

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.



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.



8,000+
Social Media Followers



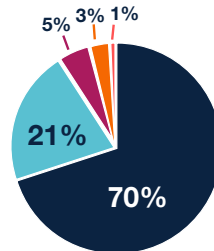
6,000+
Subscribers to *The Current*
and *Public Policy & Advocacy*
Radar Newsletters



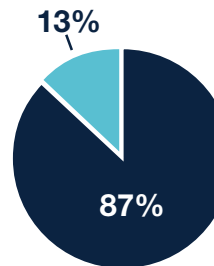
13,000+
registered users of the
Social Current Hub



13,500+
Monthly visits to
social-current.org



- 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

We Can Reach

12,000+

Human Services Professionals

Representing

1,800+

Network Organizations

That Serve Over

11 million

Individuals



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 confirm participation is Sept. 9.

Presenting Sponsor \$25,000 (1 available)	<ul style="list-style-type: none">Choice of one pre- or post-conference ad placement in <i>The Current</i> newsletterRecognition as Presenting Sponsor on SPARK 2024 website, emails, and social media postsPremium ad on mobile appExhibitor booth (premium location)Special recognition in CEO's welcoming remarksLogo included on signage throughout the event	<ul style="list-style-type: none">Opportunity to sponsor three conference workshopsSix full-conference registrationsTwo custom emails sent by Social Current to both pre- and post-conference attendee lists on behalf of sponsorSponsor profile in conference app
Platinum Sponsor \$20,000 (3 remaining)	<ul style="list-style-type: none">Choice of one pre- or post-conference ad placement in <i>The Current</i> newsletterRecognition as Platinum Sponsor on SPARK 2024 website, emails, and social media postsPremium ad on mobile appExhibitor booth (premium location)Logo included on signage throughout the event	<ul style="list-style-type: none">Opportunity to sponsor two conference workshopsFour full-conference registrationsOne custom email sent by Social Current to pre-conference attendee list on behalf of sponsorSponsor profile in conference app
Gold Sponsor \$10,000	<ul style="list-style-type: none">Recognition as Gold Sponsor on SPARK 2024 website, emails, and social media postsAd on mobile appExhibitor boothLogo included on signage throughout the eventOpportunity to sponsor one conference workshop	<ul style="list-style-type: none">Three full-conference registrationsInclusion in one custom Social Current email to pre-conference attendee list on behalf of Gold sponsorsSponsor profile in conference app
Silver Sponsor \$5,000	<ul style="list-style-type: none">Recognition as Silver Sponsor on SPARK 2024 website, emails, and social media postsExhibitor package available at in-network rateLogo included on signage throughout the eventTwo full-conference registrations	<ul style="list-style-type: none">Inclusion in one Social Current social media post on behalf of Silver sponsorsSponsor profile in conference app



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 confirm participation is Sept. 9.

Networking Reception \$5,000 (1 available)	<ul style="list-style-type: none">• Recognition pre- and post-conference• Reception signage with logo• Sponsor profile in conference app• Conference app announcement
Wi-Fi \$5,000 (1 available)	<ul style="list-style-type: none">• Recognition pre- and post-conference• Wi-Fi sponsorship signs and conference app announcement• Sponsor profile in conference app
UnCharitable Film Screening \$3,000 (1 of 2 remaining)	<ul style="list-style-type: none">• Recognition pre- and post-conference• Recognition at Oct. 20 screening• Conference app announcement• Sponsor profile in conference app
Meal/Refreshment Break \$2,000 (3 remaining)	<ul style="list-style-type: none">• Recognition pre- and post-conference• Signage displayed during breakfast/first break and lunch/second break on either conference day (first come, first served for date and time choice)• Sponsor profile in conference app
PQI Training \$2,000 (Reserved)	<ul style="list-style-type: none">• Acknowledgement at the in-person Performance and Quality Improvement training• Name included in emails promoting PQI/IAT sessions• Name and/or logo listed on opening slide for training
IAT Session \$2,500 (1 available)	<ul style="list-style-type: none">• Acknowledgement at the in-person Intensive Accreditation Training• Name included in emails promoting PQI/IAT sessions• Name and/or logo listed on opening slide for training
Workshop Sponsor \$1,000	<ul style="list-style-type: none">• Recognition pre- and post-conference• Name included in workshop description online and on app• Name and/or logo listed on opening slide of workshop



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 lines radiating from a central point, partially overlapping the word "spark".

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