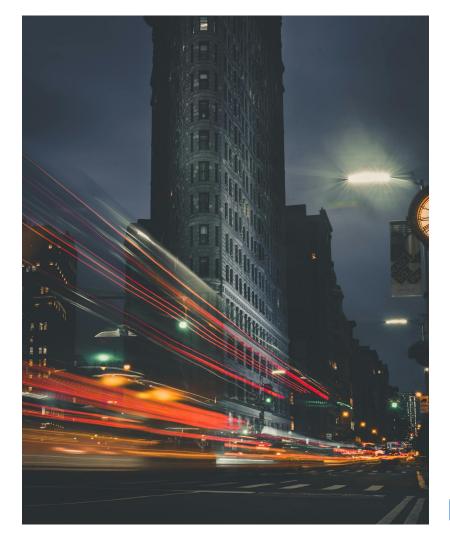# PGConf NYC 2024

Sponsorship Prospectus

September 30th -
October 2nd

The PgUS Mission

- The United States PostgreSQL Association (PgUS) is a 501(c)(3) nonprofit public charity with a mission to:

    - Educate, promote and support the creation, development and use of the PostgreSQL

    - Provide information and education regarding the use of PostgreSQL; and

    - Organize, hold and conduct meetings, discussion, and forums on the contemporary issues concerning the use of PostgreSQL.

PgUs

Who attends a PostgreSQL conference?

- Decision makers, technology leaders, DBAs, app developers, system administrators

- Companies of all sizes (Fortune 500, startups, SMBs)

- Many industry verticals (finance, tech, healthcare, utilities, government, etc.)

- PostgreSQL users from beginners to experts

- PostgreSQL hackers – the people who build PostgreSQL

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PGConf NYC 2024

- PGConf NYC 2024 is a PostgreSQL conference hosted in New York City

    - Date: September 30th - October 2nd, 2024

    - Location: Convene, 237 Park Ave, New York, NY 10017

- PGConf NYC has a storied history with over 10 years of events

- PGConf NYC 2024 is organized by an experienced team that has produced many successful events, including:

    - PGConf NYC / PGDay Chicago / PGDay San Francisco

    - PGConf EU

    - Big Data and Dev Conference, Salt Lake City, Utah

Pg US

Why sponsor PGConf NYC 2024?

- **Participate in one of the largest PostgreSQL markets**
  - The NYC metro area has a $2.1T economy with many organizations running PostgreSQL
- **Meet PostgreSQL users running in production**
  - A single production PostgreSQL database costs on average $1500 / year to operate. You will interact with over 300 attendees who are managing PostgreSQL workloads of all sizes.
- **Build out your team**
  - PGConf NYC provides excellent opportunities to meet highly skilled PostgreSQL practitioners
- **Help grow the PostgreSQL community**
  - As NPO-led community run event, your participations helps the PgUS mission to build the PostgreSQL community

PgUS

PGConf NYC 2024 Agenda

- **September 30th, 2024**
  - Keynotes and Workshop sessions for general attendees
  - Evening: Networking Reception TBD (Currently looking for sponsorship)
- **October 1, 2024**
  - Keynotes and Workshop sessions for general attendees
- **October 2, 2024**
  - Keynotes and Workshop sessions for general attendees

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What your sponsorship supports

- Sponsorship supports the mission of PgUS, a 501(c)(3) and is used for:
  - **All costs related to PGConf NYC 2024**, including space, A/V, food & beverage, networking, and financial support for underrepresented groups to increase diversity of attendees.
  - **Keeping ticket prices low**. Our main goal is to grow the PostgreSQL community. Keeping ticket prices close to cost helps keep PGConf NYC accessible to more individuals.
  - **Support for local PostgreSQL User Groups** such as NYCPUG, DCPUG, PDXPUG and more. Your sponsorship helps local organizers organize events to promote PostgreSQL education.
  - **Ongoing PgUS activities** including operations, volunteer activities, and 2025 events.

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Sponsorship Levels

Platinum Sponsorship

You are a partner with the PGConf NYC 2024 team.

We will work with you to help maximize the value of your sponsorship, as you are helping us to promote and educate people about PostgreSQL.

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Platinum Sponsorship Benefits and Details

- A 20-minute talk after the keynote.
- Session in Sponsor Track.
- If you have an after hours event planned, we will announce the event at the start of the day.
- Banner in Session room for Sponsored Track presentation.
- Stand Banner (provided by Sponsor) displayed in Conference hall.
- Prominent booth space in the reception hall for your company, and drink ticket allotment for Thursday Evening Social.
- Naming and theming rights (be creative!) for one of the following:
  - Lunch or Coffee Break

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Platinum Sponsorship Benefits and Details (con't)

- Seven (7) conference passes.
- Private room availability at the event for short meetings or interviews.
- Promotional item included on table near registration (no bags).
- Premiere placement of logo on conference website.
- Support PostgreSQL Education.
- Featured in Conference Marketing.

Platinum Sponsorship is limited to four (4) organizations and is $25,000

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Gold Sponsorship

You are a pivotal contributor to PGConf NYC 2024

With your help, we will produce another fun, successful Community PostgreSQL conference in New York City.

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Gold Sponsorship Benefits and Details

- Booth space in the reception hall for your company, and drink ticket allotment for Thursday Evening Social.
- Four (4) conference passes.
- Session in Sponsor Track.
- Private room availability at the event for short meetings or interviews.
- Promotional item included on table near registration (no bags).
- Prominent placement of Sponsor's logo on Event website.
- Support PostgreSQL Education
- Featured in Conference Marketing

Gold Sponsorship is $12,500

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Silver Sponsorship

- Two (2) Conference Passes
- Private room availability at the event for short meetings or interviews.
- Promotional item included on table near registration (no bags).
- Display of logo on conference website
- Support PostgreSQL Education
- Featured in Conference Marketing

  Silver Sponsorship is $3,000

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Bronze Sponsorship

- Promotional item included on table near registration(no bags)
- Display of logo on conference website
- Support PostgreSQL Education
- Featured in Conference Marketing

Bronze Sponsorship is $1,000

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Community Partnership

- Limited availability, subject to PgUS approval
- Intended for local meetup groups or open source projects to grow their communities
- 2 Conference Pass
- Inclusion of (1) promotional item in conference pack
- Display of logo on conference website
- Featured in Conference Marketing

Community Partnership is $0 (Free)

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Sponsorship Comparison

Benefit	Platinum	Gold	Silver	Bronze	Community
Conference Passes	7	4	2	0	2
Keynote Presentation	X				
Lunch/Break + Name/Theme	X				
Announcement at event about after hours events	X				
Sponsor a room for Sessions, Banner in Session room	X				
Standing Banner in Conference hall	X				
Large Booth Space	X				
* Session in Sponsor Track	X	X			
Booth Space	X	X			
Private room Availability for Quick meetings or interviews	X	X	X		
Featured in Conf Marketing	X	X	X	X	X
Logo on Website	X	X	X	X	X
Promotional item at Reg Table	X	X	X	X	X
Support PostgreSQL Education	X	X	X	X	X

* Talk subject to Program Committee approval through usual talk approval process.

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Sponsorship Add-Ons 2024

Naming Rights to September 30, 2023 Evening Reception	Naming rights, inclusion in event marketing, listed on schedule as reception sponsor, and opening announcement at start of reception.	$6,000
Video Sponsorship	Logo displayed in introduction and closing of videos. Several of these are available. Order of logos will depend on contract signature date which includes this add on. Must be claimed by August 15, 2024.	$50,000
Lanyard Sponsorship	Your logo with PGConf NYC logo.	$2,000
Chair Drop (Limit 4)	Be the conversation topic as attendees wait for the keynote to start, or when they return to their seats after lunch. Is it a swag item on the seat, or a secret prize (or prizes) to win? Our volunteers will put out your messaging or swag item on every seat before the first keynote or after lunch.	$1,000 plus cost of chosen materials
Custom Sleeves for Coffee Cups	Sponsor will receive color logo and url on each sleeve, to be used at all breaks and during lunch.	$1,000
Live Captioning During Presentation	Pay for the real-time live captioning at the event, which will be used for closed captioning on the video recordings, "Live captioning provided by" will be added to all of the videos. Must be claimed by August 15, 2024.	$7,000
Speaker and Staff dinner (Limit 1)	This will be a welcome event for Speaker, Staff, and Volunteers. You will have tickets to attend and a have a few minutes at the beginning of the event to speak about your organization.	$10,000
WiFi Customization	Customize the WiFi ID and Password The wifi will have "pgconf_nyc" in the name of the wifi in addition to the sponsor's chosen name.	$2,000

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Additional Information

Logistics for PGConf NYC 2024

- We will be at the Convene 237 Park Avenue venue in Midtown Manhattan.
- The entire space will be available for our use.
- We will be sending out more details about shipping, loading instructions, and other information as we get closer to the event.
- You can take a virtual tour of the venue at the site listed below.

https://convene.com/cities/new-york-city/237-park-avenue?type=meetingandeventspace

Address: 237 Park Ave, New York, NY, 10017

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About the Organizers

PGConf NYC is organized by individuals who have been active in the PostgreSQL community for many years and have experience organizing multiple events. This group represents many different companies and works together to put on a fantastic event that benefits the open source and commercial PostgreSQL ecosystem.

- Andreas "Ads" Scherbaum - Adjust GmbH
- Jonathan Katz - Amazon Web Services
- Mark Wong - EDB
- Pat Wright - Utah Postgresql Organizer
- Michael Alan Brewer - UGA

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For More Information

- Please visit https://2024.pgconf.nyc/becomesponsor/
- Please Contact Pat Wright and the rest of the team for any questions regarding sponsorship. sponsor@pgconf.nyc

Location Details:

Convene 237 Park Avenue

Address: 237 Park Ave, New York, NY, 10017

https://convene.com/cities/new-york-city/237-park-avenue?type=meetingandeventspace

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We Thank You For Your Consideration