

Sponsorship and Exhibiting Opportunities

Join Us For



# spark

2025

Oct. 20-21 in Chicago  
*Pre-conference sessions Oct. 19*

**LEARN MORE**

[social-current.org/SPARK2025](https://social-current.org/SPARK2025)



# About



**Social Current's** SPARK 2025 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 2025 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-Friendly and Trauma-Informed Approaches
- ☀ Child, Family, and Community Well-Being
- ☀ COA Accreditation
- ☀ Equity, Diversity, and Inclusion
- ☀ Government Affairs and Advocacy
- ☀ Leadership and Organizational Development



**9 out of 10** SPARK 2024 attendees said they would recommend SPARK to a colleague or friend.



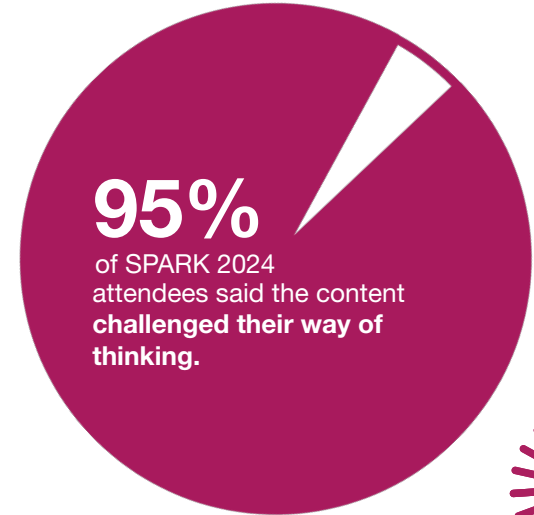
# Who Will Attend?



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 2025 will welcome more than 300 thought leaders and key decision makers to the in-person event.**



“Social Current allows for my organization to connect to similar organizations across the country, so it gives us the chance to collaborate as well as problem solve.”

**Desiree Jennings**, SPARK 2024 Attendee  
*CEO, The Children’s Center of Wayne County*



# 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



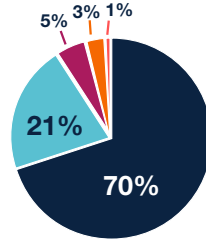
**6,000**  
Subscribers to *The Current* and *Public Policy & Advocacy Radar* Newsletters



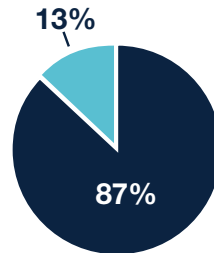
**13,000+**  
registered users of the Social Current Hub



**30,000**  
Sessions each month on [social-current.org](https://social-current.org)



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



- Nonprofit
- For-Profit

We Can Reach  
**12,000+**  
Human Services Professionals

Representing  
**1,800+**  
Network Organizations

That Serve Over  
**11 million**  
Individuals

## 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 early deadline to maximize promotion is April 10; final deadline is Aug. 29.

<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 2025 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 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>(3 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 2025 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 2025 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 2025 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



Contact [Marisa Collins](#) to reserve your sponsorship or exhibit package. The early deadline to maximize promotion is April 10; final deadline is Aug. 29.



<b>Lanyard Sponsor</b> <b>\$7,500</b> <i>(1 available)</i>	<ul style="list-style-type: none"><li>• Pre- and post-conference recognition</li><li>• Logo or name on lanyard</li><li>• Conference app announcement</li><li>• Sponsor profile in conference app</li></ul>
<b>Networking Reception</b> <b>\$5,000</b> <i>(2 available)</i>	<ul style="list-style-type: none"><li>• Pre- and post-conference recognition</li><li>• Reception signage with logo</li><li>• Sponsor profile in conference app</li><li>• \$2,500 additional mocktail sponsorship available, incorporated into bar signage</li></ul>
<b>Wi-Fi Sponsor</b> <b>\$5,000</b> <i>(1 available)</i>	<ul style="list-style-type: none"><li>• Pre- and post-conference recognition</li><li>• Wi-Fi sponsorship signs and conference app announcement</li><li>• Sponsor profile in conference app</li></ul>
<b>Supporting Sponsor</b> <b>\$2,500</b> <i>(5 available)</i>	<p><i>First come, first served for choice of:</i></p> <ul style="list-style-type: none"><li>• Intensive Accreditation Training (Pre-Conference)</li><li>• <del>PQI Training (Pre-Conference)</del> <b>Reserved</b></li><li>• Monday Breakfast &amp; Break</li><li>• Monday Lunch &amp; Tuesday Breakfast</li><li>• Tuesday Break and Lunch</li><li>• COA Accreditation Volunteer Reception</li></ul> <p>All options above include sponsor profile in conference app</p>
<b>Workshop Sponsor</b> <b>\$1,000</b>	<ul style="list-style-type: none"><li>• Pre- and post-conference recognition</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>



98% of SPARK 2024 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 2025.

## 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 2024 Exhibitor  
*QI Folio*



The logo features the word "spark" in a bold, lowercase, white sans-serif font, with a large red sunburst graphic behind the letter "p". To the right of "spark" is the year "2025" in a white sans-serif font. Above "spark" is the text "Join Us For" in a smaller white sans-serif font.

Join Us For  
**spark**  
2025

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).

**LEARN MORE**

[social-current.org/SPARK2025](https://social-current.org/SPARK2025)