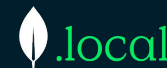# MongoDB.local
Global Series

SPONSORSHIP OPPORTUNITIES

A note to Partners

Dear Partners,

I am thrilled to introduce you to an exciting opportunity to showcase our strategic partnership to customers around the world in 2024. For the second year in a row, we will be focused on reaching as much of our global user base as possible through our MongoDB.local conference series, which will make 23 stops in 18 countries this year.

The MongoDB.local global conference series will feature 1- and 2-day events that bring together MongoDB experts, customers, community, and partners to learn, build, and connect with one another. With carefully curated educational programming, interactive learning activities, and hands-on instructional content, the MongoDB.local series presents fantastic opportunities for our partners to interact and drive impact with local audiences around the world in meaningful ways.

Our partners are an essential part of MongoDB's business, and we hope that you'll partner with our team for the 2024 MongoDB.local series. This document provides an overview of the program, partnership opportunity levels, and details on the inclusions available exclusively to our valued partners.

As always, thank you for your partnership, and I look forward to an exciting year of events together.

Respectfully,

Alan Chhabra
EVP, WW Partners

MongoDB.local is coming to a city near you!

This year, we'll be meeting you and your customers locally, making stops in 23 cities all over the world. Each event will feature a full day of learning, building, and meeting with industry thought leaders. Connect with the community, our partners, and the people who leverage the power of MongoDB developer data platform.
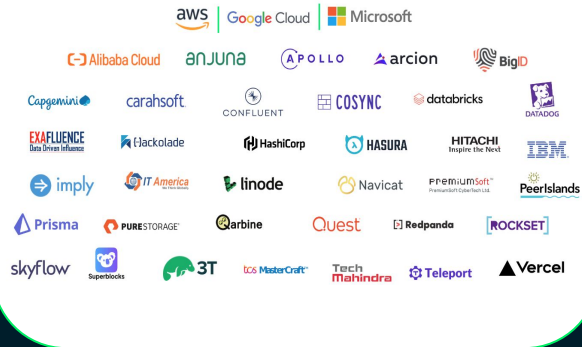
So what exactly is MongoDB.local?

MongoDB.local features single day events in cities across the globe. These events bring together MongoDB experts, users, and partners to learn, build, and connect with carefully curated educational programming, interactive learning activities, and opportunities for engagement with local audiences in meaningful ways.

.local 2023 Event Series Recap

Previous Sponsors:

aws | Google Cloud | Microsoft

Alibaba Cloud · anjuna · APOLLO · arcion · BigID

Capgemini · carahsoft · CONFLUENT · COSYNC · databricks · DATADOG

EXAFLUENCE Data Driven Influence · Hackolade · HashiCorp · HASURA · HITACHI Inspire the Next · IBM

imply · IT America · linode · Navicat · PremiumSoft PremiumSoft CyberTech Ltd. · PeerIslands

Prisma · PURESTORAGE · Qarbine · Quest · Redpanda · ROCKSET

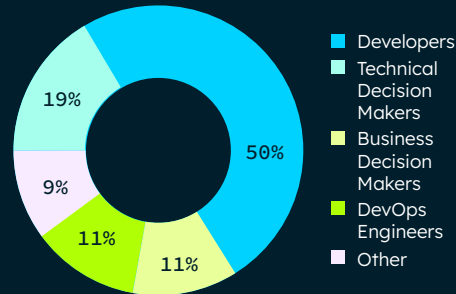skyflow · Superblocks · 3T · tcs MasterCraft · Tech Mahindra · Teleport · Vercel

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In 2023 we took a local-first approach to events by expanding the MongoDB.local program to include **one day events around the globe.** This ensured that we were able to bring the best, most-relevant content directly to our audience and created events that were informed by and responsive to each region. The response from our audience was overwhelmingly positive:

- **14,400+ attendees across full series in 2023**
- **20,000 .local keynote livestream views in 2023**

AUDIENCE BREAKDOWN

- 50% Developers
- 19% Technical Decision Makers
- 9% Business Decision Makers
- 11% DevOps Engineers
- 11% Other

INDUSTRY BREAKDOWN

- 35% FSI
- 17% Computer Software
- 13% Corporate Services
- 10% Media/Tel comm
- 3% Schools/Edu
- 3% Retail

Please note: final event details are still being finalized and are subject to change
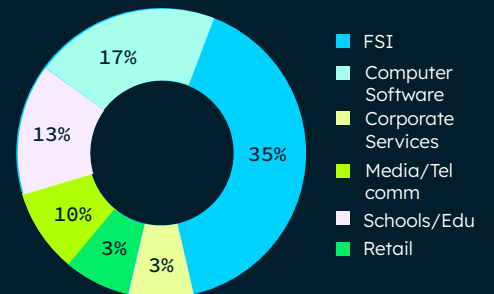
What our partners can expect

Jam-packed with breakouts, keynotes, executive programming, and more. The expo hall will host meals, breaks, and activities such as our popular Builder's Fest style workshops, IDEA lounge trivia, multiple breakout sessions, and many more attractive happenings throughout the day.

Our Partners have the opportunity to host their own workshop, brand a session stage, or become an exclusive sponsor of one of our many activations.

Check In + Breakfast

Expo Hall Opens

Keynote + Breakout Sessions

Lunch

Breakout Sessions

Happy Hour

What to expect this year

MORE OF WHAT WORKS

Curated audience of Developers, Architects, DevOps engineers, IT decision makers, and business executives

Multiple **branding opportunities** to maximize your exposure

Exhibit space in a central hub buzzing with community activities, food, sessions and more

NEW AND EXCITING

- Sponsor fulfillment portal with streamlined deliverable intake process
- Updated Inclusion, Diversity, Equity and Accessibility Offerings
- Full day Executive Experience at Marquee events (NYC, London) sponsorship opportunity
- MongoDB Champion Program integrations
- Hands-on labs & deeply technical workshops
- New and interactive Marketing add-ons (MPOs)

Please note: final event details are still being finalized and are subject to change

.local 2024 Event Series Cities

.local

.local Series

Content Tracks: 2-3
Anticipated Attendance: 400-1000

- One Day

- 400-1,000+ attendees

- Select Executive Experience activities

- 2+ breakout tracks

- Beginner and intermediate-level content, with limited advanced content

- Partner expo area featuring Ask the Experts, MongoDB demo stations, and more

Featured Cities:

Austin	Delhi	Milan	Shenzhen
Bangalore	Hong Kong	Mumbai	Singapore
Bangkok	Jakarta	Paris	Stockholm
Beijing	Kuala Lumpur	São Paulo	Sydney
Berlin	Mexico City	Seoul	Taipei
			Toronto

.local MARQUEE EVENTS

Content Tracks: 4+
Anticipated Attendance: 1,200+

- One Day (+pre-event programing)

- 1,200+ in-person attendees

- Executive Experience (Full Day)

- 4+ breakout tracks

- Beginner, intermediate, and advanced-level content

- Expo hall area with multiple components - Ask the Experts, MongoDB demo stations, Spotlight Zone, lightning talks, etc.

Featured Cities:

London
New York City

Please note: final event details are still being finalized and are subject to change

.local Marquee Event Sponsorships

.local

Hosted in both New York City and London, our marquee locations are a great opportunity to get in front of our largest audience, increase brand awareness, and generate sales pipeline for your organization.

Marquee Events will include 4+ breakout tracks, content for all levels, and an expo hall with components like lightning sessions, hands-on learning stations, Ask the Experts, and more.

New York – MAY 1-2, 2024

London – OCT TBA, 2024

Sponsorship Packages Available
(per Marquee Event)

Gold *4 Available* *+Includes 20 min Speaking Session!*	$87,000
Silver *6 Available*	$68,000
Bronze *8 Available*	$27,000

New York contracts must be signed by February 29th, 2024.

.local Marquee Event Sponsorship Inclusions

.local

	Gold	Silver	Bronze
Marketing & Branding			
Booth	Enhanced Booth	Standard Booth	Kiosk
Booth Specifications	Large branded wall and enhanced design Sponsorship logo header Built in storage (1) 50" monitor and (1) 70" monitor 72" demo counter 10'x20' exhibit area	Display pedestal and large branded backdrop Sponsorship logo header Built in storage 50" monitor and 48" demo counter 10' x 10' exhibit area	Display pedestal and backdrop Sponsorship logo header 40" monitor 24" demo counter
Company name & logo on event website	Yes	Yes	Yes
Logo Inclusion on select Pre-Conference Emails	Yes		
Social Media Recognition	Yes		
Inclusion on Onsite Conference Branding	Yes	Yes	Yes
Digital Signage featuring Logo	Yes	Yes	Yes
Speaking Opportunities			
Speaking Sessions	Includes 20 min Lighting Session	Option to purchase 20 min Lightning Stage session*	
Lead Retrieval & Conference Passes			
Complimentary Lead Retrieval Device/License	3	2	1
Full Conference Passes	10	8	6
Partner Lounge Access	Yes	Yes	Yes

Please note: final event details are still being finalized and are subject to change. Information for Marquee Sponsorships pertain only to NY and London Events

.local Marquee Event Sponsorship Inclusions

.local

Pre-Event

- Ability to purchase Add-Ons
- Companies Registered list (delivered 1 week prior)
- Logo inclusion on select pre-conference emails
- Company name & logo on event website
- Social Media Recognition

During Event

- 10'x20' turnkey booth with prime location
- Booth features include demo area, registration desk, large monitors
- 4 Complimentary Lead Retrieval Devices/Licenses
- 10 Full Conference passes
- Partner Lounge Access
- Digital signage featuring logo
- Keynote "Thank you to our Sponsors" logo recognition
- Inclusion on onsite conference branding
- (1) 20 minute Lightning session

Post-Event

- Lead list of attendees that interacted with sponsor via scanning device (delivered post-event)

The gray in-fills represent sponsor branding or monitor content. Booths also include 20 amp power, basic conference wifi, nightly booth cleaning/vacuuming, general hall cleaning.

SAMPLE BOOTH RENDER - design pending finalization - subject to change

Gold

Information for Marquee Sponsorships pertain only to NY and London Events

.local Marquee Event Sponsorship Inclusions

.local

Silver

Pre-Event

- Company name & logo on event website
- Ability to purchase Add-Ons

During Event

- 10'x10' Standard Booth
- Booth features include counter, TV, storage
- 2 Complimentary Lead Retrieval Devices/Licenses
- 8 Full Conference passes
- Partner Lounge Access
- Keynote "Thank you to our Sponsors" Logo Recognition
- Inclusion on onsite conference branding

Post-Event

- Lead list of attendees that interacted with sponsor via scanning device (delivered post-event)

The gray in-fills represent sponsor branding or monitor content. Booths also include 20 amp power, basic conference wifi, nightly booth cleaning/vacuuming, general hall cleaning.

SAMPLE BOOTH RENDER - design pending finalization - subject to change

Information for Marquee Sponsorships pertain only to NY and London Events

.local Marquee Event Sponsorship Inclusions

Bronze

Pre-Event

- Company name & logo on event website
- Ability to purchase Add-Ons

During Event

- Turnkey kiosk
- Booth specifications include counter, TV, storage
- 1 Complimentary Lead Retrieval Device/License
- 6 Full Conference passes
- Partner Lounge Access
- Keynote "Thank you to our Sponsors" Logo Recognition
- Inclusion on onsite conference branding
- Sponsor is welcome to bring swag and collateral

Post-Event

- Lead list of attendees that interacted with sponsor via scanning device (delivered post-event)

The gray in-fills represent sponsor branding or monitor content. Booths also include 20 amp power, basic conference wifi, nightly booth cleaning/vacuuming, general hall cleaning.

SAMPLE BOOTH RENDER - design pending finalization - subject to change

Information for Marquee Sponsorships pertain only to NY and London Events

Marquee City Add-Ons

MongoDB.local Closing Reception
$18,000/per city (2 Available)

This is a great opportunity to promote your sponsorship during the official MongoDB reception. You will have the chance to highlight your company during the reception at MongoDB.local NYC or London. Includes additional promotion via digital displays and keynote recognition.

Lightning Stage Session NEW!
$12,000 (3 Available)

This is a great opportunity to connect directly with our attendees by delivering an engaging 20 minute presentation on one of our lighting stages prominently located within our main expo floor.

Pending MongoDB Content approval of session topic

Cafe or Snack Sponsorship
$8,000 (2 Available)

Sponsor the cafe barista station or take advantage of a snack break by providing the attendees with a delicious snack!

Charging Station Sponsor
$7,500 (2 Available)

Let attendees know you're thinking about their work needs. Your branding will be prominently displayed on the exterior of a charging station within the event space.

Digital Logo Boards Sponsorship
$4,500 (3 Available)

Display your company or product message on digital displays throughout the conference. Inquire to learn more.

Ancillary Event Promotion
$4,500 (4 Available)

Planning an outside event or happy hour for conference attendees? Promote your event to the MongoDB.local audience before and during the event! This includes (2) 100 character CTA in pre-event emails sent to registered attendees full screen promotion via rotating digital display.

Information for Marquee Sponsorships pertain only to NY and London Events

Marquee City Add-Ons

.local

Podcast Sponsorship: Standard ^{NEW!}
$7,500 (4 Available)

Collaborate with our podcast team for this great opportunity to capture live content directly from the expo floor in our open-air recording setup! The interviews be both Live Streamed and posted to our social channels, following the event. Audio and Video recordings delivered to sponsor post event for additional usage.

- 10 minute interview spot during the conference
- (1) 10 second; This segment brought to you by "Sponsor", product mention.
- (1) 30 second; "Break" with advertising spot
- This segment is sponsored by "Sponsor"… with 30 second promotional messaging.
- Co- Branded "Sponsored-by" Badge on Lower thirds for select Livestream interviews during the event.
- Interstitial, rotating graphic logo for breaks
- Video and audio recording files of interviews

Podcast Sponsorship: Title Sponsorship ^{NEW!}
$10,000 (1 Available)

Create a full branded moment within our in our open-air recording setup directly on the Expo Hall floor with Title Sponsorship of our Podcast. This package features both digital and onsite branding for all interviews throughout the day along with a dedicated interview episode to be released ahead of the event.

- (1) Dedicated Podcast (or Livestream) Episode leading up to the event
  - (Max 50 min)
- Live Interview spot during conference options:
  - (2) 10 minute spots
    OR
  - (1) 20 minute panel
- "Sponsored-by" Badges on Lower thirds for ALL Podcast Livestream Interviews
- Prominent Logo Placement on Podcast Open-Air Studio setup
- Standee Sponsored-by Badges
- Interstitial Sponsorship Messaging - Top Tier
  - Sponsorship Mentions e.g. "Today's Show is brought to you by…"
  - Lead-in intro mention at start of show - 30 second sponsor message.
  - Close-out mention at end of show - 30 second sponsor message.
    - Messaging must be submitted by April 1st for review.
- Video and audio recording files of interviews

Information for Marquee Sponsorships pertain only to NY and London Events

Marquee City Add-Ons

Have a unique or creative idea to engage with conference attendees? Connect with sponsorship@mongodb.com to discuss bespoke marketing promotion opportunities!

Information for Marquee Sponsorships pertain only to NY and London Events

.local Series Event Sponsorships

Take advantage of our sponsorship offerings in multiple cities to drive awareness, generate leads, or grow prospective customers.

Sponsor 5+ cities for a 20% multi-city discount.

Sponsor 2-4 cities and get a 10% multi-city discount.

*Dates and location are subject to change
**Contracts must be signed 6 weeks prior to event date.
***Availability based on venue capacity

Locations	Anticipated Attendance	Date*	Sponsorship** ***3-5 available in each city
Toronto	350-450	April 17	$12,000.00
Jakarta	350-450	August TBC	$12,000.00
Beijing	350-450	August 24	$12,000.00
Sydney	350-450	July 30	$10,000.00
Bangkok	350-450	TBC	$12,000.00
Kuala Lumpur	350-450	August TBD	$10,000.00
Shanghai	350-450	August TBD	$12,000.00
Hong Kong	350-450	September TBC	$12,000.00
Singapore	450-550	August 20	$15,000.00
Berlin	450-550	Sept 24	$12,000.00
Austin	450-550	Aug 20	$15,000.00
Seoul	550-650	September 3	$12,000.00
Milan	550-650	June 13*	$10,000.00
Stockholm	550-650	November 26	$12,000.00
Paris	650-750	November 19	$15,000.00
São Paulo	650-750	TBD	$10,000.00
Mexico City	750-850	May 28	$12,000.00
Taipei	800-900	August TBC	$10,000.00
Delhi	1,000	September 12	$15,000.00
Mumbai	1,000	September 24	$17,000.00
Bangalore	~1,600	August 29	$17,000.00

.local Series Event Sponsorships

Pre-Event

- Company name and logo featured on event website
- List of registered companies (company names only, delivered 1 week prior to the event)
- Company logo in pre-event emails

During Event

- 2 Conference Passes
- Tabletop space featured prominently in expo area
- 1 Screen
- 1 Lead retrieval device
- Keynote "Thank you to our Sponsors" Logo Recognition
- Inclusion in onsite conference digital branding
- Approval to distribute swag and collateral onsite

Post-Event

- Lead list of attendees that interacted with sponsor
- Company logo in post-event emails

Optional Add Ons:

The following options are limited and available on a first contracted first served basis.

- $3,000 Meal/Break sponsorship
- $5,000 Private Meeting/Storage Space (where available)
- $12,000 Co-presented 30 minute breakout session (pending availability)
- Customized Options; email sponsorship@mongodb.com to schedule a discovery call

**Contracts must be signed 5 weeks prior to event date.

Why Sponsor?

Tell Your Story

Engage directly with local developers and technologists to share your story through on-site branding, product demos, and booth interactions.

Make Strategic Connections

Generate leads through your sponsorship and leverage your dedicated in-person booth space to network with your target audience.

Grow Your Business

Increase brand awareness and company exposure throughout the pre-conference promotion, event, and post-event publicity.

Ready to Sponsor?

sponsorship@mongodb.com

All Sponsorships are subject to subject to our Terms of Use and Privacy Policy.