PGDay Chicago

Sponsorship Prospectus

April 25, 2025

Our Mission

- To connect PostgreSQL community developers to people and organizations that use PostgreSQL: individuals, entrepreneurs, small to large enterprises, and government entities.
- To provide high-quality, educational sessions about PostgreSQL, from features overviews to use cases to juxtapositions with other technologies.
- To broaden the conversation between open-source and commercial interests, and provide an environment to help enhance the future development of PostgreSQL.
- To continue to keep registration prices affordable, encouraging the growth of the PostgreSQL community.

Brief History Of Events

- Additional events put on by the Organizers
    - 2017: PgOpen, San Francisco, California. 3 days, 47 speakers, 250 attendees.
    - 2018: PgOpen, San Francisco, California. 3 days, 48 speakers, 250 attendees.
    - 2019: PgOpen, Orlando, Florida. 3 days, 34 speakers, 200 attendees.
    - 2020: PgDay San Francisco, California. 1 day, 8 speakers, 160 attendees
    - 2021: PGConf NYC 2021, 2 days, 40+ speakers, 125+ attendees
    - 2022: PGConf NYC 2022, 2 days, 40+ speakers, 150+ attendees
    - 2023: PGDay Chicago 2023, 1 day, 30+ speakers, 100 attendees
    - 2024: PGDay Chicago 2024, 1 day, 20+ speakers, 100+ attendees

Why PGDay Chicago 2025?

- A non-profit community run event, to build and grow the community.
- As a sponsor, you do more than attend the event—you participate in the community.
- Sponsors will be helping to build the PG community in Chicago.
- Chicago is one of the easiest cities in the world to access, with direct flights from many cities in the US and beyond.
- Being in Downtown Chicago draws Enterprise PostgreSQL users looking for commercial and open source solutions for their database challenges.

PGDay Chicago 2025 Agenda

- April 24th, 2025
  - Speaker Dinner.
- April 25, 2025
  - Keynotes and Workshop sessions for general attendees
  - Evening: Networking Reception TBD

Logistics for PGDay Chicago 2025

- We will be at the DRW venue at 540 West Madison Conference Center, Chicago, IL
- We will send more details about shipping, loading instructions, and other information as we get closer to the event.

PGDay Chicago 2025 Goals

- **To grow the Chicago PG community.**
- To continue to draw a diverse audience of people in the technology field to learn about PostgreSQL:
  - developers, DBAs, system administrators, technology leaders
  - consultants, academics, corporate professionals, entrepreneurs
- To connect attendees, sponsors, and all of the community and continue to build this great community that we are all a part of.
- To provide a unique forum to talk about the ongoing development of PostgreSQL, and help match commercial needs to the community development roadmap.

What Sponsorship Provides

- Sponsorship money raised is provided to the United States PostgreSQL Association, a 501(c)(3) and is used for:
  - All costs related to hosting PGDay Chicago 2025 including:
    - Venue and workshop space.
    - Audio/Visual Equipment Rental.
    - Subsidize food and beverage costs at meals and receptions to facilitate networking.
    - Travel reimbursement for key speakers.
    - Financial support for members of under-represented groups to increase diversity of attendees.
  - A subsidy in order 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 the United States PostgreSQL Association, which include:
  - Supporting monthly meetup activities of affiliated PostgreSQL User Groups, such as CHIPUG, DCPUG, PDXPUG, and more, by sponsoring food, space, and travel costs for speakers for these meetups.
  - PostgreSQL educational programs, such as guest lectures at universities and online training and networking sessions.
  - 2025 events.

Platinum Sponsorship

You are a partner with the PGDay Chicago 2025 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.

Platinum Sponsorship Benefits and Details

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

Platinum Sponsorship Benefits and Details (con't)

- Seven (7) conference passes.
- Inclusion of promotional item in conference pack.
- Premiere placement of logo on conference website.
- Support PostgreSQL Education.
- Featured in Conference Marketing.

    Platinum Sponsorship is limited to two (2) organizations and is $5,000.

Gold Sponsorship

You are a pivotal contributor to PGDay Chicago 2025

With your help, we will produce another fun, successful Community PostgreSQL conference in Chicago.

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.
- Full size logo on Venue TV Screens.
- Inclusion of promotional item in conference pack.
- Prominent placement of Sponsor's logo on Event website.
- Support PostgreSQL Education.
- Featured in Conference Marketing.

  Gold Sponsorship is $3,000.

Silver Sponsorship

- Two (2) Conference Passes.
- Inclusion of promotional item in conference pack.
- Display of logo on conference website.
- Support PostgreSQL Education.
- Featured in Conference Marketing.

Silver Sponsorship is $1000.

Bronze Sponsorship

- One (1) Conference Pass.
- Inclusion of (1) promotional item in conference pack.
- Display of logo on conference website.
- Support PostgreSQL Education.
- Featured in Conference Marketing.

Bronze Sponsorship is $400.

Community Partnership

- Limited availability, subject to PgUS approval.
- Intended for local meetup groups or open source projects to grow their communities.
- Two (2) Conference Passes. (Limited Availability)
- Inclusion of (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. (Free)

Sponsorship Comparison

Benefit	Platinum	Gold	Silver	Bronze
Conference Passes	7	4	2	1
Keynote Presentation	X			
Lunch/Break + Name/Theme	X			
Announcement at event about after hours events	X			
Standing Banner in Conference hall	X			
Booth Space	X	X		
Featured in Conf Marketing	X	X	X	X
Logo on Website	X	X	X	X
Materials in Conference Pack	X	X	X	X
Support PostgreSQL Education	X	X	X	X

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

Sponsorship Add-Ons 2025

Naming Rights to April 25, 2025 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 with PGDay Chicago logo.	$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)	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.	$3,000
WiFi Customization	Customize the WiFi ID and Password The wifi will have "pgday_chicago" in the name of the wifi in addition to the sponsor's chosen name.	$1000

About the Organizers

PGDay Chicago 2025 is being organized by a diverse group of individuals who have been involved in the PostgreSQL community for many years, including PostgreSQL Core team members, committers, committee members, and other familiar names. This group is from a number of different companies and has come together to put on a fantastic event in downtown Chicago.

- Andreas "Ads" Scherbaum - Adjust GmbH
- Hettie Dombrovskaya, DRW
- Pat Wright - Utah Postgresql Organizer

For More Information

- Please visit https://2025.pgdaychicago.org/becomesponsor/
- Please Contact Pat Wright or the Conference Committee for any questions regarding sponsorship. pat.wright@volunteer.postgresql.us ; contact@pgdaychicago.org

Location Details:

540 West Madison Conference Center, Chicago, IL

Exact Address: 540 W Madison St, Chicago, IL 60661

We Thank You For Your Consideration