

Sponsorship and Exhibiting Opportunities

Join Us For

# spark

2024



Oct. 21-22  
Sheraton Denver Downtown Hotel  
*Pre-conference sessions Oct.20*







Learn more at [social-current.org/SPARK24](https://social-current.org/SPARK24).



# About

**Social Current's** SPARK 2024 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 2024 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. Our keynote speakers and breakout sessions will address new insight and promising approaches related to:

-  Brain Science and Trauma-Informed Approaches
-  Child, Family, and Community Well-being
-  COA Accreditation
-  Equity, Diversity, and Inclusion
-  Government Affairs and Advocacy
-  Leadership and Organizational Development











**Nearly 9 out of 10** SPARK 2023 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 2023 welcomed more than 300 thought leaders and key decision makers to the in-person event.**



**94%** of SPARK 2023 attendees said the event introduced them to **new practices**.



# 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 Over  
**11 million**  
Individuals



**7,000+**  
Social Media Followers



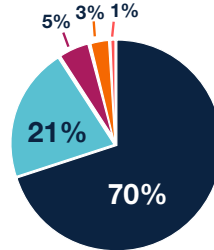
**6,000+**  
Subscribers to *The Current*  
and *Public Policy & Advocacy Radar* Newsletters



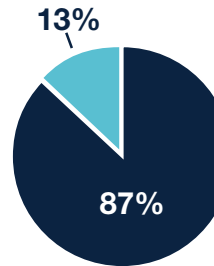
**13,000+**  
registered users of the  
Social Current Hub



**13,500+**  
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.

<p><b>Presenting Sponsor</b>  <b>\$25,000</b>  <i>(1 available)</i></p>	<ul style="list-style-type: none"> <li>Choice of one pre- or post-conference ad placement in <i>The Current</i> newsletter</li> <li>Recognition as Presenting Sponsor on SPARK 2024 website, emails, and social media posts</li> <li>Premium ad on mobile app</li> <li>Exhibitor booth (premium location)</li> <li>Special recognition in CEO's welcoming remarks</li> <li>Logo included on signage throughout the event</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to sponsor three conference workshops</li> <li>Six full-conference registrations</li> <li>Two custom emails sent by Social Current to both pre- and post-conference attendee lists on behalf of sponsor</li> <li>Sponsor profile in conference app</li> </ul>
<p><b>Platinum Sponsor</b>  <b>\$20,000</b>  <i>(4 available)</i></p>	<ul style="list-style-type: none"> <li>Choice of one pre- or post-conference ad placement in <i>The Current</i> newsletter</li> <li>Recognition as Platinum Sponsor on SPARK 2024 website, emails, and social media posts</li> <li>Premium ad on mobile app</li> <li>Exhibitor booth (premium location)</li> <li>Logo included on signage throughout the event</li> </ul>	<ul style="list-style-type: none"> <li>Opportunity to sponsor two conference workshops</li> <li>Four full-conference registrations</li> <li>One custom email sent by Social Current to pre-conference attendee list on behalf of sponsor</li> <li>Sponsor profile in conference app</li> </ul>
<p><b>Gold Sponsor</b>  <b>\$10,000</b></p>	<ul style="list-style-type: none"> <li>Recognition as Gold Sponsor on SPARK 2024 website, emails, and social media posts</li> <li>Ad on mobile app</li> <li>Exhibitor booth</li> <li>Logo included on signage throughout the event</li> <li>Opportunity to sponsor one conference workshop</li> </ul>	<ul style="list-style-type: none"> <li>Three full-conference registrations</li> <li>Inclusion in one custom Social Current email to pre-conference attendee list on behalf of Gold sponsors</li> <li>Sponsor profile in conference app</li> </ul>
<p><b>Silver Sponsor</b>  <b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>Recognition as Silver Sponsor on SPARK 2024 website, emails, and social media posts</li> <li>Exhibitor package available at in-network rate</li> <li>Logo included on signage throughout the event</li> <li>Two full-conference registrations</li> </ul>	<ul style="list-style-type: none"> <li>Inclusion in one Social Current social media post on behalf of Silver sponsors</li> <li>Sponsor profile in conference app</li> </ul>



# Additional Sponsorship Opportunities

Available to SPARK Sponsors, Exhibitors, and Social Current Partners. 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>CEO Convening</b> <b>\$10,000</b> <i>(1 available)</i>	<ul style="list-style-type: none"> <li>• Logo included in promotional materials (email, social media)</li> <li>• Attending beginning of CEO Meeting and provide welcome remarks/knowledge insight</li> <li>• Pre- or post-convening email sent to all attendees on behalf of sponsor (content and date TBD in collaboration with Social Current)</li> </ul>
<b>Wi-Fi</b> <b>\$5,000</b> <i>(1 available)</i>	<ul style="list-style-type: none"> <li>• Recognition pre- and post-conference</li> <li>• Wi-Fi sponsorship signs and conference app announcement</li> <li>• Sponsor profile in conference app</li> </ul>
<b>Networking Reception</b> <b>\$5,000</b> <i>(1 available)</i>	<ul style="list-style-type: none"> <li>• Recognition pre- and post-conference</li> <li>• Reception signage with logo</li> <li>• Sponsor profile in conference app</li> </ul>
<b>Meal/Refreshment Break</b> <b>\$2,000</b> <i>(4 available)</i>	<ul style="list-style-type: none"> <li>• Recognition pre- and post-conference</li> <li>• Signage displayed during breakfast/first break and lunch/second break on either conference day (first come, first served for date and time choice)</li> <li>• Sponsor profile in conference app</li> </ul>
<b>PQI Training</b> <b>\$2,500</b> <i>(1 available)</i>	<ul style="list-style-type: none"> <li>• Acknowledgement at the in-person Performance and Quality Improvement training</li> <li>• Name included in emails promoting PQI/IAT sessions</li> <li>• Name and/or logo listed on opening slide for training</li> </ul>
<b>IAT Session</b> <b>\$2,500</b> <i>(1 available)</i>	<ul style="list-style-type: none"> <li>• Acknowledgement at the in-person Intensive Accreditation Training</li> <li>• Name included in emails promoting PQI/IAT sessions</li> <li>• Name and/or logo listed on opening slide for training</li> </ul>
<b>Workshop Sponsor</b> <b>\$1,000</b>	<ul style="list-style-type: none"> <li>• Recognition pre- and post-conference</li> <li>• Name included in workshop description online and on app</li> <li>• Name and/or logo listed on opening slide of workshop</li> </ul>








**99%** of SPARK 2023 attendees said they could **apply what they learned from the event.**

# Exhibiting

Join us in our exhibit hall and be in the heart of the action of SPARK 2024.

## 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: \$1,500
-  Non-Social Current Network: \$2,000

*“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 2023 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 year "2024" is positioned to the right of "spark" in a smaller, white, lowercase sans-serif font.

Join Us For  
**spark**  
2024

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