



Business Partner Opportunities

SPARC

SUMMER PROGRAMS
AND AUXILIARY REVENUE
COLLABORATIVE

Why 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 auxiliary program potential.

Become a SPARC Business Partner

- Join the leading national organization supporting auxiliary programs
- Engage independent school summer and auxiliary program leaders
- Forge unique relationships with potential customers
- Interact with key decision-makers in a meaningful way throughout the year

The SPARC Audience

SPARC member schools represent a diverse and fast-growing selection of top independent day and boarding schools across the country. All of our schools are committed to leading exceptional summer and after-school programs that serve their student body and their wider community. Programs offered by SPARC schools include summer camps, enrichment camps, academic programs, after school and enrichment programming during the academic year, tutoring, facility rentals, and partnerships with third party providers. In addition, most Directors of Auxiliary Programs are responsible for operational purchasing and contracts including school store, transportation, and food service.



Business Partners

SPARC understands the importance of strong and meaningful relationships within our business community. We are committed to providing our Business Partners with unique marketing value, while supporting the professional growth and development of our members.

Business Partner Benefits Include:

- Customizable profile on Business Partner page of SPARC website including business description, logo, and direct link to business website and social media
- Access to National Conference sponsorships
- Access to free ongoing webinars through the year on topics related to independent school auxiliary programming
- Access to SPARC Connect, our online member community
- Access to SPARC Resource Library including past conference presentations, recorded webinars, and shared documents
- Access to benchmarking survey data
- Participation in weekly member discussions focused on different aspects of auxiliary program management
- Opportunity to elevate your business visibility through additional sponsorship opportunities (see below)
- Display/use of the SPARC logo

Annual Fee: \$600

What do our current Business Partners have to say?

"SPARC helps us understand the needs of our school partners, see trends, and help with the strategy of product development."

"SPARC allows us to make connections and prove the value of the work we do with camps and auxiliary programs."

"Being a Business Partner provides us with insight into the independent school world."

"It's a fantastic group of dedicated professionals who share our mission to make a difference in the world of auxiliary programs."

SPARC National Conference

SPARC hosts an annual national conference in Scottsdale, AZ each fall that is the premier national event serving independent school summer and auxiliary program leaders. Sponsorships exist for a limited number of Business Partners with preferred status given to SPARC Business Members. More details regarding conference sponsorship are available separately.

**Become a
SPARC Business Partner
today!**

Contact:

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2025 Sponsorship Opportunities

SPARC offers a limited number of additional opportunities for visibility throughout the year for our Business Partners. Below is a list of anticipated add-ons for 2025. New opportunities may be offered as SPARC develops new programs.

National Conference Sponsorship (October 6-9, 2025, in Scottsdale, AZ)

- Premier Sponsor.....\$5,600
- Sponsor.....\$3,600

Regional In-Person Events

- Auxiliary Revenue Summit (Southborough, MA).....\$850
- DFW Auxiliary Leaders Workshop (Dallas, TX).....\$1,000
- SoCal Summer and Auxiliary Leaders Workshop (Los Angeles, CA).....\$1,000
- Summer Summit (Washington, DC).....\$850

Virtual Events

- SPARC Symposium Sponsorship (February 15).....\$850
- Spring Training (April).....\$750
- Webinar Series (Fall, Winter, Spring).....\$1,000

SPARC Notes Monthly Newsletter Advertisement (3 months).....\$750

SPARC Connect Advertisement (3 months).....\$750

Secure your opportunity today!
All offerings are limited.

For more information, contact:

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