

Sponsorship and Exhibiting Opportunities

Join Us For

# spark

2023



October 16-17  
Bethesda, Maryland  
*Pre-conference sessions Oct. 15*  
*Hill Day Oct. 18*

Learn more at [social-current.org/SPARK23](https://social-current.org/SPARK23).








# About

**Social Current's SPARK 2023** will unite practice excellence, innovation, and federal policy advocacy to advance our sector's impact and help all families and communities thrive. This in-person event will elevate important conversations around our most vexing challenges and showcase insight and expertise from the field.



SPARK 2023 is designed for leaders who are fueled by a commitment to advance equity and improve the well-being of all people. Together, we will share inspiration and practical tools for implementing innovative practice, policy, and research. New to this year's event will be Social Current's first-ever Hill Day. Our keynote speakers and breakout sessions will address new insight and promising approaches related to:









-  Brain Science
-  COA Accreditation
-  EDI, Belonging, and Justice
-  Innovative Programs and Practices
-  Workforce Resilience and Leadership



**9 out of 10** SPARK 2022 attendees said they would recommend SPARK to a colleague or friend.

# Who Will Attend?

Our attendees include social sector leaders:

-  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

**SPARK 2022 welcomed more than 200 thought leaders and key decision makers to the in-person event.**



**97%** of SPARK 2022 attendees rated it as **“good”** or **“excellent.”**



# 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  
**1,800+**  
Network Organizations

That Serve Nearly  
**70 million**  
Individuals



**5,000+**  
Social Media Followers



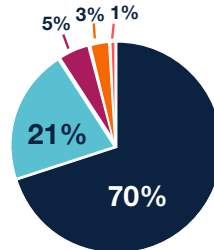
**6,000+**  
Subscribers to *The Current*  
and *Public Policy & Advocacy Radar* Newsletters



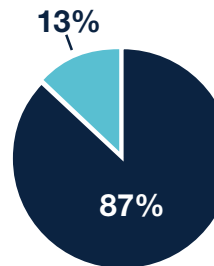
**6,400+**  
registered users of the  
Social Current Hub



**12,400+**  
Monthly visits to  
[social-current.org](http://social-current.org)



- Private Organizations
- Child and Youth Development (CYD)
- Public Agencies
- Canadian
- Military Family Readiness (MFR)



- Nonprofit
- For-Profit

## Lasting Impact and Value

- Align your marketing with your values by supporting our mission and vision
- Pre- and post-event sponsorship recognition and promotion



# Sponsorship and Exhibiting Levels





Exhibit space is very limited and on a first come, first served basis. Contact [Marisa Collins](#) to reserve your sponsorship or exhibit package. The deadline to submit logo, ad artwork, and attendee email content is Aug. 1.

<b>Platinum Sponsor</b> \$20,000	<ul style="list-style-type: none"><li>• Choice of one pre- or post-conference ad placement in <i>The Current</i> newsletter</li><li>• Exhibitor booth (premium location)</li><li>• Recognition as Platinum sponsor on SPARK 2023 website, emails, and social media posts</li><li>• Logo included on signage throughout the event</li></ul>	<ul style="list-style-type: none"><li>• Premium ad in conference program and mobile app</li><li>• Opportunity to sponsor two conference sessions</li><li>• Four full-conference registrations</li><li>• One Social Current custom email to both pre- and post-conference attendee lists on behalf of sponsor</li></ul>
<b>Gold Sponsor</b> \$10,000	<ul style="list-style-type: none"><li>• Exhibitor booth</li><li>• Recognition as Gold sponsor on SPARK 2023 website, emails, and social media posts</li><li>• Logo included on signage throughout the event</li><li>• Prominent ad in conference program and mobile app</li></ul>	<ul style="list-style-type: none"><li>• Three full-conference registrations</li><li>• One Social Current pre-conference custom email to attendees on behalf of sponsor and inclusion in post-conference sponsor/exhibitor email</li></ul>
<b>Silver Sponsor</b> \$5,000	<ul style="list-style-type: none"><li>• Recognition as Silver sponsor on SPARK 2023 website, emails, and social media posts</li><li>• Two full-conference registrations</li><li>• Logo included on signage throughout the event</li></ul>	<ul style="list-style-type: none"><li>• Ad in conference program and mobile app</li><li>• One Social Current pre-conference email sent to attendees recognizing Silver sponsors and inclusion in post-conference sponsor/exhibitor email</li></ul>

# Exhibiting

Join us in our exhibit hall and be in the heart of the action of SPARK 2023.

## Exhibitor package includes:

-  Six-foot draped table with two chairs
-  Complimentary full-conference registration for one exhibit staffer. Additional exhibit staff conference registrations available with a \$200 discount per registrant.
-  Booth identification sign
-  Inclusion in conference promotions including pre- and post-conference emails to attendees sent by Social Current
-  Post-conference attendee mailing list (excludes email addresses and phone numbers)
-  Dedicated exhibit hall times and functions

## Pricing:

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

*“The SPARK conference is an ideal place for solutions providers to connect with leaders in human services. All attendees are innovative, forward thinkers interested in discovering new tools that will help them improve service delivery and program operations.”*

*Tristan Keelan, SPARK 2022 Exhibitor  
CCNY, Inc. / QI Folio*



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 word "2023" is positioned to the right of "spark" in a smaller, white, lowercase sans-serif font.

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**spark**  
2023

For more information or to reserve your  
sponsorship or exhibitor package,  
please reach out to Marisa Collins at  
[mcollins@social-current.org](mailto:mcollins@social-current.org).