



# PG DATA 2027

## Sponsorship Prospectus

June 11-12 2027

# Our Mission

- To connect people and organizations that use PostgreSQL: individual developers, administrators, and architects; entrepreneurs and enterprises; academia, nonprofits, and government entities.
- To provide high-quality educational programming about PostgreSQL, from feature explorations to operational guidance, highlighting local and international speakers.
- To broaden the conversation between open-source and commercial interests, and help sustain the future development of PostgreSQL.
- To encourage the growth of the PostgreSQL community in the Midwest through learning and networking opportunities with affordable entry prices.

# PG DATA 2027 Goals

- To connect attendees and sponsors, and continue to build the Midwestern and global Postgres community that we are all a part of.
- To continue to draw diverse audiences of people in the technology field to learn about PostgreSQL:
  - developers, DBAs, system administrators
  - students and academics
  - consultants and corporate professionals
  - entrepreneurs and technology leaders
- To provide a forum to discuss PostgreSQL usage and development, and to help match real-world needs to the community development roadmap.

# Brief History Of Events

The organizers have run several events at this scale in previous years, including:

- 2026: PG DATA 2026, 2 days, 30+ speakers, 150+ attendees
- 2025: PGDay Chicago 2025, 1 day, 15 speakers, 100+ attendees plus colocated Student PG DATA Day of training, with 4 training sessions and 50 attendees
- 2024: PGDay Chicago 2024, 1 day, 20+ speakers, 100+ attendees
- 2023: PGDay Chicago 2023, 1 day, 30+ speakers, 100 attendees

# Why Sponsor PG DATA 2027?

- Not for profit: run by and for the Midwest PostgreSQL community.
- The Midwest Postgres and software development scene is vibrant and growing; this is a chance to help build the community alongside everyone at the event.
- Chicago is one of the easiest cities in the world to access, with direct flights from many cities in the US and beyond.
- The central location draws PostgreSQL users from around the country and internationally looking for commercial and open source solutions for their database challenges.

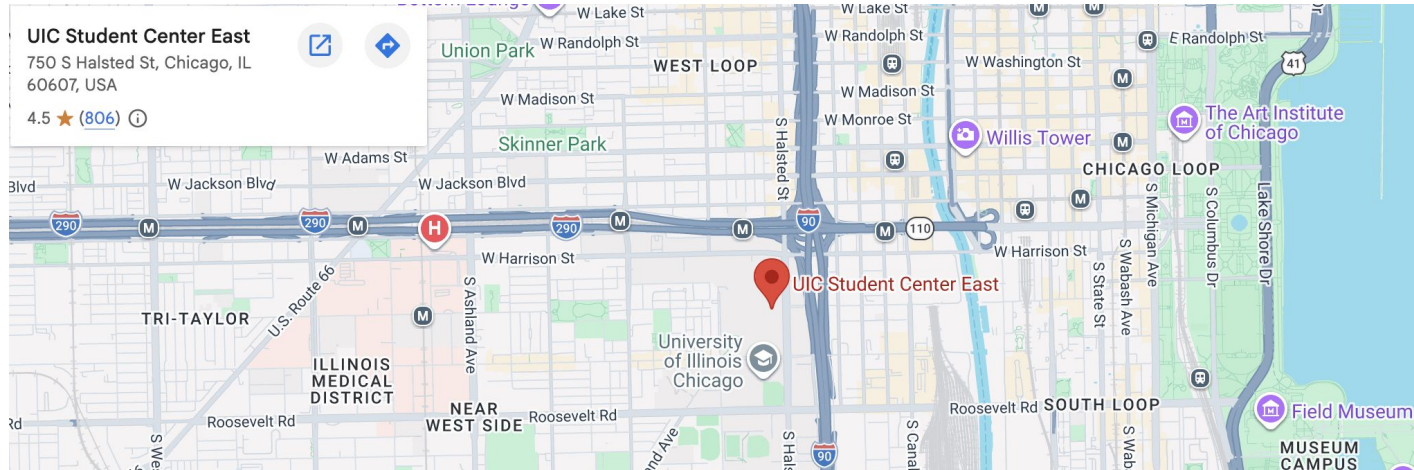
# PG DATA 2027 Agenda

- June 11<sup>th</sup> 2027
  - Morning training sessions
  - Opening and keynote
  - Regular sessions for general attendees
  - Evening reception
- June 12<sup>th</sup> 2027
  - Regular sessions for general attendees

# Logistics for PG DATA 2027

UIC Student Center East

750 S Halsted St, Chicago, IL 60607



We will send more details about shipping, loading instructions, and other information as we get closer to the event.

# What Sponsorship Provides

- Sponsorship money raised is provided to Prairie Postgres NFP, a 501(c)(3) organization, and is used for:
  - Costs related to hosting PG DATA, including:
    - Venue and workshop space.
    - Audio/Visual equipment rental.
    - Food and beverage costs at meals and receptions.
    - Travel reimbursement for key speakers.
    - Financial support for members of under-represented groups.
  - A subsidy to keep ticket prices low. Our goal is to continue to grow the PostgreSQL community, and by keeping ticket prices close to the actual cost per attendee, the event is financially accessible to more individuals.



# What Sponsorship Provides (con't)

- Any proceeds support the ongoing activities of Prairie Postgres NFP, which include:
  - Monthly meetup activities of Prairie Postgres User Group (Prairie PUG).
  - PostgreSQL educational programs, including outreach programming in colleges and universities.
  - Facilitating the activities of newly created Postgres User Groups in the Greater Midwest.
- All organizers, staff, and speakers are volunteers.

# Partner Sponsorship

We are currently working on several initiatives that could include pre-cons, lab, or sponsor workshop events. If you have interest in partnering with us for these or in running your own associated event, please reach out to us so we can discuss.

# Platinum Sponsorship

You are a partner with the PG DATA 2027 team, helping us to promote and educate people about PostgreSQL.

We will work with you to help maximize the value of your sponsorship.

# Platinum Sponsorship Benefits and Details

- If you have an after hours event planned, we will announce the event at the start of that day of the conference.
- Booth space in the reception hall for your company.
- 5 min Lightning talk during the Sponsor Section of Lightning talks
- Stand banner (provided by Sponsor) displayed in conference hall.
- Naming and theming rights (be creative! First come, first served) for one of the following:
  - Lunch (Friday)
  - Coffee Break (Thursday afternoon, Friday morning, Friday afternoon)

# Platinum Sponsorship Benefits and Details (con't)

- Seven (7) conference passes.
- Two (2) extra conference passes for promotional use. These must be raffled off to your users/members and not used by the sponsor.
- Inclusion of one (1) promotional item in conference pack.
- Premiere placement of logo on conference website and marketing.
- Participate in Passport to Prizes.

Platinum Sponsorship is limited to three (3) organizations, with an individual cost of \$10,000.

# Gold Sponsorship

You are a major contributor to PG DATA 2027.

With your help, we will bring people together for another fun and educational community PostgreSQL conference in Chicago.

# Gold Sponsorship Benefits and Details

- Booth space in the reception hall for your company.
- Four (4) conference passes.
- Two (2) extra conference passes for promotional use. These must be raffled off to your users/members and not used by the sponsor.
- Full size logo on venue TV screens.
- 5 min Lightning talk during the Sponsor Section of Lightning talks
- Inclusion of one (1) promotional item in conference pack.
- Participate in Passport to Prizes.
- Prominent placement of logo on the conference website and marketing.

Gold Sponsorship costs \$5,000.

# Silver Sponsorship

- Two (2) conference passes.
- Two (2) extra conference passes for promotional use. These must be raffled off to your users/members and not used by the sponsor.
- Inclusion of one (1) promotional item in conference pack.
- Display of logo on conference website and marketing.

Silver Sponsorship costs \$750.



# Community Partnership

- Must be a local meetup group, an open source project/community, or other qualifying organization.
- Requires approval from the Organizing Committee.
- Two (2) conference passes (limited availability).
- Inclusion of one (1) promotional item in conference pack.
- Display of logo on conference website.
- Featured in conference marketing.
- Shared table at conference (depending on availability).

Community Partnership is \$0 (subject to approval by Prairie Postgres Board).

# Academic Partnership

- This sponsorship level is intended for colleges or universities offering computer science programs.
- Requires approval from the Organizing Committee.
- Two (2) conference passes (limited availability).
- Inclusion of one (1) promotional item in conference pack.
- Display of logo on conference website.
- Featured in conference marketing.
- Shared table at conference (depending on availability).

Academic Partnership is \$0 (free).

# Sponsorship Comparison

| Benefit                                        | Platinum | Gold | Silver |
|------------------------------------------------|----------|------|--------|
| Conference passes (+ promotional)              | 7+2      | 4+2  | 2+2    |
| Lunch or coffee break name/theme               | X        |      |        |
| Announcement at event about after hours events | X        |      |        |
| Standing Banner in conference hall             | X        |      |        |
| Participate in Passport to prizes              | X        | X    |        |
| Booth Space                                    | X        | X    |        |
| Featured in conference marketing               | X        | X    | X      |
| Logo on website                                | X        | X    | X      |
| Materials in conference pack                   | X        | X    | X      |

# Sponsorship Add-Ons 2026

|                                                    |                                                                                                                                                                                                                                                                                                                                           |         |
|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| Naming Rights to June 11th, 2027 Evening Reception | Naming rights, inclusion in event marketing, listed on schedule as reception sponsor, and opening announcement at start of reception.                                                                                                                                                                                                     | \$5,000 |
| Lanyard Sponsorship                                | Your logo alternating with PGDATA.                                                                                                                                                                                                                                                                                                        | \$1,000 |
| 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. Item to be provided by Sponsor. | \$500   |
| Speaker and Staff Dinner (Limit 1)                 | A welcome event for Speakers, Staff, and Volunteers. You will have tickets to attend and have a few minutes at the beginning of the event to speak about your organization.                                                                                                                                                               | \$3,000 |
| Testing Lab Sponsorship                            | We are partnering with Open Alliance for PostgreSQL education to provide rooms for tests to be taken. You will be able to sponsor these rooms to help support Postgres Education. Limit available will be set based on participation.                                                                                                     | \$500   |
| Lab Room Sponsorship (Several Available)           | We are working on labs that will be available to attendees. You will be sponsoring the room the labs are held in for that day. Your name appears on the schedule and your logo on room signage.                                                                                                                                           | \$1000  |

# About the Organizers

PG DATA is organized by a diverse group of individuals who have been involved in the PostgreSQL community for many years. The group is from a number of different organizations and has extensive experience organizing events just like this one.

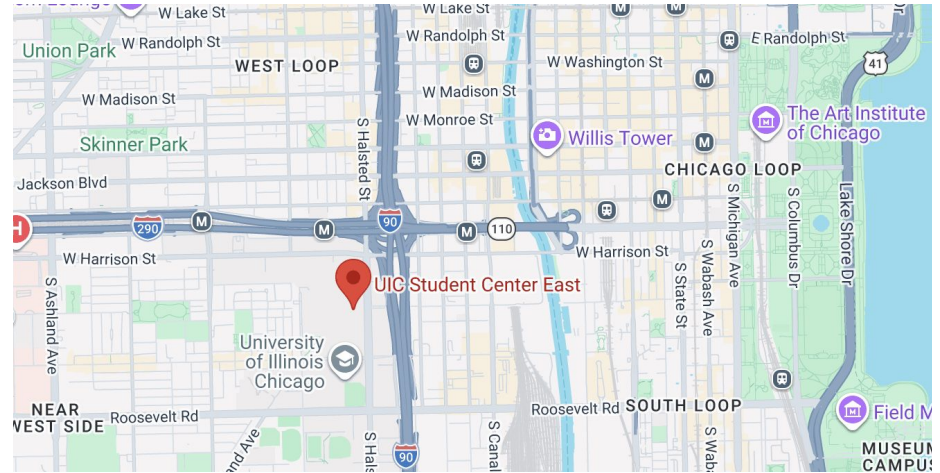
- Carlos Aranibar, Northwestern Medicine
- Hettie Dombrovskaya, DRW
- Pat Wright, Advocate with Redgate Software
- Sashank Kallakuri, Dell

# More Information

- Please visit [our signup form](#) to start the process!
- For any questions regarding sponsorship, please contact Pat Wright ([pat@prairiepostgres.org](mailto:pat@prairiepostgres.org)) or the Conference Committee ([contact@prairiepostgres.org](mailto:contact@prairiepostgres.org))

## Location Details:

UIC Student Center East  
750 S Halsted St, Chicago, IL 60607







Thank you for your consideration!