

PRWeek
PURPOSE
AWARDS

Most Purposeful Agency Pro **WINNER:** **CURTIS SPARRER**

Principal and cofounder, Bospar

In 2015, Curtis Sparrer decided to combine two different sides of his life — tech PR and fighting for social justice programs for LGBTQ+, women and minorities. The result was Bospar, a growing tech PR agency where revenue increased from \$6.5 million to \$12.4 million between 2020 and 2021. A commitment to diversity is at the heart of everything Bospar does.

The agency's leadership is expressly 50% LGBTQ+ and 50% heterosexual, a work-from-home program has been in place since 2015 to support parents and a DE&I task force acts in a "checks-and-balances system" to assure an ethical DE&I work culture. Bospar is also a leader in its industry, advocating for greater visibility for LGBTQ+ PR professionals. Sparrer, and Bospar, back up their commitments financially, too.

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The agency will cover moving expenses up to \$10,000 for any employee who wants to relocate out of a state with anti-abortion laws and the agency's We Say Gay & Offer \$20,000 grant was launched to assist educators fighting against Florida's Parental Rights in Education Legislation. The campaign's ripple effect for the grant included a retweet from actor and activist George Takei to his 3.4 million followers.

Sparrer's efforts have resulted in an agency that is diverse by many measures — faiths, ages and identities — and always true to its mission.