AWS Global Playbook
Sponsorship Email Templates for AWS Community Events

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Version: v1.0

Last Updated: 30 November 2025

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Abstract:

This playbook gives AWS community leaders ready to use sponsorship email templates for AWS Community Days and similar events. It explains what sponsors care about, how to structure your outreach, and provides customizable email examples for cold outreach, warm contacts, follow up, and next steps, tuned for AWS community events.

1. Purpose of this Playbook

This playbook gives you copy paste friendly sponsorship emails that actually sound human and are tuned for AWS Community Day style events.

You will get:

- A simple structure for sponsorship outreach

- Several email templates you can adapt to your city and event

- Subject line ideas and small tips that raise your response rate

You can use these for AWS Community Days, AWS Day style events, or any community driven AWS events in your region.

2. Who This Is For

This is written for:

- AWS user group leaders who are starting sponsorship conversations

- Community Day organizers who need a clean, repeatable outreach pattern

- Volunteers who have never done sponsor outreach before and need a safe starting point

It assumes you already have at least a rough idea of your event format and sponsorship tiers, for example similar to how AWS Community Day prospectus documents describe sponsor levels and benefits. [Midwest Community Day](#)

3. What Sponsors Care About

Before the templates, you need to be clear on what is in it for the sponsor.

From AWS Community Day sponsor pages and prospectus documents, sponsors typically care about:

- **Audience fit**
  Community Days attract engaged AWS builders, engineers, architects, and decision makers. Good for hiring, brand awareness, and product adoption. [Amazon Web Services - Midwest Community Day](#)

- **Visibility**
  Logo on site and slides, booth or table, social mentions, and sometimes stage time or raffles. [AWS Community Day](#)

- **Lead generation and relationships**
  Access to attendees who opt in to share details, plus the chance to have real conversations at the event. [AWS Community Day](#)

- **Clarity**
  They need to quickly understand the event, audience size, sponsorship levels, and what each level gets them. Good sponsorship letters are clear, specific, and benefit oriented. [Bizzabo - memberclicks.com](#)

Keep this in mind when you customize the templates. Every line should help them see why this event is worth their budget.

4. How To Use These Templates

A simple pattern that works:

1. Start with a personal, short email

2. Link to your sponsorship prospectus and event site for details

3. Make a specific ask with a clear next step

4. Follow up once or twice if there is no reply

You can host your prospectus and event page like this:

- Event site, for example AWS Community Day Canada: https://www.awsday.ca/

- Sponsor prospectus PDF, similar to Community Day Midwest, DMV, South Africa, Mumbai, and others. acd.awsugmum.in - Midwest Community Day - AWS DMV Users Group

In the templates below, replace all bracketed text with your specifics, for example [City], [Event Name], [Date], [Company Name].

5. Core Details To Have Ready Before You Email

Fill these out once and reuse them:

- Event name: [Event Name]

- Event date: [Event Date]

- Venue and city: [Venue Name], [City, Country]

- Expected attendees: [X] to [Y] builders and tech professionals

- Audience profile: for example "cloud engineers, architects, DevOps, and data practitioners who work with AWS" Amazon Web Services

- Organizing group: [Your AWS User Group or Community]

- Event URL: [Event Website]

- Sponsorship deck URL: [Sponsorship Prospectus Link]

- Contact: [Your Name], [Your Role], [Email], [Phone / LinkedIn]

Drop these into the placeholders once and your committee can mass personalize outreach.

6. Email Templates

6.1 Initial Cold Outreach Email

Use this for companies you do not know well yet.

Subject line options

- Sponsorship invite for [Event Name] in [City]

- Connect with AWS builders at [Event Name] in [City]

- [Company Name] + [Event Name] in [City]

Body

Hi [First Name],

I hope you are well. My name is [Your Name] and I help organize **[Event Name]**, a community led AWS event in [City].

On [Event Date] we are bringing together around [X to Y] local AWS builders, engineers, and tech leaders for a full day of talks, networking, and demos focused on real world AWS use cases. The event is part of the global AWS Community Day style program, run by local volunteers and supported by AWS. [Amazon Web Services](#)

I am reaching out because [Company Name] is well known in [region or industry], and I think our audience would be a strong match for your hiring, branding, or product goals.

Our sponsorship prospectus outlines several ways to get involved, from having a booth and logo visibility through to deeper partnership options:
[Sponsorship Prospectus Link]
Event website: [Event Website]

Would you be open to a quick call in the next week or two to see if there is a good fit and talk through the options?

Thanks for considering supporting the AWS community in [City].

Best regards,
[Your Name]
[Your Role, for example "Organizer, [City] AWS User Group"]
[Email]
[Phone or LinkedIn]

Keep this short and readable. Longer details live in the prospectus, similar to existing Community Day sponsor documents. [Midwest Community Day - AWS Community South Africa](#)

6.2 Warm Outreach Email

Use this for companies you already know or that have sponsored before.

Subject line options

- Quick chat about sponsoring [Event Name] again

- [Company Name] at [Event Name] in [City]?

- Following up on [Company Name] and [Event Name]

Body

Hi [First Name],

Hope things are going well at [Company Name].

We are gearing up for **[Event Name]** on [Event Date] in [City]. It will be similar in spirit to last year, with a full day of AWS focused talks, hallway conversations, and a strong local builder crowd.

I would love to have [Company Name] involved again as a sponsor. The updated prospectus is here:
[Sponsorship Prospectus Link]
Event website: [Event Website]

Headline details for this year:

- Expected [X to Y] attendees (mostly AWS practitioners and decision makers)

- [Number] tracks covering topics like [examples]

- Sponsor benefits such as [short bullet list from your prospectus] [Amazon Web Services](#)

Would you be open to a quick call next week to walk through the options and answer any questions?

Thanks again for supporting the AWS community in [City].

Best,
[Your Name]

6.3 Follow Up Nudge Email

Use this when there was no response to the first email.

Subject line options

- Re: Sponsorship invite for [Event Name]

- Checking in about [Event Name] sponsorship

- Quick follow up about [Event Name]

Body

Hi [First Name],

Just a quick follow up on my note about sponsoring **[Event Name]** on [Event Date] in [City].

We are finalizing our sponsor list soon and I wanted to check if this might be of interest to [Company Name]. It is a good chance to connect with local AWS builders and decision makers in a focused community setting. Amazon Web Services

Original details and prospectus are here:
[Sponsorship Prospectus Link]
Event website: [Event Website]

If you are not the right person to speak with about sponsorships, are you able to point me to the best contact?

Thanks again for your time.

Best regards,
[Your Name]

6.4 When They Say "Yes, Tell Me More"

Use this to reply when someone is interested and you want to move to a call or decision.

Subject line

- Great, next steps for [Event Name] sponsorship

Body

Hi [First Name],

Thanks for your interest in sponsoring **[Event Name]**. Really appreciate you taking a look.

Here is a quick summary of the sponsorship options and audience:

- Date and location: [Event Date], [Venue, City]

- Expected attendees: [X to Y], mainly [short audience description] Amazon Web Services, Inc.

- Sponsor options: [very short summary of your main tiers, for example "Bronze, Silver, Gold"]

Full details are in the prospectus:
[Sponsorship Prospectus Link]

I suggest we set up a [20] minute call to understand your goals and pick the tier that fits best. Times that work for me:

- [Option 1]

- [Option 2]

- [Option 3]

If you prefer to decide by email, happy to answer questions here and then send an invoice once you choose a tier.

Thanks again for supporting the AWS community.

Best,
[Your Name]

6.5 "Not This Year" Graceful Response

Use this to keep the door open if they decline.

Subject line

- Re: [Event Name] sponsorship

Body

Hi [First Name],

Thanks for letting me know and for considering it. I completely understand that timing and budgets are tight.

I will keep you in the loop for future AWS community events in [City]. If you ever want to explore a smaller involvement such as a meetup sponsorship or prize support instead of a full Community Day package, just reach out. [DEV Community](#)

Appreciate your time and hope we can work together on a future event.

Best regards,
[Your Name]

7. Subject Line Ideas

Some extra subject lines you can rotate through so you are not sending the same one to everyone:

- "[Company Name] and the AWS community in [City]"

- "Invite to sponsor [Event Name] in [City]"

- "Reach AWS builders at [Event Name]"

- "[Event Name], [Date] in [City] – sponsorship chat?"

Guides on sponsorship emails in the broader event world recommend keeping subject lines clear, short, and benefit oriented rather than "clever." InEvent+3HubSpot Blog+3Flodesk+3

8. External Resources and Further Reading

If you want to improve or customize these templates further, these resources are useful:

- **AWS Community Day Global page**
  Explains what sponsors typically get at Community Day events.
  https://aws.amazon.com/events/community-day/

- **Sponsor prospectus examples from AWS Community Days**

  - Midwest: sponsorship tiers and benefits. Midwest Community Day

  - DMV: sponsor prospectus PDF. AWS DMV Users Group

  - South Africa: Community Day sponsorship proposal. AWS Community South Africa

  - Dehradun, India: sponsorship brochure. San Roque 2014 Pollos

- **AWS Community Day Canada – AWS Day**
  Shows how a Community Day level event presents sponsorship and community purpose.
  https://www.awsday.ca/

- **General sponsorship email guides**

  - Bizzabo: "How to Write an Event Sponsorship Request Letter" Bizzabo

  - HubSpot: "Sponsorship Email Examples" HubSpot Blog

  - InEvent: "How to Write a Sponsorship Request Letter" InEvent

  - Eventify: "Your Guide To Writing Stellar Sponsorship Request Emails" Eventify

These are not AWS specific, but the structure and tone ideas carry over nicely.

9. About AWS Global

AWS Global (awsusergroups.com) is a community hub for AWS user group leaders around the world. The purpose is to share practical playbooks, templates, and examples that help local organizers run stronger, more sustainable AWS communities and events.

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