

PGConf NYC 2025

Sponsorship Prospectus

September 29th -
October 1st



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.

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

PGConf NYC 2025

- PGConf NYC 2025 is a PostgreSQL conference hosted in New York City
 - Date: September 29th - October 1st, 2025
 - Location: Convene, 117 W 46th St, New York, NY 10036
- PGConf NYC has a storied history with over 10 years of events
- PGConf NYC 2025 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

Why sponsor PGConf NYC 2025?

- **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

PGConf NYC 2025 Agenda

- September 29th, 2025
 - Keynotes and Workshop sessions for general attendees
 - Evening: Networking Reception TBD (Currently looking for sponsorship)
- September 30th, 2025
 - Keynotes and Workshop sessions for general attendees
- October 1, 2025
 - Keynotes and Workshop sessions for general attendees

What your sponsorship supports

- Sponsorship supports the mission of PgUS, a 501(c)(3) and is used for:
 - **All costs related to PGConf NYC 2025**, 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 2026 events.

Sponsorship Levels

Platinum Sponsorship

You are a partner with the PGConf NYC 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

- 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.
- Stand Banner (provided by Sponsor) displayed in the Main Keynote room.
- Prominent booth space in the reception hall for your company.
- Naming and theming rights (be creative!) for one of the following:
 - Lunch or Coffee Breaks for a day.

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.
- Participate in "Passport to prizes", providing a prize as a giveaway for the attendees. Minimum \$100 prize value

Platinum Sponsorship is limited to four (4) organizations and is \$30,000

Gold Sponsorship

You are a pivotal contributor to PGConf NYC 2025

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

Gold Sponsorship Benefits and Details

- Booth space in the reception hall for your company.
- Four (4) conference passes.
- Session in Sponsor Track.
- Participate in “Passport to prizes”, providing a prize as a giveaway for the attendees. Minimum \$100 value
- 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 \$16,000

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 \$4,000

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 \$1,500

Community Partnership

- Limited availability, subject to PgUS approval
- Intended for local meetup groups or open source projects to grow their communities
- 2 Conference Pass
- Promotional item included on table near registration (no bags).
- Display of logo on conference website
- Featured in Conference Marketing

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 Keynote Room	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
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 Evening Reception	Naming rights, inclusion in event marketing, listed on schedule as reception sponsor, and opening announcement at start of reception.	\$10,000
Video Sponsorship Per room	Logo displayed in introduction and closing of videos. You will sponsor a particular Room at the event. Room choice will be based on the date the invoice is paid.	\$10,000
Lanyard Sponsorship	Your logo with PGConf NYC logo.	\$3,000
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
Attendee Shirts with Sponsor Logo	Attendee shirts will be made for all attendees, Your logo will be included on the sleeve of the t-shirt. We are planning on having extras of these shirts. So that we can provide them further out in the community. This is a unique one sponsor item.	\$7,000
Coffee Area Advertisement Board	We have “nourish” stations around the event space, You will need to print an 8X10 sign/board that will be put up on an easel next to the stations. This will stay up for 1 day. This could be QR codes or information about your product. You can buy multiple days and stations if you so choose. 9 total are available.	\$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.	\$12,000
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

Additional Information

Logistics for PGConf NYC 2025

- We will be at the Convene 117 W 46th St, New York, NY 10036
- 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.

Link to Convene site: <https://convene.com/locations/new-york-city/117-west-46th-street/>

Link to Address: <https://maps.app.goo.gl/wiEoB6etBbfyNcsW9>

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
- Jonathan Katz - Amazon Web Services
- Mark Wong - EDB
- Michael Alan Brewer - UGA
- Pat Wright - Utah Postgresql Organizer
- Mila Zhou - Amazon Web Services
- Chelsea Dole - Hedge Fund

For More Information

- Please visit <https://2025.pgconf.nyc/becomesponsor/>
- Please Contact Pat Wright and the rest of the team for any questions regarding sponsorship. sponsor@pgconf.nyc

Location Details:

Convene 117 West 46th Street

Link to Convene site: <https://convene.com/locations/new-york-city/117-west-46th-street/>

Link to Address: <https://maps.app.goo.gl/wiEoB6etBbfyNcsW9>

We Thank You For Your Consideration

