PERCONA LIVE 2027 Bay Area

Percona live 2027 Bay Area

SPONSORSHIP PROSPECTUS

About us

Percona Live brings together the brightest minds in open source databases for an immersive experience built around technical innovation, real-world expertise, and meaningful community connections. From database engineers and architects to developers, technology leaders, and decision-makers, Percona Live unites the people who build, manage, scale, and shape the data infrastructure powering today's most demanding applications.

Through expert-led keynotes, hands-on workshops, technical sessions, and collaborative discussions, attendees explore the technologies and challenges defining the future of open source data. Covering MySQL, PostgreSQL, MongoDB, MariaDB, Valkey, cloud-native architectures, AI, and emerging innovations, Percona Live delivers practical insights, proven strategies, and valuable opportunities to learn directly from the experts driving the industry forward.

Percona Live is more than a conference. It's where the open source database community comes together to exchange ideas, tackle complex challenges, forge lasting relationships, and advance a shared commitment to open technology. From engaging technical conversations to spontaneous connections on the expo floor, the event creates an environment where knowledge is shared, collaboration thrives, and innovation takes shape.

WHERE OPEN SOURCE INNOVATION MEETS OPPORTUNITY







Sponsoring Percona Live connects your brand directly with technical leaders, industry influencers, and key decision-makers who are actively evaluating enterprise technologies.Exhibit, demonstrate, and network directly with industry leaders. It’s your opportunity to showcase expertise and lead the open source database ecosystem.

Sponsoring Percona Live 2027 isn't simply an opportunity to reach the open source community. It's an opportunity to become part of what moves it forward.

“Percona Live Bay Area was an incredible experience! There's nothing quite like being surrounded by a community so passionate about sharing knowledge and moving open source forward.”

Percona Live Attendee

Previous Percona Live Sponsors

Liberatii

VillageSQL

aws

Chainguard

coroot :~#

solanica

ProxySQL

GEEKS GO PEAKS

OCEANBASE

COMUNIDADE MySQL BR

MyVector

PostgreSQL

Open Everest

vmware by Broadcom

THE NEW STACK

MyDumper

readyset.io

Build DevCon

SIXTA

NEXTGRES

OptimaData EXPERTISE IN DATABASES

ELoqData

OurSQL Foundation



Hot Topics

- Cloud-Native Applications and the Databases that support them
  - Open-source database deployments and technologies
    - Observability and troubleshooting of your database infrastructure
      - How to secure and protect your data infrastructure
        - Database development best practices, tips, and tricks
          - Managing databases at scale (or how to manage 1000s of databases across multiple sites)
            - Performance and optimization techniques, tricks, and strategies for optimizing your databases deployments

250+
Number of Attendees

100+
Number of Speakers

15
Expo Hall Kiosks Available

3
Number of Days

2
Expo Hall Days

About us

- **TARGETED PIPELINE GROWTH:**
  Connect directly with pre-qualified open source practitioners, database architects, and engineering leaders actively evaluating enterprise-grade solutions.

- **TOP ENGINEERING TALENT ACQUISITION:**
  Put your brand directly in front of skilled open source contributors, DevOps engineers, and DBAs looking for their next career move.

- **OPEN SOURCE ECOSYSTEM LEADERSHIP:**
  Anchor your brand alongside core open source maintainers and demonstrate your commitment to open ecosystem sustainability.

- **HIGH-DENSITY BUSINESS EXECUTION:**
  Bypass months of cold outreach by booking back-to-back executive briefings, product feedback sessions, and prospect meetings in a dedicated space.

- **DEVELOPER MINDSHARE & ADOPTION:**
  Put your tools directly into hands-on workshops and technical talks to reduce evaluation friction and drive developer adoption.

- **YEAR-ROUND OMNIPRESENCE:**
  Extend your campaign visibility before, during, and after the event across onsite signage, livestream broadcasts, and recorded technical sessions.

STRATEGIC MARKET POSITIONING:
Stand alongside industry pioneers and market leaders in open source data tech to reinforce your position as a category essential.

REAL-TIME TECHNICAL VALIDATION:
Showcase live product capabilities, architecture benchmarks, and customer case studies to an audience that scrutinizes code and performance.

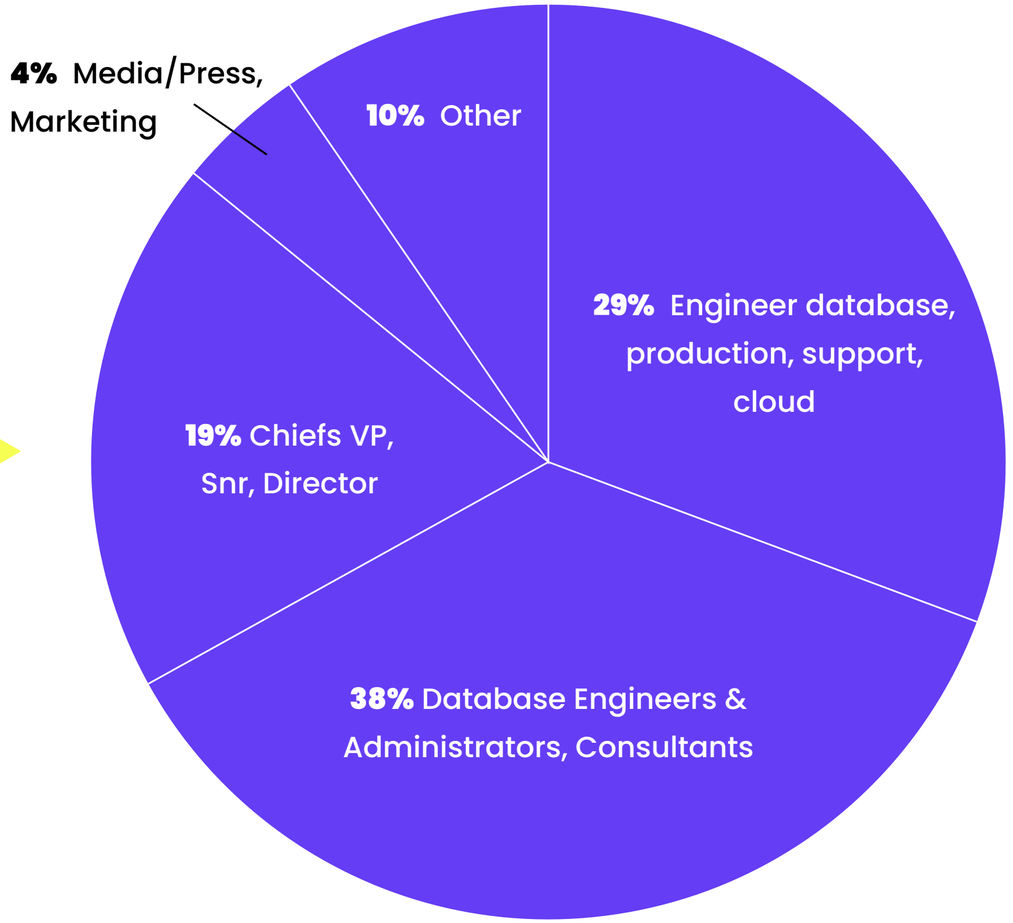
AUTHENTIC DEVELOPER GOODWILL:
Build trust with maintainers and contributors by hosting community roundtables, hallway track discussions, and project meetups.

CATEGORY-DEFINING PLATFORM:
Frame industry trends and share your company's vision directly from main-stage keynotes to shape the technical roadmap for open source data.



Audience

Percona Live attendees come back year after year to learn about the latest database products and services and keep up to date with industry trends. By networking with others in the industry, they learn how to solve critical database issues and develop skills through talks and hands-on tutorials.



Sponsorship Tiers

TIER 1: PLATINUM PARTNER (2 SLOTS) - $17,000

- Speaking: 30 Minute Keynote Address
- Branding: Exclusive logo placement on conference registration bags and top-tier web placement
- On-Site: Premium 10X10 exhibit booth in the primary sponsors exhibit hall
- Passes: 8 Full conference passes + 4 VIP Speaker/Sponsor Dinner Invites
- Digital: Dedicated “sponsor spotlight” email and two featured social media posts
- Additional Opportunity: Choice of one additional sponsorship opportunity from available selections

TIER 2: GOLD PARTNER (5 SLOTS) - $12,000

- Branding: Mid-tier logo placement on website and all conference signage
- On-Site: Standard 10X10 Exhibit hall booth (with monitor included)
- Passes: 5 full conference passes
- Digital: Featured in attendee emails as a gold sponsor and one social media posts.
- Additional Opportunity: Choice between coffee sponsorship or meal sponsorship (includes signage in catering areas and beverage areas)

TIER 3: SILVER PARTNER (8 SLOTS) - $5,000

- Branding: Logo featured in attendee email graphic and on signage throughout the venue
- On-Site: Standard 10X10 exhibit hall booth
- Passes: 2 full conference passes
- Digital: Included in meet the sponsor communications and social posts



Additional Opportunities

COFFEE SPONSORSHIP - $4,000 FOR ALL CONFERENCE DAYS

Percona Live offers a high-impact sponsorship opportunity for organizations to sponsor the coffee stands throughout the venue, providing free coffee to attendees all day. This sponsorship keeps your brand front and center at one of the most popular gathering spots, creating natural moments for connection and conversation. It's a warm, crowd-pleasing way to fuel the community while associating your organization with hospitality, energy, and a great attendee experience.



BENEFITS INCLUDE

- Prominent logo placement on exhibit hall floorplans and venue maps
- Sponsor acknowledgment across all pre-event and post-event attendee communications
- Optional add-on (additional cost) to feature one (1) monitor at each coffee stand displaying looping organization slides
- Custom branded signage at every coffee station, prominently featuring your logo and a "thank you for the coffee" message
- Branded napkins at each coffee station showcasing your logo
- Branded coffee cups at each station for continuous brand exposure
- Inclusion on sponsor recognition signage displayed throughout the venue

BOOTH CRAWL SPONSOR - $8,000

Percona Live offers a high-impact sponsorship opportunity for organizations to sponsor the coffee stands throughout the venue, providing free coffee to attendees all day. This sponsorship keeps your brand front and center at one of the most popular gathering spots, creating natural moments for connection and conversation. It's a warm, crowd-pleasing way to fuel the community while associating your organization with hospitality, energy, and a great attendee experience.

BENEFITS INCLUDE

- Prominent logo placement on exhibit hall floorplans and venue maps
- Sponsor acknowledgment across all pre-event and post-event attendee communications

T-SHIRT SPONSOR - $4,000

Percona Live offers a standout sponsorship opportunity for organizations to sponsor the official event t-shirts worn by attendees throughout the conference and long after it ends. This provides lasting brand visibility as the shirts travel well beyond the venue, extending your reach into offices, meetups, and future events. It's a tangible, high-value way to align your brand with the Percona Live community and create a memorable takeaway attendees actually want to wear.

BENEFITS INCLUDE

- Sponsor logo featured on one sleeve of the official Percona Live t-shirt
- Inclusion on sponsor recognition signage displayed throughout the venue





WATER STATION SPONSORSHIP - $1,500

Percona Live offers a high-visibility sponsorship opportunity for an organization to be the exclusive attendee hydration sponsor through water stations located throughout the venue, workshop rooms, and exhibit hall. This sponsorship places your brand at essential touchpoints attendees rely on all day, reinforcing a positive and practical presence across the event. It's a meaningful way to support attendee wellness while keeping your organization top of mind at Percona Live.

BENEFITS INCLUDE

• Sponsor acknowledgment across all pre-event and post-event communications to attendees

• Custom branded signage at each water station, prominently featuring your logo and a "thank you for the water" message

• Inclusion on sponsor recognition signage displayed throughout the venue

MEAL AND SNACK BREAKS SPONSORSHIP - $3,500

Percona Live offers a high-visibility sponsorship opportunity for an organization to be the exclusive attendee hydration sponsor through water stations located throughout the venue, workshop rooms, and exhibit hall. This sponsorship places your brand at essential touchpoints attendees rely on all day, reinforcing a positive and practical presence across the event. It's a meaningful way to support attendee wellness while keeping your organization top of mind at Percona Live.

PERCONA LIVE 2027 Bay Area

READY TO GET STARTED?

kyle.flanagan@percona.com | perconalive@percona.com