

PGDay Austin 2017 Sponsor Prospectus

Presented by:

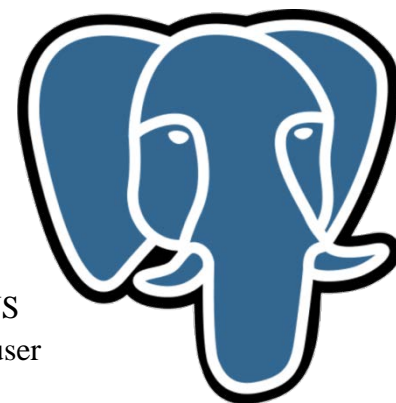


Hosted by:

fiber∞ve

UNITED STATES POSTGRESQL ASSOCIATION

The United States PostgreSQL Association (PgUS) is a non profit 501(c)3 public charity created to support PostgreSQL in the United States through user group development, conferences, educational initiatives, and fun. Founded in 2008, PgUS has been dedicated to increasing awareness of PostgreSQL through conferences, user groups, and more.



POSTGRESQL

PostgreSQL is an open source relational database management system developed by a worldwide team of community volunteers. PostgreSQL is not controlled by any corporation or other private entity and the source code is available free of charge under a flexible BSD style license.

DIVERSITY SCHOLARSHIP

The PgUS diversity scholarship provides support to those from traditionally underrepresented and/or marginalized groups in the technology and/or open source communities who may not otherwise have the opportunity to attend PgUS events for financial reasons.

Find more information about our diversity scholarship at:

<https://postgresql.us/financialsupport/>

WHY SPONSOR PGDAY AUSTIN?

PGDay Austin brings together PostgreSQL professionals and novices to one of the largest tech hubs in the country -- Austin, Texas. Hosted by the Austin PostgreSQL User Group and underwritten by the U.S. PostgreSQL Association, PGDay Austin is a perfect opportunity for companies to reach out to and engage users and developers of PostgreSQL, and to give back to the community.



Our theme for PGDay Austin 2017 is "Don't Mess with Postgres", with a focus on PostgreSQL's reliability, security, performance, deep computing, and scalability.

We encourage content for all knowledge levels, and welcome content that speaks to users new to PostgreSQL as well as practical applications and case studies.

We welcome any PostgreSQL contributors and users, as well as other external communities including but not limited to Python, Django, Rails, JSON, to submit a proposal and participate.

DATE AND LOCATION

Saturday, August 26, 2017
FiberCove
1700 S. Lamar Blvd, Suite 338
Austin, Texas, 78704

EVENT AT-A-GLANCE

Saturday, August 26

- Morning Coffee
 - Keynote
 - AM General Sessions
 - Networking
 - Lunch onsite
 - Two (2) Afternoon Tracks:
 - Talks
 - Workshops
 - Closing Reception
 - Hors d'oeuvres
 - Local Beer and Spirits
 - And more!
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TOP 5 REASONS TO SPONSOR PGDAY AUSTIN 2017

1. ROI - Looking to grow your business opportunities using Postgres? Having a presence at PGDay Austin gives you access to the top Postgres business resources in the world, and allows you to showcase the awesome projects you are working on.
2. Grow the community in a way beyond normal outreach. Developers, DBAs, system administrators, executives, consultants, academics, corporate professionals, and entrepreneurs with diverse backgrounds attend to learn and to grow. As a sponsor, you have the ability to teach this community and let them know what you have to offer.
3. Have a part in the open-source and commercial interest conversation. Do you have ideas for what should be and shouldn't be? PGDay Austin provides as opportunity for sponsors to have a hand in the development of PostgreSQL and enhance the future.
4. Top Networking Opportunities: Recruit new customers, find PostgreSQL talent, get to know the Central Texas PostgreSQL scene, and become directly involved in an entire community that will know your name.
5. Gain insight into the world of PostgreSQL that you can't get anywhere else; learn how people are using Postgres professionally, get to know your target customer base, and experience what's coming next.

SPONSORSHIP COMPARISON

	<i>PARTNER</i>	<i>SUPPORTER</i>	<i>ADVOCATE</i>
Price	\$1,000	\$500	\$250
Booth Size (optional)	Table	Table	
Promotional Material at Check-in	✓	✓	
Logo on Event Webpage	✓	✓	✓
Full Conference Passes	6	4	2
Additional Passes Discount	25%	15%	
Social Media Exposure	3	2	1
Email Blast	✓	✓	✓
Keynote Session	✓	-	-
Speaking Session	✓	✓	-

PARTNER SPONSORSHIP - \$1,000 (LIMIT 5)

ACCESS

- (6) Event Passes; 20% off additional passes

EXPOSURE

- Permission for the Business to use the following endorsement: "Sponsor of PGDay Austin 2017" on the Business' website, in any promotional materials, or press releases that the Business sees fit
- Prominent inclusion of the Business' name and/or logo in all PGDay Austin 2017 communication (logo to be provided by Business)
- (1) Corporate retractable banner up to a size of 84 inches high by 32 inches wide (banner to be provided by Business, location to be determined by the PGDay Austin 2017 organizers)
- (1) A4 or Letter sized page of the Business' promotional material in the main check-in area

SUPPORTER SPONSORSHIP - \$500 (LIMIT 3)

ACCESS

- (4) Event Passes; 10% off additional passes

EXPOSURE

- Permission for the Business to use the following endorsement: "Sponsor of PGDay Austin 2017" on the Business' website, in any promotional materials, or press releases that the Business sees fit
- Inclusion of the Business' name and/or logo in all PGDay Austin 2017 communication (logo to be provided by Business)

ADVOCATE/EXHIBITOR - \$250 (LIMIT 2)

ACCESS

- (2) Event Passes

EXPOSURE

- Permission for the Business to use the following endorsement: "Sponsor of PGDay Austin 2017" on the Business' website, in any promotional materials, or press releases that the Business sees fit
- Inclusion of the Business' name and/or logo in all PGDay Austin 2017 communication (logo to be provided by Business)

A LA CARTE SPONSORSHIPS

<i>OPPORTUNITY</i>	<i>QUANTITY</i>	<i>PRICE</i>
Closing Reception Sponsorship: time for hors d'oeuvres, drinks, and networking. Branding on all reception signage.	1	\$1500
Lunch Sponsorship: Catered box lunch from Central Market Westgate. Branding on all lunch signage.	1	\$1000
Breakfast Sponsorship: Breakfast Tacos, Assorted Pastries, and Fresh Fruit for attendees. Branding on all snack break signage.	1	\$750

READY TO JOIN US AS A SPONSOR?

Contact Debra Cerda via dcerda@postgresql.us. We'll be happy to answer your questions and work with you on the right sponsorship package to meet your budget and goals.