



**SCHOOL
PHOTOGRAPHERS
OF AMERICA**

**Summit 2025 | Sponsorship Opportunities
Marriott Crabtree Valley | Raleigh, North Carolina
June 24-26, 2025**

What is SPOA?

The School Photographers of America (SPOA) is a non-profit 501(c)(6) organization, and the only national trade association dedicated exclusively to the school photography and yearbook industry in the United States. **Our mission is to Educate, Advocate, Promote, Protect and Preserve the great traditions of school photography and yearbooks.** Support for SPOA enables us to continue to serve millions of students, families, and communities every year. By uniting industry professionals under one umbrella, SPOA is the cornerstone of collaboration, innovation, and advocacy for this vital industry.

How can you help?

We believe that SPOA can deliver exceptional solutions and services to our members and their companies. Our dedication to our members mirrors their commitment to their customers. We aim to empower our members to achieve success at every stage of their careers. This includes connecting them with reputable brands that align with our values – our Industry Partners.

Join us!

The fundraising generated through our membership program and our annual conference is critical to SPOA's sustainability and success. As a non-profit, we rely on the support of members and partners like you to continue providing the resources, training, and advocacy our members depend on. Your support not only enables SPOA to thrive but also ensures the long-term health and innovation of the school photography industry. Together, we can support our members in their mission to lead with excellence and preserve the memories that shape our communities

Member Profile:

- | 174 Member Subscriptions
- | 2,135 Email Subscribers
- | 74% Open Rate
- | 350 Conference Attendees
- | National + International
- | Single School - Franchise Level

Summit Attendee Profile:

- | Business Owners
- | Directors / Managers
- | Operations / Production
- | Sales / Marketing
- | Finance / Human Resources
- | Photographers: School/Sports/Grads

Become a SPOA Member

To ensure sponsors are fully integrated into our industry's leading community, all sponsors must be active members of the School Photographers of America (SPOA).

Membership inclusions: **\$799 / \$999 per year** *determined by company size*

- | | |
|----------------------------------|------------------------------|
| Insider Marketing | Access to MCH Data |
| Logo recognition on SPOA website | Professional Development |
| Newsletter mention | Voting Rights |
| Social media post annually | Exclusive Research & Surveys |
| Industry Advocacy | Event & Conference Discounts |
| Health Insurance Discounts | |

Become a Sponsor of SPOA

By sponsoring SPOA, you are investing in a vibrant network of professionals whose collective goal is to create meaningful memories through school photography. As a valued sponsor, your brand will gain direct access to this dynamic audience, opening opportunities to build relationships, share solutions, and demonstrate your alignment with the core values of the school photography industry. We believe our sponsor program can provide top solutions in services and products for our members and their companies. Get involved in this opportunity for introduction and building business relationships to further develop the industry for partners and members alike.

Sponsor inclusions:

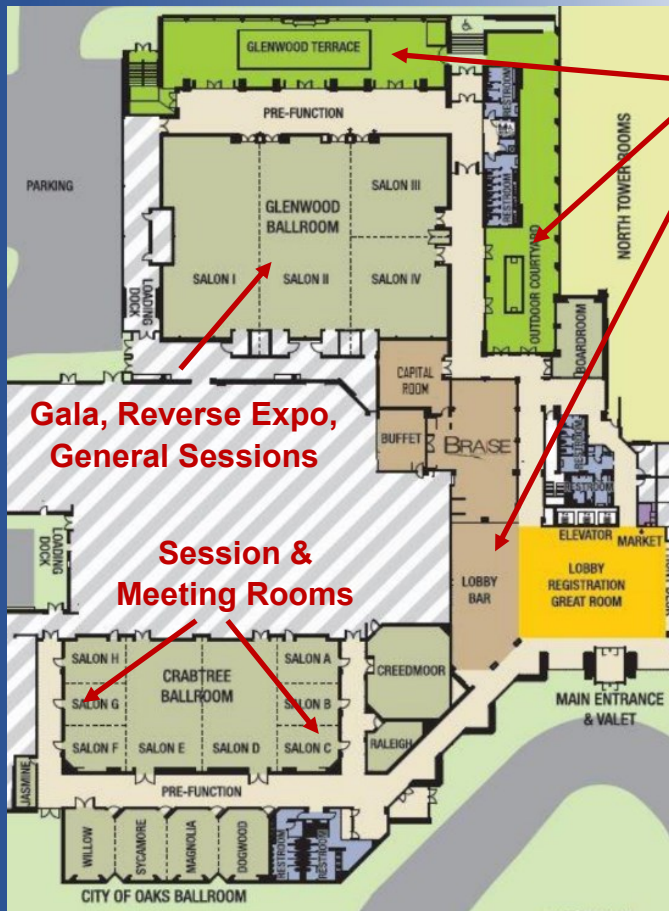
- | | |
|-------------------------------|----------------------------|
| Sponsorship Opportunities | Focus Groups |
| Advertising Opportunities | Brand & Product Visibility |
| Industry Directory Listing | Community Engagement |
| Training Modules | Reach a NEW Audience |
| Speaker Sessions | Online Audience |
| Customized Vendor/Member Expo | Attend our summer Summit! |

Join us for the 2025 SPOA Summit Marriott Crabtree Valley

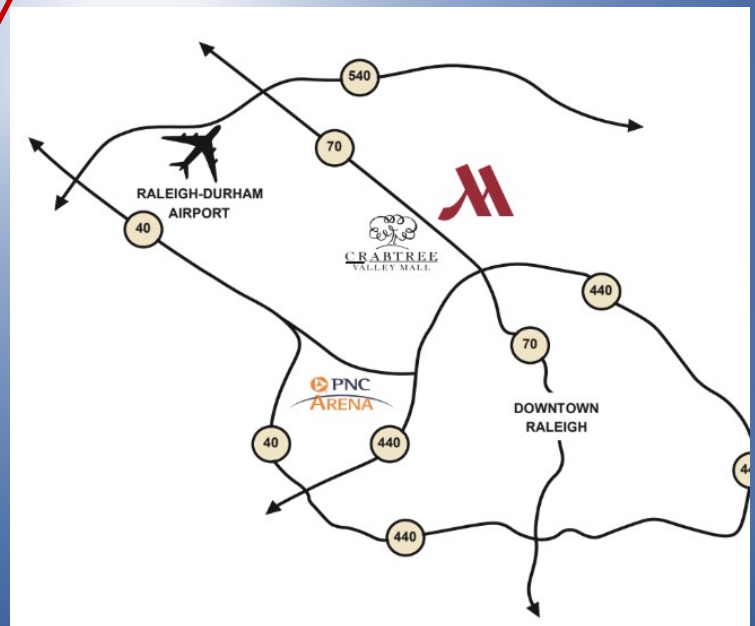


2025 INTERNATIONAL CONFERENCE
ON SCHOOL PHOTOGRAPHY & YEARBOOKS

June 24-26 • Raleigh, NC



Receptions, Cocktails
After-hours Events



15-20 minutes from the Airport,
& downtown Raleigh!

2025 SPOA Summit Tentative Schedule

6/24/25 - 6/26/25

Tuesday, June 24, 2025

- 8:00-12:00 Check-In
- 12:00-1:15 Networking Lunch
- 1:15-2:15 Industry Supplier Reverse Expo/Speed Dating Event
- 2:15-2:45 Networking Break
- 2:45-4:30 Mentor Roundtables by Company Size
- 4:30-5:00 Break
- 5:00-6:30 Welcome Party
- 6:30-9:00 Dinner on Your Own
- 9:00-11:00 After Hours Event

Wednesday, June 25, 2025

- 8:00-8:45 Breakfast
- 9:00-10:15 SPOA Business Meeting
- 10:15-10:45 Networking Break
- 10:45-11:45 Education Sessions
- 11:45-1:15 Networking Lunch
- 1:30-2:30 Education Sessions
- 2:30-3:00 Networking Break
- 3:00-4:00 Education Sessions
- 4:00-5PM Break
- 5:00-6:30 Cocktail Reception
- 6:30-9:00 Dinner on Your Own
- 9:00-11:00 After Hours Event

Thursday, June 26, 2025

- 8:00-8:45 Breakfast
- 9:00-10:00 Keynote Speaker
- 10:00-10:30 Networking Break
- 10:30- 11:00 Four Vendor/Supplier Sessions
- 11:00-11:15 Networking Break
- 11:15-11:45 Four Vendor/Supplier Sessions
- 11:45-1:15 Networking Lunch
- 1:30-2:30 Education Sessions
- 2:30-3:00 Networking Break
- 3:00-4:00 Education Sessions
- 4:00-5:00 Break
- 5:00-5:30 VIP Cocktails with The Board
- 5:30-6:15 Cocktail Reception
- 6:15-8:30 Awards Dinner
- 8:30-11:00 Reception w/ Entertainment

Sponsor Information

When should you be there?

- | Arrive Monday: Early Bird events TBA for Monday June 23
- | Event starts Tuesday at noon through Thursday late evening
- | Travel Home Friday
- | Room block \$ available once tickets are open to the public

Meals included with tickets:

- | W/TH Breakfast, T/W/TH Lunch, TH Awards Dinner, Light Bites throughout the 3 days

Additional Tickets:

- | Sponsor Ticket: \$500
- | Spouse Ticket: \$400 entry to general sessions, parties, awards dinner
- | Awards Banquet ONLY: \$250

Additional Company Swag to bring:

- | High Top Table Display in shared meeting room
- | Door Prizes
- | Give-Aways
- | Swag Bag Donations
- | After-hours Games to sponsor for additional \$

Event Information:

- | Event published in Whova App
- | All sponsored events, meals, & receptions will be selected by sponsor level priority, then on a first commitment basis.

Secure YOUR Sponsorship Today!

Don't miss this chance to position your brand as a leader in school photography. Join us at the SPOA Summit and connect with the most influential figures in the industry.



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Discuss Membership & Sponsorship

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