



## **Spark to Heal™ Host Overview**

### **What is Spark to Heal™?**

Spark to Heal™ is a dignity-centered storytelling event experience where people gather to hear real stories of resilience, reflect on their own lives, and experience the healing power of being witnessed in community.

Spark to Heal™ is not therapy. It is not performance coaching. It is not trauma extraction.

It is a structured, facilitated storytelling experience built around courage, reflection, emotional safety, and human connection.

#### **At its heart, Spark to Heal™ believes:**

- Every person carries a story that matters;
- People should never be pressured to share before they are ready;
- Being witnessed without judgment can reduce shame and isolation;
- Stories should be held with dignity, not used for spectacle;
- Community can help people remember they are not alone.
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#### **Who is this license for?**

The Spark to Heal™ license is for approved hosts who want to bring a structured storytelling event to their community while using the Spark to Heal™ name, format, tools, and facilitation materials.

#### **Approved hosts may include:**

- Coaches
- Therapists
- Speakers
- Educators
- Nonprofit leaders
- Community organizers
- Community leaders
- Schools, agencies, healthcare systems, and institutions
- Organizations serving people through story, resilience, leadership, healing, or community connection

## **What the license allows**

An active Spark to Heal™ license allows an approved host to:

- Host Spark to Heal™ events under the approved license tier;
- Use the Spark to Heal™ name and approved brand assets;
- Use the Spark to Heal™ event format and facilitation materials;
- Access approved reflection tools, participant guides, and scripts;
- Use approved Canva marketing templates;
- Be listed on resilientstories.com as an approved host, if in good standing;
- Receive onboarding and 1 hour of license support.

## **License options**

### *Individual Facilitator License*

Best for independent facilitators, coaches, therapists, speakers, or small community hosts.

Year-One Activation Fee: \$1,499

Annual Renewal Fee: \$700

Renewal Timing: Renews on the calendar year

Included Events: Up to 2 Spark to Heal™ events per license year

Payment Options: Paid in full or 3 monthly payments of \$500

### *Organization / Nonprofit License*

Best for nonprofits, agencies, small teams, community organizations, or local groups.

Year-One Activation Fee: \$3,500

Annual Renewal Fee: \$1,750

Included Events: Up to 4 Spark to Heal™ events per license year

Payment Options: Paid in full or 3 monthly payments of \$1,250

### *Enterprise / Institutional License*

Best for school districts, healthcare systems, regional organizations, multi-site networks, or institutions hosting multiple events.

Year-One Activation Fee: Starting at \$7,500

Annual Renewal Fee: 50–60% of the original license fee

Included Events: 5–8 events per year, or custom

Payment Options: Custom proposal and terms

### **What each license includes**

Each active Spark to Heal™ license includes:

- Limited use of the Spark to Heal™ name and approved branding;
- Access to the Spark to Heal™ host materials;
- Facilitator onboarding;
- Event host guide;
- Sample run-of-show;
- Reflection prompts and participant tools;
- Approved consent, safety, and participant choice language;
- Canva marketing templates;

- Post-event reflection and reporting form;
- Limited technical and license support;
- Annual material updates during the active license term;
- Listing on sparktoheal.com as an approved host, if in good standing.

## **What is not included**

The license does not include:

- Danielle producing the event;
- Danielle recruiting speakers;
- Danielle managing ticketing, venue, sponsors, or local logistics;
- Custom marketing strategy;
- Custom sponsor decks;
- Legal, insurance, tax, or financial advice;
- Crisis response or clinical support;
- Unlimited consulting;
- Permission to alter the Spark to Heal™ model without approval;
- Permission to train others to host Spark to Heal™ unless expressly included in a written agreement.

## **Additional support may be purchased separately.**

Add-on support

Approved hosts may purchase additional support when available.

- Additional 60-minute strategy call: \$250
- Marketing review and copy feedback: \$350
- Speaker curation support: starting at \$500
- Custom event planning support: starting at \$1,000
- Additional event authorization: \$750 individual / \$1,250 organization/custom enterprise
- Danielle keynote, speaker role, or live appearance: separate speaking fee

## **Approval process**

Spark to Heal™ licenses are not automatically granted. Prospective hosts must apply and be approved. There will only be one approved Spark to Heal host in each area with a population of at least 50k people.

The approval process may include:

- Host application
- Review of alignment with Spark to Heal™ values
- Introductory call or written review
- Signed license agreement
- Payment
- Onboarding
- Event approval before public launch

## **Host expectations**

Approved hosts agree to:

- Protect the dignity of speakers and participants;
- Make sharing optional at all times;
- Avoid clinical claims;
- Avoid sensationalizing trauma;
- Use only approved Spark to Heal™ materials and language;
- Follow the event model and safety standards;
- Submit a post-event report;
- Maintain good standing throughout the license term.

## **Renewal**

Renewal is available to hosts in good standing.

To renew, hosts must:

- Complete required event reporting;
- Have no unresolved safety, ethics, or brand concerns;
- Sign the current license agreement;
- Complete any required refresher training;
- Pay the renewal fee before continuing to use the Spark to Heal™ name, materials, or format.