



Client:

Sparks, A Freeman Company



CRAFTING YOUR PIVOTAL DEALS

In 2010, Philadelphia-based experiential marketing agency Sparks Marketing was a company on the rise, and majority shareholders Jeff Harrow and Scott Tarte had their eyes on future expansion. Realizing that a growing company meant a growing slate of legal needs, the pair turned to their long-time friend, Michael Heller, for advice and counsel.

Over the following decade-plus, Cozen O'Connor became go-to counsel for Sparks Marketing, representing the company in a range of areas, including general corporate matters, acquisitions, real estate, labor and employment, and tax. And in December 2022, when Sparks was presented with a major opportunity to sell the company, it again turned to Cozen O'Connor.

A multi-disciplinary team of Cozen O'Connor lawyers represented the shareholders of Sparks Marketing as the company joined forces with Freeman, a global events company. A key aspect of the sale transaction was ensuring that 'Sparks, A Freeman Company' would maintain the brand and operational structure that Harrow and Tarte had dedicated themselves to building, and our team worked tirelessly to make sure that happened.

This complicated transaction closed in August 2023, and Sparks, A Freeman Company is now delivering top-tier events to an ever-growing client base. Cozen O'Connor is proud to be part of the Sparks success story.

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ATTORNEYS

[DeMartinis, Germain](#)

[Grossman, Jonathan M.](#)

[Heller, Michael J.](#)

[Shargel, Jason M.](#)

[Silpe, Richard J.](#)

[Sunshine, David B.](#)

[Upham, Cheryl A.](#)

[Wolfe, Eli](#)