

**SpringBig Holdings, Inc.**  
621 NW 53rd Street  
Suite 500  
Boca Raton, Florida 33487

July 30, 2024

**VIA EDGAR**

United States Securities and Exchange Commission  
Division of Corporation Finance  
Office of Technology  
100 F Street, N.E.  
Washington, D.C. 20549-3628

Attention: Aliya Ishmukhamedova  
Jan Woo

Re: SpringBig Holdings, Inc.  
Registration Statement on Form S-1  
File No. 333-280335

Ladies and Gentlemen:

Pursuant to Rule 461 under the Securities Act of 1933, as amended, SpringBig Holdings, Inc., a Delaware corporation (the "Registrant"), hereby requests acceleration of effectiveness of its registration statement on Form S-1 (File No. 333-280335), as amended, to 4:00 p.m. Eastern Time on August 1, 2024, or as soon as practicable thereafter.

The Registrant hereby authorizes Aslam A. Rawoof or William E. Doran of Benesch Friedlander Coplan & Aronoff LLP to orally modify or withdraw this request for acceleration.

Please contact Aslam A. Rawoof of Benesch Friedlander Coplan & Aronoff LLP at (646) 328-0498 or arawoof@beneschlaw.com with any questions you may have concerning this request, and please notify him when this request for acceleration has been granted.

Very truly yours,

/s/ Paul Sykes

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Chief Financial Officer, SpringBig Holdings, Inc.

cc: Aslam A. Rawoof, Benesch Friedlander Coplan & Aronoff LLP  
William E. Doran, Benesch Friedlander Coplan & Aronoff LLP

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