

AWS Global Playbook
Sponsorship Deck Prospectus Outline

Author: Matt Carolan

Authors Website: www.MattCarolan.com

Version: v1.0

Last Updated: 30 November 2025

www.AWSusergroups.com

Abstract:

This playbook gives AWS community leaders a clear slide-by-slide outline for building a sponsorship deck or prospectus for AWS Community Days and similar events. It draws on patterns used in existing AWS Community Day prospectus PDFs and sponsorship brochures worldwide, and turns them into a reusable structure that you can adapt to your city, budget, and audience.

1. Purpose of this Playbook

This playbook helps you build a clean, credible sponsorship deck for your AWS community event.

Instead of starting from a blank PowerPoint and guessing, you get:

- A recommended slide structure for your prospectus
- Guidance on what to put on each slide
- Notes based on real Community Day prospectus examples from around the world
[San Roque 2014 Pollos - midwestcommunityday.com - assets.dmvcommunityday.com](http://SanRogue2014Pollos-midwestcommunityday.com-assets.dmvcommunityday.com)

You can use this for:

- AWS Community Day style events
 - AWS Day style conferences (for example awsday.ca) acd.awsugblr.in
 - Larger one-off AWS community conferences
-

2. Who This Is For

This playbook is for:

- AWS user group and Community Day organizers
- Volunteers tasked with “creating the sponsor deck”
- Anyone who wants their sponsorship prospectus to look legit and be easy for sponsors to skim

It assumes you already know roughly:

- When and where your event will be
- Your expected audience size and profile
- The sponsorship tiers you plan to offer

If you did not, read the **“How to Run an AWS Community Day”** playbook first, then come back to this. You can find it at www.AWSusergroups.com

3. Principles of a Good Sponsorship Deck

When you look at successful Community Day prospectus docs (Midwest, DMV, Mumbai, Dehradun, South Africa and others), they share common traits: [San Roque 2014 Pollos - midwestcommunityday.com](http://SanRoque2014Pollos-midwestcommunityday.com) - midwestcommunityday.com

1. **Short and scannable**

8 to 14 slides. Key numbers and benefits are obvious at a glance.

2. **Sponsor-centric**

Focus on “what is in it for you” instead of a long history of the user group.

3. **Visually simple**

Few key numbers, icons, and logos. Minimal giant paragraphs.

4. **Clear tiers**

One slide (or table) that shows: tier names, prices, and benefits side by side.

5. **Obvious next step**

It is crystal clear how to say “yes,” who to contact, and what happens next.

This outline bakes those traits in.

4. Deck Summary: Slide-by-Slide Overview

Here is the short version of the deck structure. The next section explains each slide in detail.

1. **Cover** – Event name, date, city, and tagline
2. **About the event** – What it is, in one slide
3. **About the community** – Who is organizing, and context
4. **Why sponsor** – Value proposition and sponsor outcomes
5. **Audience and reach** – Who attends, numbers, channels
6. **Event format and agenda snapshot** – What the day looks like
7. **Sponsorship tiers overview** – Packages compared side by side
8. **Tier details (optional)** – Deeper breakdown if needed
9. **Branding and activation opportunities** – Booths, talks, swag, extras
10. **Past metrics and proof (if available)** – Logos, stats, photos, quotes
11. **Pricing and availability** – Investment, availability, deadlines
12. **Next steps and contact** – How to proceed and who to talk to

You can compress some of these if you need a very short deck, but this is the “full fat” version. I’d recommend having a short version to send as a teaser over email but reserve the full version for when you get them on a call.

5. Detailed Slide Outline

Use this like a recipe. For each slide, it tells you the goal, content, and a little guidance.

Slide 1 – Cover

Goal: Make it instantly clear what the deck is about.

Content:

- Event logo and name, for example “AWS Community Day [Region] 2025”
- Date and city
- Short tagline, for example “A community led AWS cloud conference”
- Optional: hero image from previous year or a clean branded graphic

Most Community Day prospectus PDFs start exactly this way, with a bold title and date block. midwestcommunityday.com

Slide 2 – About the Event

Goal: Explain what this event is in one screen.

Content:

- One or two short paragraphs describing the event
 - Community led, AWS focused, one day technical conference
 - Volunteers organize, AWS supports, peers speak to peers [Amazon Web Services](https://aws.amazon.com/web-services/)
- 3 or 4 bullet points:
 - “1-day, multi-track AWS technical conference”
 - “Talks, demos, networking, and hallway track”
 - “Organized by [Your City] AWS User Group and community volunteers”

Think of this as the “About Community Day” page many prospectus docs have near the start. midwestcommunityday.com

Slide 3 – About the Community

Goal: Show that the organizers are real and credible.

Content:

- Name of your user group(s) and how long you have been running
- Number of members / meetup subscribers / mailing list size
- Logos of your community brands (for example awsusergroups.com, awsday.ca) acd.awsugblr.in
- Very short mention of previous events you have organized

This gives sponsors confidence that you can actually deliver the event.

Slide 4 – Why Sponsor

Goal: Speak directly to sponsor goals.

Content:

3 to 5 bullets that answer “what is in it for you,” for example:

- “Reach [X to Y] AWS builders, engineers, and tech leaders in [City]” [Amazon Web Services](#)
- “Build brand awareness alongside AWS and leading partners”
- “Support the local AWS community and talent pipeline”
- “Showcase your cloud solutions through demos and conversations”
- “Generate high intent leads from practitioners who use AWS daily”

You can lift the core ideas from the official AWS Community Day sponsor messaging and local brochures, but keep it in your own words. [Amazon Web Services](#)

Slide 5 – Audience and Reach

Goal: Put hard numbers in front of sponsors.

Content:

- Expected number of attendees (low and high estimate), for example “Targeting 250 to 350 attendees”
- Attendee composition:
 - Percent builders vs managers vs executives
 - Optional: industries (SaaS, finance, public sector, etc.)
- Geographic reach: local, regional, international
- Channels where their brand appears:
 - Website, social media, Meetup / Lu.ma / Eventbrite, email list

Most Community Day prospectus documents include a “Who attends” slide or page with charts or icons. You can do the same with very simple visuals. [posts.kictanet.or.ke - midwestcommunityday.com](https://posts.kictanet.or.ke-midwestcommunityday.com)

Slide 6 – Event Format and Agenda Snapshot

Goal: Help sponsors picture the day.

Content:

- High level schedule:
 - “Registration and breakfast”
 - “Keynote”
 - “Breakout sessions”
 - “Lunch and sponsor expo”
 - “Afternoon sessions”
 - “Closing keynote and raffle”
- Number of tracks or rooms
- Mention of special features:
 - Workshops, labs, lightning talks, panel, or after event social

Many prospectus PDFs show a simple “agenda at a glance” with times and tracks. Use that pattern. scdwebsite25.vercel.app - acd.awsugmum.in

Slide 7 – Sponsorship Tiers Overview

Goal: Give the “menu” in one view.

Content:

A table that compares tiers such as:

- Community, Bronze, Silver, Gold, Platinum, Diamond (pick your flavor)
- Columns: Tier name, price, number available
- Checkmarks or dots for key benefits:
 - Expo table
 - Logo on website and slides
 - Social media mentions
 - Tickets included
 - Speaking opportunity
 - Branding on lanyards, swag, etc.

If you look at Community Day Mumbai, Dehradun, and Midwest prospectus PDFs, they all use some variation of this tier table. midwestcommunityday.com - acd.awsugmum.in - [San Roque 2014 Pollos](http://SanRoque2014Pollos)

Slide 8 – Tier Details (Optional)

Goal: Explain what each tier actually gets.

You have two options:

- One slide per top tier (for example Diamond, Platinum, Gold)
- One slide with one column per tier and short bullets

Content examples per tier:

- “Gold Sponsor – [Price]”
 - “1 expo table in main sponsor hall”
 - “Logo on homepage and all session break slides”
 - “[X] complimentary tickets”

- “1 dedicated social post and 1 mention in pre-event email”

Use inspiration from real sponsor packages in Community Day prospectuses and pitch decks from West Africa, Dehradun, Kenya, South Africa, and others. [posts.kictanet.or.ke - Scribd - AWS Community South Africa](https://posts.kictanet.or.ke/scribd-AWS-Community-South-Africa)

Slide 9 – Branding and Activation Opportunities

Goal: Show interesting, concrete ways sponsors can show up.

Content:

Bullets of branding options, for example:

- Expo booth or table
- Logo on photo wall, step-and-repeat, or main stage screen
- Branded coffee break or lunch
- Swag in attendee bags or swag table
- Sponsored prize draws or competitions
- Sponsoring a specific track, workshop room, or charging station

Pull ideas from brochures that list branding placements, like Dehradun and other Community Day brochures. [San Roque 2014 Pollos - Scribd](https://www.scribd.com/document/444444444/San-Roque-2014-Pollos)

Slide 10 – Past Metrics and Proof (If Available)

Goal: De-risk the decision with evidence.

If you have previous events (for example archived AWS Day Vancouver events on awsday.ca), this is where you flex.

Content:

- Photos from previous events (attendees, talks, sponsor hall)
- Quick stats:
 - “2024: 280 attendees, 32 sessions, 18 sponsors”
 - “90 percent of survey respondents would attend again”

- Logos of previous sponsors
- One or two short quotes from sponsors, speakers, or attendees

If it is your first event, you can:

- Highlight your user group history and meetup attendance stats
- Highlight organizer experience with other tech events

Existing Community Day prospectus docs almost always have this “previous events” or “success so far” section. [Scribd - midwestcommunityday.com - midwestcommunityday.com](https://www.scribd.com/document/444444444/midwestcommunityday.com-midwestcommunityday.com)

Slide 11 – Pricing and Availability

Goal: Make the investment crystal clear.

Content:

- Table or list of tiers with:
 - Price (and currency)
 - Number available (for example “2 available”)
 - Deadline dates (for logo on badges, printed materials, etc.)
- Any notes:
 - “Custom packages available on request”
 - “All prices exclude applicable taxes”

Many Community Day sponsor docs include a short note about limited spaces and timeline to create urgency. [midwestcommunityday.com - assets.dmvcommunityday.com](https://www.midwestcommunityday.com/assets/dmvcommunityday.com)

Slide 12 – Next Steps and Contact

Goal: Show sponsors how to say “yes” in one move.

Content:

- Steps:
 1. Pick a tier

2. Email to confirm interest
 3. Sign sponsor agreement / invoice
 4. Send logo and assets by a given date
- Contact details:
 - Name and role of main contact
 - Email, phone, LinkedIn
 - Event website URL

Some docs also include a quick QR code that links to a sponsorship form. You can steal that idea.

6. Design and Tone Guidelines

You can keep this simple and still look professional:

- Use your event colors plus AWS-friendly neutrals (no wild rainbow mess)
- Keep text large and minimal
- Use icons or simple visuals to represent benefits instead of walls of bullets
- Reuse the same style for all AWS Global decks so sponsors recognize your “brand” over time

If you check decks like AWS Community Day West Africa 2024 or sponsor decks for other AWS events, you will see they are mostly clean, with big fonts and direct language. [Scribd](#)

7. External Examples and References

Here are live examples you can open while building your deck:

- **AWS Community Day Global sponsor messaging**
Describes typical sponsor benefits and audience profile.
<https://aws.amazon.com/events/community-day/> Amazon Web Services, Inc.
- **AWS Community Day Midwest – Sponsor Prospectus**
Good example of clear structure, tiers, and “About Community Day” section.
2023, 2024, 2025 prospectus PDFs. midwestcommunityday.com
- **AWS Community Day DMV – Sponsor Prospectus**
Another clean layout that mixes event description, audience, and benefits.
assets.dmvcommunityday.com
- **AWS Community Day Mumbai – Sponsorship Prospectus**
Shows detailed tier table and benefit breakdown. acd.awsugmum.in
- **AWS Community Day Dehradun – Brochure**
Example of sponsorship benefits and branding opportunities. [San Roque 2014 Pollos](#)
- **AWS Community Day West Africa 2024 – Pitch Deck**
Example of a more “pitch style” sponsorship deck. [Scribd](#)
- **AWS Day Canada – awsday.ca**
Real world event site you can point to when sponsors want to see how a mature event looks and how sponsors appear. www.awsday.ca

Use these for ideas, then standardize on your own AWS Global deck style.

8. About AWS Global

AWS Global (awsusergroups.com) is a community driven hub for AWS user group leaders and event organizers. The goal is to share practical playbooks, templates, and examples that help local communities run strong, sustainable AWS events without reinventing everything each year.

For feedback on this playbook or to share improvements, you can reach:

Matt Carolan · www.MattCarolan.com