 1-Year Term
\$20,000/yr for 3-Year Term

CO-BRANDING AND MARKETING

- Petra Post Advertising (mailed) - 2X per year with 1/4 advertisement
- Digital Petra Post - 4X per year
- Petra Planning Playbook Inclusion
- Hosted Workshop Introductions - 1X per year
- Top of Page Placement on Petra Partners Page

DIGITAL MARKETING

- 20 Daily Dose of Vitamin B Email Placements with Custom Links
- 20 Social Post Mentions with Custom Links
- Inclusion in General Email Marketing Distributions
- Inclusion in the Petra Marketplace featured on the Petra Members Portal

FACE TO FACE

- Quarterly Reviews / Plans
- Scheduled Webinar Delivery of Your Topic - 1X per year
- Attendance at Petra University and Petra Academy - 2X per year
- Access to all in-person events
- Featured in 5 Petra Form Groups (PFG) per year with access to the Members Leader PFG (12)
- Title Sponsor at Petra's Bi-Annual Event, The Ascent
- Access to 1 Boundless Event or Adventure per year **additional costs may apply*.
- Direct Introduction in Plannings Days as Defined by Coach and AC
- Coach and Team Direct Contact Access

COI

- Opportunity for Rev Share BOOST to increase your exposure.

EVEREST
\$50,000/yr for 1-Year Term
\$30,000/yr for 3-Year Term

CO-BRANDING AND MARKETING

- Petra Post Magazine Advertising (mailed) - 4X per year with 1/4 page advertisement.
- Petra Post Magazine Advertorial (mailed) - 1X per year.
- Digital Petra Post - 4X per year.
- Petra Planning Playbook Inclusion.
- Hosted Workshop Introductions - 2X per year.
- Top 5 Placement on Petra Partners Page.

DIGITAL MARKETING

- 50 Daily Dose of Vitamin B Email Placements with Custom Links.
- 50 Social Post Mentions with Custom Links.
- Inclusion in General Email Marketing Distributions.
- Inclusion in the Petra Marketplace featured on the Petra Members Portal.

FACE TO FACE

- Quarterly Reviews / Plans.
- Scheduled Webinar Delivery of Your Topic - 1X per year.
- Attendance at Petra University and Petra Academy.
- Access to all in-person events.
- Featured in 10 Petra Form Groups (PFG) per year with access to the Members Leader PFG (12).
- Title Sponsor and 1 Speaking Spot at Petra's Bi-Annual Event, The Ascent - 1X per year.
- Access to all Boundless Events & Adventures **additional costs may apply*.
- Direct Introduction in Plannings Days as Defined by Coach and AC.
- Coach and Team Direct Contact Access.

COI

- Opportunity for Rev Share BOOST to increase your exposure.

