



SPONSORSHIP PROSPECTUS

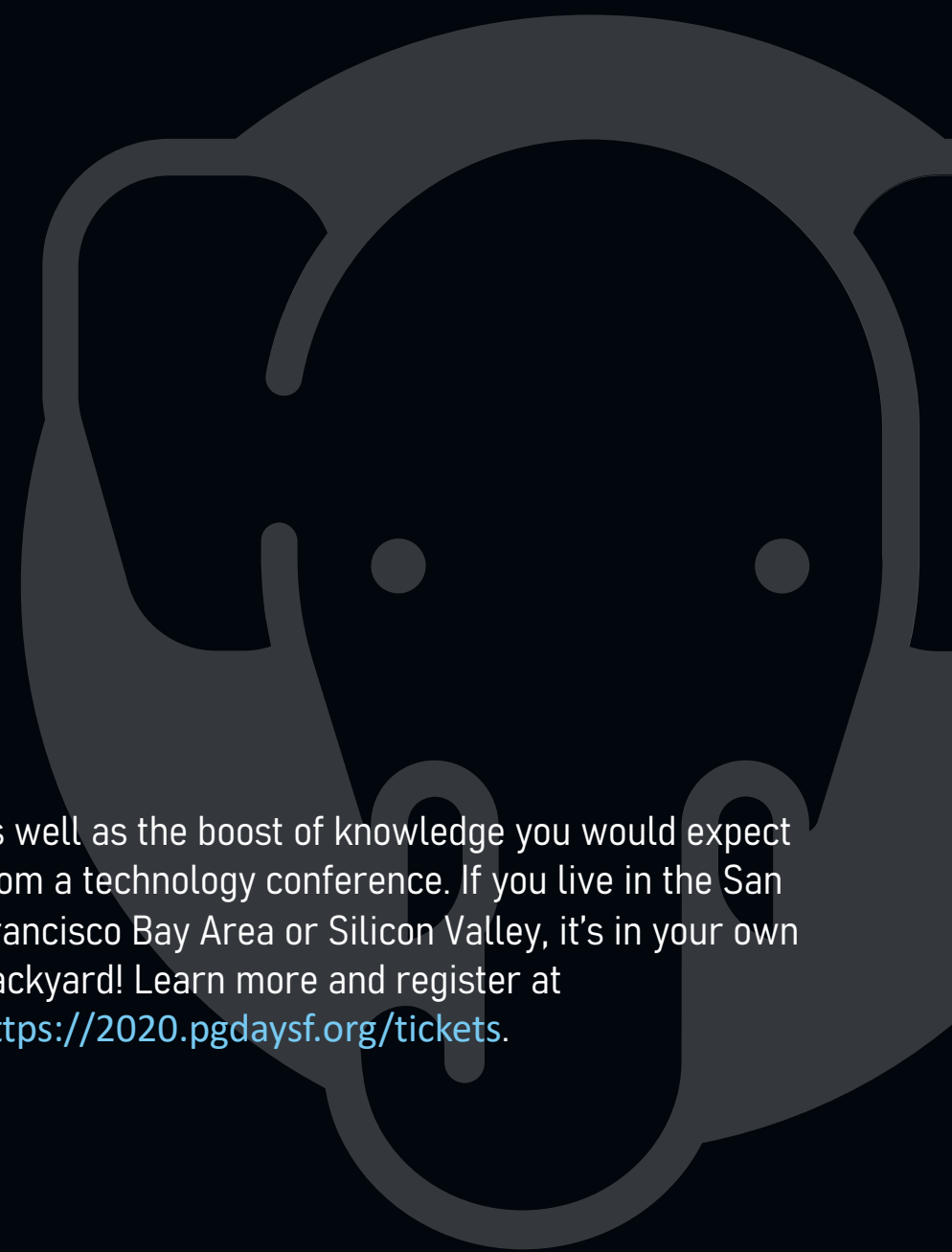
Swedish American Hall · San Francisco, CA | **January 21, 2020**

What is PgDay San Francisco

PgDay San Francisco (PgDay SF) is inspired by the successful series of PGDays in Europe.

The Postgres teams in Europe have mastered the magic of the 1-day, single-track Postgres community conference. There is something about spending a full day with Postgres developers, users, customers, community members, and experts—where everyone is participating in the same conversation. Attendees at PGDays often leave with a stronger sense of belonging

as well as the boost of knowledge you would expect from a technology conference. If you live in the San Francisco Bay Area or Silicon Valley, it's in your own backyard! Learn more and register at <https://2020.pgdaysf.org/tickets>.



More about PgDay San Francisco



PgDay SF is a community event of the US Postgres Association. This year's program will include:

- 1 day single-track community conference sponsored by the United States Postgres Association
- High quality technical talks from both local and traveling Postgres enthusiasts
- A social event at the end of the day to network and unwind
- An expo area with room for the always important hallway track
- Beverages all day, plus breakfast, lunch and snacks
- Meet and mingle with users, customers, developers, contributors, and Postgres community members

Why Sponsor?



- **Interact** with 150+ Postgres administrators, application developers, and users
- **18,000+ impressions** through pre- and post-conference promotion at PgDay San Francisco, PostgreSQL US, and related Meetup mailing lists and social media properties
- **Brand your company** among the most innovative, forward-thinking, and diversity-conscious of the Postgres community
- **Promote** your technical challenges, and network for your next great hire
- **Drive adoption** of your product or technical offerings
- **Show your support** for the Postgres community!

Expected Attendees



Since this is PgDay San Francisco's first year (*of many we're planning!*), we don't have exact demographic details. We expect beginner to advanced Postgres administrators, users, and application developers of following types:

- Postgres Developers
- Application Developers
- Postgres Users
- Database Administrators
- Data Engineers
- Data Scientists
- Postgres Community Members
- Chief Data & Analytics Officers
- CTOs
- Enterprise Architects
- Professors / Teachers
- Students

Sponsorship Packages:

Premiere

LIMITED TO A MAXIMUM
OF 5 SPONSORS

The Premiere sponsorship gives you the biggest opportunity to promote your offerings and reach attendees.

Core

Exhibiting not your thing?
Get everything in the
Premiere package except
the table. Your increased
support brings an increased
level of visibility.

Patron

Show your support for this
PgDay event.

A la carte:

For more flexibility and visibility, choose from the a la carte sponsorships—live captioning, video recording, lanyard, coffee breaks, diversity & inclusion, and more.

Pick any combination of sponsorships that you like—a la carte only, packaged only, or any combo thereof.

Premiere

LIMITED TO A MAXIMUM OF 5 SPONSORS



- Prominent logo and link on the PgDay SF website
 - Sponsor acknowledgements in social media before & after PgDay SF
 - Logo in official PgDay SF emails
 - 100-word company description on PgDay SF website
 - 2 free attendee tickets for PgDay SF
- (requires registration and subject to availability)*
- Logo on slide in video rotation between talks
 - Table in the PgDay SF expo
 - Prominent logo on PgDay SF signage
 - Logo on PgDay SF attendee badge
- Pop up banner in presentation room *(provided by sponsor)*
 - Company name in video credits *(if video sponsorship is sold)*

Core



- Logo and link on PgDay website
- Sponsor acknowledgements in social media before & after PgDay SF
- 50-word company description on PgDay SF website
- 1 free attendee ticket for PgDay SF *(requires registration and subject to availability)*
- Logo on slide in video rotation between talks
- Pop-up banner in the PgDay SF expo *(provided by sponsor)*
- Medium logo on PgDay SF signage

Patron



- Logo and link on PgDay SF website
- Sponsor acknowledgements on social media before & after PgDay SF
- 1 free attendee ticket to PgDay SF
(requires registration and subject to availability)
- Logo on slide in video rotation between talks
- Small logo on PgDay SF signage

Benefits

PATRON	CORE	PREMIERE
Website logo and link	Website logo and link	Prominent website logo and link
Social media acknowledgements	Social media acknowledgements	Social media acknowledgements
1 free ticket	1 free tickets	2 free tickets
Small logo in rotation between talks	Medium logo in rotation between talks	Large logo in rotation between talks
Small logo on signage	Medium logo on signage	Large logo on signage
	50 word company description on website	100 word company description website
	Pop-up banner in expo area	Pop-up banner in presentation room
		Logo on attendee badges
		Company name in video credits
		Table in expo area

A la carte Sponsorships

Sponsors of the a la carte items below will have their logo and link added to the PgDay SF website and included on the PgDay SF event signage, and will receive a shout out at the appropriate time during the event.

WHAT	DESCRIPTION
Logo on lanyard	As the exclusive lanyard sponsor, your logo will appear around the neck of all PgDay SF attendees.
Live captioning	As the exclusive live captioning sponsor, not only will you have the satisfaction that all attendees can participate, your logo will appear at the top of the live captioning monitor.
Video	As the exclusive video sponsor, your logo will appear on the title slide of all videos uploaded to YouTube.
Breakfast, Lunch, & Afternoon snack, All day beverage service (4 separate sponsorships)	Conference organizers will recognize refreshment sponsors prior to each break and ensure your company's name and logo are displayed on refreshment stands.
Charging Station	Keep devices charged up and ready to go. Be appreciated.
Chair drop (2)	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 and after lunch.
Diversity & inclusion	Provide financial aid for under-represented developers, students, and working professionals—as attendees or speakers
After party	At the end of the day, attendees are ready to have some fun together. We'll let everyone know that you are responsible for providing the fun. Be fun-loving.

Pricing

SPONSOR PACKAGE		A LA CARTE FOOD & BEVERAGE SPONSORSHIP		A LA CARTE SPONSORSHIP	
	PRICE		PRICE		PRICE
Premiere	\$3,500	Afternoon break	\$750	Lanyard	\$750
Core	\$1,750	All day beverage service	\$1,500	Live captioning	\$2,000
Patron	\$600	Breakfast	\$1,800	Video	\$8,000
		Lunch	\$2,500	Charging station	\$500
		After party	\$5,000	Chair drop	\$1,000
				Diversity & Inclusion	\$1,500

Where will your sponsorship dollars go?

Partner with San Francisco Bay Area Postgres Meetup and the US Postgres Association in building a stronger Postgres community and ecosystem in the SF Bay Area. Sponsors provide the primary funding for this volunteer-run event.

- ☐ Help produce a top-notch conference
- ☐ Drive down the ticket price so more people can attend
- ☐ Support speakers' registration/travel and increase diversity in tech

How to Sponsor PGDay San Francisco

If you are interested in sponsoring the conference, you can sign up directly on 2020.pgdaysf.org/becomesponsor

You'll be able to get the process started for all sponsorship levels there, and for many sponsorship types you will be able to complete the whole process within minutes.

If you have any questions, please contact us at sponsors@pgdaysf.org for more information.

We look forward to working with you!



