



TESTED  
TRUSTED

SPONSORSHIP AND PARTNER OPPORTUNITIES

# Help the mortgage industry **master practical AI.**

Mortgage Lab is being launched with a select group of founding partners. This brochure sets out what partnership looks like, what each partner receives, and what it costs.



## THE PLATFORM

# Where mortgage professionals master practical AI.

Mortgage Lab provides information and guides, and tests real tools on real mortgage use cases. We show what works, what doesn't and why. It is built for the people doing the work: advisers, lenders, brokers, administrators and the businesses that serve them.

## OUR MISSION

To help every mortgage professional use AI tools and knowledge to work more efficiently, serve clients better and build stronger businesses.

### Resource library

A member-only library of videos, guides, templates and tools that members can use immediately.

### Demos and set-up guides

Product demos, comparisons and simple set-up guides that help members put AI to work in their business this week.

### The Friday Briefing

A weekly roundup of everything that matters in the AI world for mortgage professionals, emailed to members.

#### Free

to join, with a paid Pro membership above it

#### 60+

articles already published on the Mortgage Lab blog

#### 6 episodes

AI Unpacked, our video introduction to AI

#### Weekly

Friday Briefing to every member's inbox

#### OFFICIAL AI KNOWLEDGE PARTNER

Mortgage Innovation & Technology Live  
13 October 2026, etc.venues County Hall, London

"AI is one of the biggest subjects facing mortgage businesses but the industry needs more than predictions and rhetoric. It needs somewhere people can ask difficult questions, see tools tested properly and understand the risks as well as the opportunities. Mortgage Lab brings that practical focus, which makes it a valuable partner for MIT Live."

James Prosser, Commercial Director, Mortgage Strategy, and chair of MIT Live

## WHAT PARTNERSHIP GIVES YOU

# Your name in front of the people **doing the work.**

Every tier puts a partner in front of Mortgage Lab members through the channels they already read and watch. The higher tiers add the things that take our time as well as our space.

**Partner listing**

A tool or partner listing on [mortgagelab.ai](https://mortgagelab.ai), with prominent placement for Headline partners.

ALL TIERS

**Blogs and thought leadership**

One featured piece a month on the website, spotlighted on LinkedIn and included in the Friday Briefing to members.

ALL TIERS

**LinkedIn founder network**

The founders' LinkedIn network, around 30,000 contacts, used to spotlight partner blogs, videos and podcasts.

ALL TIERS

**Video on the platform**

Your own relevant video content featured on the platform and promoted on LinkedIn and in the newsletter. More at each level.

ALL TIERS

**Mortgage Lab video feature**

A Mortgage Lab video featuring a tool or partner recommendation.

SPONSOR AND HEADLINE

**Podcast with Paul Brett**

A podcast episode with Mortgage Lab's Paul Brett, promoted through LinkedIn and the newsletter.

SPONSOR AND HEADLINE

**Webinar**

A webinar to the Mortgage Lab audience.

SPONSOR AND HEADLINE

**Solus email**

A solus email to Mortgage Lab members.

SPONSOR AND HEADLINE

**Bespoke training**

A bespoke training session for your team every six months: two hours virtual for Sponsors, a face-to-face half day for Headline partners.

SPONSOR AND HEADLINE

**Sponsor ticker**

Your name on the sponsor ticker on the website, prominent for Headline partners.

SPONSOR AND HEADLINE

**Quarterly performance report**

A performance report every quarter.

SPONSOR AND HEADLINE

**Membership access**

Access to the paid membership site for your team, with a 50% discount for additional users.

SPONSOR AND HEADLINE

**HEADLINE PARTNERS ONLY**

- Featured across multiple assets as headline sponsor
- Founding Partner attribution during launch
- Co-branded or shared tool opportunity
- Event sponsor

"AI is not magic and it is not always right. Used carelessly, it can expose data, reinforce mistakes and automate a poor process. Used properly, it can save time and help businesses serve their customers better. Our job is to separate what is genuinely useful from what is simply noise."

Paul Brett, co-founder, Mortgage Lab

## PARTNERSHIP TIERS

# Partnership options

Each tier includes everything in the tier before it. Quantities are per six months unless stated. The full comparison is on the next page.

## Promotion Partner

**£149** PER MONTH

Listing, content and social reach

### INCLUDES

- ✓ Tool/partner listing
- ✓ Blogs/thought leadership featured on website (1 per month)
- ✓ LinkedIn spotlight of blogs (founder network, ~30,000 contacts)
- ✓ Blogs featured in the Friday Briefing emailed to members
- ✓ **1 per 6 months** Own relevant video content featured on platform
- ✓ Video content promoted on LinkedIn and newsletter

## Sponsor

**£499** PER MONTH

Adds podcast, webinar, training and direct email

### EVERYTHING IN PROMOTION PARTNER, PLUS

- ✓ **Up to 3 per 6 months** Own relevant video content featured on platform
- ✓ Mortgage Lab video feature tool/partner recommendation
- ✓ Quarterly performance report
- ✓ Sponsor ticker on website
- ✓ **1 per 6 months** Podcast with Mortgage Lab's Paul Brett
- ✓ Podcast promotion through LinkedIn and newsletter
- ✓ **Virtual, 2 hours** 1 bespoke training session for team per 6 months
- ✓ **1 per 6 months** Solus email to members
- ✓ **2 users** Access to paid membership site (50% discount for additional users)
- ✓ **1 per 6 months** Webinar to Mortgage Lab audience

## Headline

**£1,499** PER MONTH

**SOLD - BOTH SPACES**

**1 tech partner, 1 provider**

### EVERYTHING IN SPONSOR, PLUS

- ✓ **Prominent** Tool/partner listing
- ✓ **Unlimited** Own relevant video content featured on platform
- ✓ **Prominent** Sponsor ticker on website
- ✓ **2 per 6 months** Podcast with Mortgage Lab's Paul Brett
- ✓ **Face-to-face half day 1** bespoke training session for team per 6 months
- ✓ **3 per 6 months** Solus email to members
- ✓ **10 users** Access to paid membership site (50% discount for additional users)
- ✓ **2 per 6 months** Webinar to Mortgage Lab audience
- ✓ Featured across multiple assets as headline sponsor
- ✓ Co-branded/shared tool opportunity
- ✓ Founding Partner attribution during launch
- ✓ Event sponsor

## RATE CARD

## Everything, side by side.

| Benefit                                                            | Promotion Partner<br>£149 <sub>pm</sub> | Sponsor<br>£499 <sub>pm</sub> | Headline<br>£1,499 <sub>pm</sub><br><b>SOLD</b><br>Both spaces <b>sold</b> |
|--------------------------------------------------------------------|-----------------------------------------|-------------------------------|----------------------------------------------------------------------------|
| Tool/partner listing                                               | ✓                                       | ✓                             | Prominent                                                                  |
| Blogs/thought leadership featured on website (1 per month)         | ✓                                       | ✓                             | ✓                                                                          |
| LinkedIn spotlight of blogs (founder network, ~30,000 contacts)    | ✓                                       | ✓                             | ✓                                                                          |
| Blogs featured in Friday Briefing emailed to members               | ✓                                       | ✓                             | ✓                                                                          |
| Own relevant video content featured on platform                    | 1 per 6 months                          | Up to 3 per 6 months          | Unlimited                                                                  |
| Video content promoted on LinkedIn and newsletter                  | ✓                                       | ✓                             | ✓                                                                          |
| Mortgage Lab Video feature tool/partner recommendation             | —                                       | ✓                             | ✓                                                                          |
| Quarterly performance report                                       | —                                       | ✓                             | ✓                                                                          |
| Sponsor ticker on website                                          | —                                       | ✓                             | Prominent                                                                  |
| Podcast with Mortgage Lab's Paul Brett                             | —                                       | 1 per 6 months                | 2 per 6 months                                                             |
| Podcast promotion through LinkedIn and newsletter                  | —                                       | ✓                             | ✓                                                                          |
| 1 bespoke training session for team per 6 months                   | —                                       | Virtual 2 hours               | Face-to-face half day                                                      |
| Solus email to members                                             | —                                       | 1 per 6 months                | 3 per 6 months                                                             |
| Access to paid membership site (50% discount for additional users) | —                                       | 2 users                       | 10 users                                                                   |
| Webinar to Mortgage Lab audience                                   | —                                       | 1 per 6 months                | 2 per 6 months                                                             |
| Featured across multiple assets as headline sponsor                | —                                       | —                             | ✓                                                                          |
| Co-branded/shared tool opportunity                                 | —                                       | —                             | ✓                                                                          |
| Founding Partner attribution during launch                         | —                                       | —                             | ✓                                                                          |
| Event sponsor                                                      | —                                       | —                             | ✓                                                                          |

Headline partnership. Both places are **SOLD**: one technology partner and one provider. No headline places remain available.

**Mortgage Lab Expert Panel.** A maximum of 10 experts. The panel is not about promotion of product.

## FOUNDING PARTNERS

# Alongside us **from the start.**

Both Headline places are now **SOLD**: one technology partner and one provider. Founding Partner attribution during launch is reserved for these partners. Promotion Partner and Sponsor places remain available.

1

## Tell us the tier you have in mind

Reply to Paul, or suggest a time to talk it through. If you are weighing two tiers, say so and we will walk through the differences.

2

## Agree the start date and the first activity

We plan the first pieces together: your listing, the first featured blog, and for Sponsors and Headline partners the first podcast, webinar or training session.

3

## Go live

Your listing goes onto the site, your first spotlight goes out to the LinkedIn network and the Friday Briefing, and the rest follows on the schedule we have agreed.

## THE PEOPLE BEHIND MORTGAGE LAB

**Liz Syms**

AI Expert for Advisers

Co-founder. CEO of Connect for Intermediaries.

**Paul Brett**

AI Expert for Lenders

Co-founder. Nearly four decades in UK mortgages; founder of BTS Consult & Coach.

**Rebecca Whitney**

AI Business Expert

Co-founder. Founder of Advisory 9, an AI implementation company.

**Mike Potts**

AI Web Design Expert

Thirty years in web, graphic design and Photoshop.

**Paul Brett**

Co-founder, Mortgage Lab

EMAIL

[pb@btsc.co.uk](mailto:pb@btsc.co.uk)

WEB

[mortgagelab.ai](https://mortgagelab.ai)

Proudly supported by  
BTS Consult & Coach

Prices and inclusions are as set out in the Mortgage Lab rate card, September 2026. Quantities described as “per 6 months” run from the start date of the partnership.