

<https://aws-community-day.nz>



# COMMUNITY DAY

AOTEAROA

September 6, 2023

## Sponsorship Prospectus



# COMMUNITY DAY

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## About Community Day

AWS Community Day Aotearoa is an annual one-day, user-run single-day AWS technical conference that is planned, organized, and delivered by the AWS user group community leaders (much like a “Meetup of Meetups”).

The goal of the Community Day is to facilitate the exchange of information amongst the AWS user community. The presentations are all given by speakers who are fellow AWS users sharing knowledge with their peers.

This year’s event will be the first annual Community Day Aotearoa that will take place in Wellington, New Zealand.





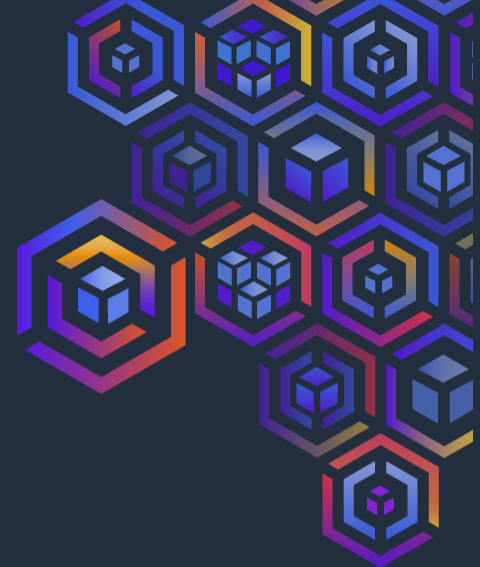
# COMMUNITY DAY

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## About AWS User Group Aotearoa

Our mission is to:

- Build the next generation of AWS professionals
- Help career progression and job matchmaking
- Promote excellence in the development of AWS solutions
- Be inclusive of everyone





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## About AWS User Group Aotearoa

AWS User Group Aotearoa is a New Zealand Incorporated Non-Profit Society which has been supporting and connecting the User Groups and Community Builders since 2019 under the 'Advancement of Education' criterion.

We run monthly meetups with community presentations, workshops, and partner talks across Auckland, Wellington and Christchurch.



aws  
**COMMUNITY DAY**  
AOTEAROA



Wellington



Christchurch



Auckland



Auckland



Wellington



Wellington



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## Why Sponsor?

As a sponsor, you will have access to the leading AWS technologists who are joining us from across New Zealand. Being a Community Day sponsor provides the opportunity to be associated with the leading cloud provider in the minds of these technologists.

Depending on your tier of sponsorship, you will get a table in the auditorium area and your logo will appear on the printed materials and on the digital signage.

All sponsors will get Social Media reach to 3,000+ (Auckland), 2000+ (Wellington), 300+ (Christchurch) distinct AWS experts across New Zealand. Additional boosting beyond this by AWS Marketing and AWS Developer Relation Team.

Attendee's can opt-in to share their contact details with sponsor at registration time.







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## Expected Event Demographics

- Target in-personal conference attendees of 150+ people. This may increase depending on registrations leading up the event.
- Members from around New Zealand, including Auckland, Wellington, Christchurch and beyond.
- Job titles include VP, Principal Engineer, CTO, IT Architect, Manager, Cloud Solutions Lead, SRE, Cybersecurity engineer, and developer.
- Members represent enterprises, startups, growth stage, power AWS users, and industry leading brands.
- Attendees will come from top banks, credit card providers, online marketplaces, universities, financial services, consulting firms, local and central governments.





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## Sponsorship Tiers



	Gold	Silver	Bronze
Cost	\$10,000	\$5,000	\$2,000
Passes	10 (\$300 value)	5 (\$150 value)	2 (\$50 value)
Website	Logo & link	Logo and link	Logo and link
Social media	Thank you on social media	Thank you on social media	Thank you on social media
Table	Dedicated table to host demos or hand out swag	Shared table to distribute swag	
Signage	Pop up banner (sponsor sets up their own table)	Pop up banner (sponsor set up near shared Silver swag table)	
Leads Sharing (Opt-In By Attendees)	Yes	Yes	
	Limited Spots	Limited Spots	



## Sponsorship Add-On Options with Minimum Base Tier of Silver

	Cost	Slots Available	Description
Coffee Cart Branding	\$5,000	Exclusive	Put your brand across the Keynote Venue Coffee Cart and get the opportunity to hand out swag for everyone getting a coffee.
Lanyard Branding	\$3,000	2x	Lanyard will have your branding on it (every attendee gets one).
GameDay Sponsor	\$5,000	3x	We are planning to host an AWS GameDay as part of the Community Day - you will be named as a sponsor in that event.
Builder Cards Sponsor	\$5,000	2x	Sponsor "AWS Builder Cards" for the attendees.

Contact us for your special sponsoring ideas: [yoan.tresfield@init.co.nz](mailto:yoan.tresfield@init.co.nz)



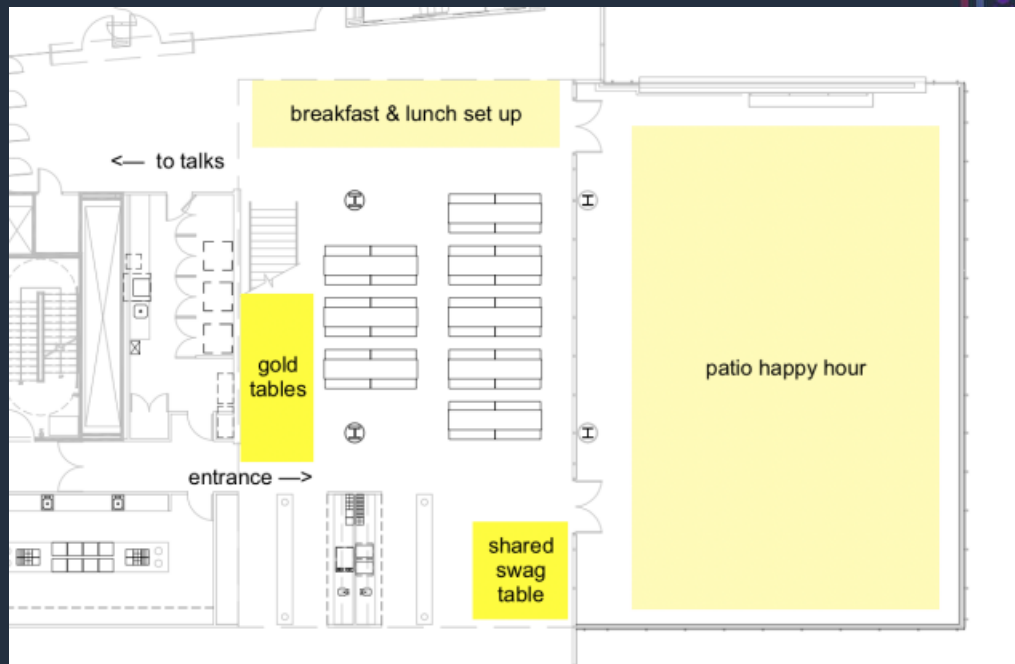
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### Example Sponsorship Expo Layout

Dedicated sponsor area for  
Gold sponsors

Shared swag table for Silver  
sponsors





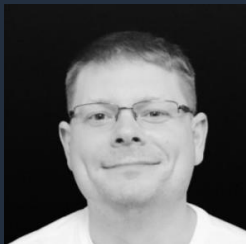
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## AOTEAROA

## Organisers Committee



Charlie Hunter  
AWS Developer at  
InIT Solutions Limited



Seb Krueger  
Head of Solution  
Technologies at Amdocs



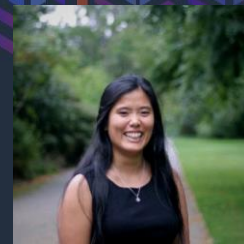
Zack Zackeriya  
Senior Engineer at Xero



Yoan Tresfield  
IT Cloud Consultant at  
InIT Solutions Limited



Hrishi Hiremath  
Solutions Architect at  
BNZ

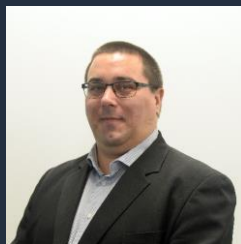


Jenny Chiu  
Delivery Manager at  
Clearpoint

Sponsorship Lead Contact:

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Paul Dunlop  
National AWS Technology  
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