



Build
DevCon

DB Mastery Series 2026

Prospectus

#DBMastery

buildevcon.com

About the Conference

DB Mastery is BuildDevCon's flagship online program for 2026 — a curated series of **10+ deep-dive database summits**.

Each month we bring together engineers who actually run databases in the real world — the people responsible for uptime, performance, migrations, and post-mortems.

Themes span AI-enabled operations, Kubernetes-powered data workflows, cloud-optimized storage, and the realities of building high-throughput, low-latency applications.

10+ Events

1 Track

8+ Talks

Online

500+ Registrants

per event

Key Events

January 23 – AI DBA: Self-Driving Databases

February 20 – Cloud Native Databases

March 20 – In-Memory Databases

April 24 – Running OSS Databases

May 22 – PostgreSQL on Kubernetes

June 20 – MySQL on Kubernetes

July 25 – Building AI Apps With PostgreSQL

August 22 – Document Databases

September 26 – DB-Intensive Apps With Python






October 24 – DB-Intensive Apps With Javascript

November 21 – Database Observability

December 19 – DB Mastery All Stars 2026

*Dates and Series Program are subject to change

Why Sponsor?

-  **Targeted Audience:** Reach 500+ senior-level engineers, decision-makers, and AI adopters.
-  **Global Exposure:** Our online format welcomes a worldwide audience, with long-tail reach via recordings and social media.
-  **Thought Leadership:** Position your brand as a trusted enabler of modern technologies.
-  **Lead Generation:** Access attendee lists and engagement metrics to connect with your ideal prospects.
-  **Extended Visibility:** All talks will be recorded and promoted year-round.

Sponsor Packages (per event)

| Benefits | Presenting (\$4,000) | Gold (\$2,500) | Silver (\$1,000) | Media (Free)** |
|---------------------------------------------------------------------------|----------------------|----------------|------------------|----------------|
| Guaranteed talk in the program | Yes | Yes | Yes | – |
| Attendees contact (Opt-ins) | Yes | Yes | – | – |
| Brand presence on website | Yes | Yes | Yes | Yes |
| Brand presence on session | Yes | Yes | Yes | Yes |
| Social media mentions | 5 | 1 | Shared post | Shared post |
| Newsletter highlight pre-conference | Yes | Yes | – | – |
| Dedicated sponsor highlight in post-event email campaign to all attendees | Yes | Yes | – | – |
| Mention in event chat | 2 | 1 | Shared | Shared |

** Only for communities, podcasts, tech newsletters, blogs, and other media platforms

Contact Us

For more information about these sponsorship packages and add-ons, custom packages, or any other event questions, please contact us via email

Anastasiia Kozlova, Coordinator
giles@renegadeunderdogs.com

This document outlines

Terms and Conditions for DB Series 2026

Please read carefully then sign and return the last page of this document to giles@renegadeunderdogs.com.

Company can cancel participation in the Build Dev Con DB Series conference with written notice to giles@renegadeunderdogs.com.

Company is entitled to a refund of any funds previously paid according to the following schedule:

- Ninety (90) days prior to Day One of the conference: 100% of any monies paid
- Sixty (60) days prior to Day One of the conference: 75% of any monies paid
- Forty-five (45) days prior to Day One of the conference: 50% of any monies paid
- Thirty (30) days or less prior to Day One of the conference: 0% of any monies paid

In the event the Event is cancelled by Build Dev Con due to acts of force majeure or otherwise, Company will receive a refund of any monies paid according to the schedule identified above. *Please note the schedule assumes benefits will be received Company in the weeks / months leading up to the Event, including things such as logo(s) inclusion on the event website and in marketing materials, (possible) promotional blog posts, etc.

Force Majeure, as defined by Build Dev Con, shall mean acts and events not within the parties' control, and which the parties have been unable, by the exercise of due diligence, to avoid or prevent. Events of force majeure include without limitation: acts of God; strikes, lockouts or other industrial disputes; epidemics, pandemics, civil disturbances, acts of domestic or foreign terrorism, wars within the continental United States, riots, or insurrections; landslides, lightning, earthquakes, fires, storms, floods or washouts; arrests or restraint of governments and people; declarations of emergencies by applicable Federal, State, or local authorities; or explosions.

If the Event is rescheduled for acts of force majeure (including coronavirus) and/or other reasons, Company will be given a choice of transferring its sponsorship to the rescheduled event at no extra cost or receiving a refund of monies due (according to the above schedule).



Sponsorship Agreement Form

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the **Effective Date**.

This Sponsorship Agreement (the "Agreement") is entered into by and between **Build Dev Con** and _____ ("Company/Company's") (together, the "Parties" and each, a "Party") with effect from the last date listed in the signature block below (the "Effective Date"). The above listed terms and conditions apply to Company's participation in and sponsorship of the Build Dev Con conference (the "Event").

_____ (Company) shall serve as a non-exclusive sponsor of the Event and agrees to pay the sponsorship fee of \$ _____ USD ("Sponsorship Fee"). In exchange, Company shall receive the benefits outlined for the _____ level of sponsorship of which opportunities are identified of the prospectus document.

Your Company Information

Contact Name _____

Company Name _____

Street Address _____

City, State _____

Zip Code _____

Phone Number _____

Fax Number _____

Email _____

Website _____

Other Contact Information _____

Payment Options

Build Dev Con will send your company an invoice with options to pay via wire transfer or credit card. Please select your company's payment preference.

☐ Wire Transfer ☐ Will pay by credit card

Sponsorship Confirmation

Completing and signing this form will reserve your sponsorship request and allow us to move forward with collecting company logos, descriptions, URLs, etc. for marketing purposes.

- I understand that once this contract is signed, I am bound by the Cancellation terms of this agreement and will owe a percentage of the sponsorship if written notice of cancellation
- I understand that payment in full not be received, I understand that my company may not be promoted as a sponsor of this event or be permitted to participate as a sponsor of this event.

TOTAL AMOUNT DUE \$ _____

Name _____

Date _____

Signature _____

Complete, **scan and email** this form to or for further information or questions contact:

Anastasiia Giles, Sponsorship Coordinator

giles@renegadeunderdogs.com