

October 5-8, 2025

Hotel Valley Ho
Scottsdale, AZ

Why become a SPARC Conference Sponsor?

Becoming a SPARC Conference Sponsor offers direct access to decision-makers from top independent schools across the country. Attendees are primarily Directors of Summer and Auxiliary Programs with the authority to engage in contracts and partnerships. The conference's intimate and collegial setting fosters meaningful networking, allowing sponsors to build valuable relationships, increase brand visibility, and position themselves as trusted partners in the summer and auxiliary programming space.

What is SPARC?

SPARC is the premier national organization serving independent school auxiliary program leaders. Offering professional development experiences throughout the year, current benchmarking data and best practices, and a community of supportive peers, SPARC supports schools in maximizing their auxiliary program potential.



SPARC Audience

SPARC member schools represent a diverse and rapidly growing group of top independent day and boarding schools across the country, all committed to leading exceptional summer and after-school programs that serve both their student body and the wider community. These schools offer a wide range of programs, including summer camps, enrichment camps, academic programs, after-school and enrichment programming during the academic year, tutoring, facility rentals, and partnerships with third-party providers. Additionally, most Directors of Auxiliary Programs oversee operational purchasing and contracts related to school stores, transportation, and food service, making them key decision-makers for a variety of business and service partnerships.

SPARC SPONSOR

FEE: \$3,600

Included in package:

- Your company logo on the national conference page of the SPARC website.
- Mention in a pre-conference email to attendees.
- Your logo and complete contact information will be included in our printed conference program.
- Inclusion in the conference app used by all attendees.
- A complete list of all conference attendees will be provided before the conference. Attendee email addresses will be provided immediately following the conference.
- A single-page company flyer or postcard (to be provided by you) inserted into every attendee's conference bag.
- A 6-foot table in the primary conference meeting area or the central courtyard, where all general sessions and breaks will be held. Placement is subject to the discretion of event management.
- Full conference registration for two attendees, including all sessions and food when provided.

SPARC PREMIER SPONSOR

FEE: \$5,600

Premier Sponsors receive all of the benefits outlined above, plus:

- Exclusive sponsorship of one high profile SPARC event such as:
 - Pre-Conference Workshops - Sunday afternoon
 - Welcome Reception - Sunday evening
 - General Session - Monday or Tuesday
 - Skyline Rooftop Reception - Monday evening
 - Lunch on the Lawn - Monday or Tuesday
 - Skyline Rooftop breakfast - Wednesday morning
- Access to attendee emails prior to the conference for direct communication.
- Prominent placement on SPARC National Conference page identifying your business as a Premier Sponsor.
- Opportunity to introduce yourself at a general session or event to all attendees.
- Preferred table location for highest visibility throughout the conference.
- Full conference registration for up to 3 attendees including all sessions and food when provided.

If you are a non-profit interested in sponsorship, please contact Bob Rojee.

Contact:

Bob Rojee, Sr. SPARC Advisor

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