PG DATA 2026

Sponsorship Prospectus

June 4-5 2026

Our Mission

- To connect people and organizations that use PostgreSQL: individuals, entrepreneurs, small to large enterprises, and government entities.
- To provide high-quality educational sessions about PostgreSQL, from feature explorations to operational guidance, from local and global speakers alike.
- To broaden the conversation between open-source and commercial interests, and provide an environment to help enhance 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.

Brief History Of Events

PG DATA is the first event of a new conference series with an emphasis on education, developer community-building, and outreach to academia. In previous years, the organizers have run several events at this scale, including:

- 2023: PGDay Chicago 2023, 1 day, 30+ speakers, 100 attendees
- 2024: PGDay Chicago 2024, 1 day, 20+ speakers, 100+ 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

Why PG DATA 2026?

- Not for profit: run by and for the Midwest PostgreSQL community.
- As a sponsor, you do more than attend the event and hand out swag—you participate in the community and help build it 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 downtown Chicago location draws enterprise PostgreSQL users looking for commercial and open source solutions for their database challenges.

PG DATA 2026 Agenda

- June 4th 2026
  - Morning training sessions
  - Opening and keynote
  - Regular sessions
  - Evening reception
- June 5th 2026
  - Regular sessions for general attendees

Logistics for PG DATA 2026

- The event will take place June 4-5 at the Loyola University Water Tower Campus.
- We will send more details about shipping, loading instructions, and other information as we get closer to the event.

PG DATA 2026 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, technology leaders
  - consultants, students and academics, corporate professionals, entrepreneurs
- To provide a unique forum to discuss the ongoing development and uses of PostgreSQL, and to help match commercial needs to the community development roadmap.

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 2026, 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.

Platinum Sponsorship

You are a partner with the PG DATA 2026 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 that day of the conference.
- Booth space in the reception hall for your company.
- 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.
- Inclusion of one (1) promotional item in conference pack.
- Premiere placement of logo on conference website.
- Featured in conference marketing.

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

Gold Sponsorship

You are a pivotal contributor to PG DATA 2026.

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.
- Four (4) conference passes.
- Full size logo on venue TV Screens.
- Inclusion of one (1) promotional item in conference pack.
- Prominent placement of logo on the conference website.
- Featured in conference marketing.

  Gold Sponsorship costs $5,000.

Silver Sponsorship

- Three (3) conference passes.
- Inclusion of one (1) promotional item in conference pack.
- Display of logo on conference website.
- Featured in conference marketing.

  Silver Sponsorship costs $2000.

Bronze Sponsorship

- One (1) conference pass.
- Inclusion of one (1) promotional item in conference pack.
- Display of logo on conference website.
- Featured in conference marketing.

  Bronze 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 (free).

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	Bronze
Conference passes	7	4	4	1
Lunch or coffee break name/theme	X			
Announcement at event about after hours events	X			
Standing Banner in conference hall	X			
Booth Space	X	X		
Featured in conference marketing	X	X	X	X
Logo on website	X	X	X	X
Materials in conference pack	X	X	X	X

Sponsorship Add-Ons 2026

Naming Rights to June 4, 2026 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 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)	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	$1000
Coffee Cups Sleeves	Logo/Words printed on the sleeves for Coffee cups.	$750

About the Organizers

PG DATA 2026 is being 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 companies and has extensive experience organizing events just like this one.

- Carlos Aranibar, Northwestern Medicine
- Hettie Dombrovskaya, DRW
- Pat Wright, Utah PostgreSQL Organizer

For More Information

- Please visit https://2026.pg-data.org/becomesponsor/
- Please contact Pat Wright or the Conference Committee for any questions regarding sponsorship; contact@prairiepostgres.org

Location Details:

Loyola University Water Tower Campus

25 E.Pearson St.

Chicago IL 60611

Thank you for your consideration!