

Sponsorship and Exhibiting Opportunities

Join Us For

The logo for SPARK 2022 features the word "spark" in a white, lowercase, sans-serif font. The letter "s" is partially enclosed by a circular arrangement of light blue, radiating lines that resemble a sunburst or a spark. To the right of "spark" is the year "2022" in a white, uppercase, sans-serif font.

spark

2022



September 13-14 at the
Hilton Baltimore Inner Harbor

*Pre- and post-conference sessions
will be held September 12 and 15*

Learn more at social-current.org/SPARK22.

About

Social Current's SPARK 2022 will showcase sector insight and expertise to drive toward greater impact so all people can thrive. This in-person event will convene leaders from across the human services ecosystem. Together, we will focus on topics that are critical for organizational excellence and our sector's impact:

- ☀ Brain Science
- ☀ Equity, Diversity, and Inclusion
- ☀ Organizational and Service Delivery Innovations
- ☀ Workforce Resilience and Leadership

Fueled by a commitment to advance equity and improve the well-being of all people, we will elevate important conversations around our most vexing challenges. Join us for inspiration and practical tools for implementing innovative practice, policy, and research.

Who Will Attend?

Our attendees include:

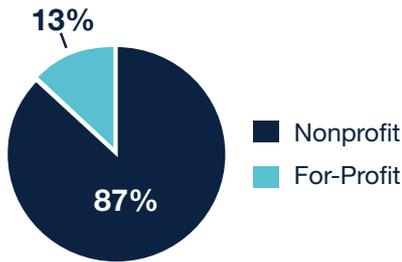
- ☀ Board members
- ☀ Chief executives
- ☀ Executive level staff (i.e., vice presidents, chiefs, etc.)
- ☀ Director level staff (i.e., program director, etc.)
- ☀ Management/supervisor level staff
- ☀ Professional/clinical services staff
- ☀ Program and quality directors
- ☀ Administrators and HR managers
- ☀ Social sector leaders

SPARK 2021, held virtually, had 600+ registrants.



Our Network and Reach

Social Current's robust network of organizations and individuals across the country provides a unique opportunity for sponsors to reach C-suite decisionmakers in their target demographic. Simultaneously, sponsorship will allow brands to assess challenges unique to the sector, collaborate, and access network expertise.



We Can Reach
12,000+
Human Services Professionals

Representing
1,852
Network Organizations

That Serve Nearly
70 million
Individuals

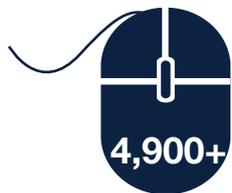
 **8,410** followers

 **6,525** followers

 **7,751** followers

20,000+
Monthly Visits to social-current.org 


6,350+
subscribers to *The Current*
and *Public Policy & Advocacy Radar* newsletters


4,900+
registered users
of the Social
Current HUB

Lasting Impact and Value:

- Align your marketing with your values by supporting our mission and vision.
- Up to three months of sponsorship recognition.

Sponsorship and Exhibiting Levels

<p>Presenting Sponsor \$30,000 (One Available)</p>	<ul style="list-style-type: none"> • Exclusive recognition as presenting sponsor • 1 pre- and 1 post-conference ad placement in <i>The Current</i> newsletter • Three-month front page ad placement on the Social Current HUB and Social Current's Learning Community websites • Recognition from the podium during SPARK 2022 Opening Session • Exhibitor booth (first choice of location) • Recognition as presenting sponsor on SPARK 2022 website, emails, and social media posts 	<ul style="list-style-type: none"> • Opportunity to present one webinar and author one blog post on the Social Current website in 2023 • Logo included on signage throughout the event • Full-page ad in conference program (inside front or back cover) • 5 full-conference registrations • One-time use of pre- and post-conference attendee list • First right of refusal for 2023 SPARK conference
<p>Platinum Sponsor \$20,000 (Two Available)</p>	<ul style="list-style-type: none"> • One-month front page ad placement on the Social Current HUB site • Choice of one pre- or post-conference ad placement in <i>The Current</i> newsletter • Exhibitor booth (premium location) • Recognition as Platinum sponsor on SPARK 2022 website, emails, and social media posts 	<ul style="list-style-type: none"> • Logo included on signage throughout the event • Full-page ad in conference program • Opportunity to sponsor two conference sessions • 4 full-conference registrations • One-time use of pre- and post-conference attendee list
<p>Gold Sponsor \$10,000 (Five Available)</p>	<ul style="list-style-type: none"> • Exhibitor booth • Recognition as Gold sponsor on SPARK 2022 website, emails, and social media posts • Logo included on signage throughout the event • Opportunity to sponsor one conference session 	<ul style="list-style-type: none"> • Half-page ad in conference program • 3 full-conference registrations • One-time use of pre- and post-conference attendee list
<p>Silver Sponsor \$5,000</p>	<ul style="list-style-type: none"> • Recognition as Silver sponsor on SPARK 2022 website, emails, and social media posts • 2 full-conference registrations • Logo included on signage throughout the event 	<ul style="list-style-type: none"> • Quarter-page ad in conference program • One-time use of pre- and post-conference attendee list

Exhibiting

Join us in our exhibit hall and be in the heart of the action of SPARK 2022.

Exhibitor package includes:

- ☀ 6-foot draped table with two chairs
- ☀ Complimentary full-conference registration for one exhibit staffer. Additional exhibit staff conference registration available at discounted rate of \$450.
- ☀ Booth identification sign
- ☀ Registrant mailing list for pre-conference marketing (one-time use)
- ☀ Post-conference attendee list for follow-up outreach (one-time use)
- ☀ Dedicated exhibit hall times and functions

Pricing:

- ☀ Social Current Network: \$1,000
- ☀ Non-Social Current Network: \$1,500

The logo features a stylized sunburst or spark icon composed of numerous light blue, rounded rectangular bars radiating from a central point. The word "spark" is written in a bold, white, lowercase sans-serif font, with the "s" partially overlapping the sunburst. The year "2022" is written in a smaller, white, lowercase sans-serif font to the right of "spark".

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For more information or to reserve your
sponsorship or exhibitor package,
please reach out to Joe Perrow at
jperrow@social-current.org.