



UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

DIVISION OF  
CORPORATION FINANCE

September 9, 2025

Jaret Christopher  
Chief Executive Officer  
SpringBig Holdings, Inc.  
621 NW 53rd Street, Suite 340  
Boca Raton, Florida 33487

**Re: SpringBig Holdings, Inc.**  
**Registration Statement on Form S-1**  
**Filed September 2, 2025**  
**File No. 333-289975**

Dear Jaret Christopher:

This is to advise you that we have not reviewed and will not review your registration statement.

Please refer to Rules 460 and 461 regarding requests for acceleration. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Please contact Mitchell Austin at 202-551-3574 with any questions.

Sincerely,

Division of Corporation Finance  
Office of Technology

cc: Aslam A. Rawoof