

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



# COMMUNITY DAY

AOTEAROA

August 15th, 2024

## Sponsorship Prospectus



# COMMUNITY DAY

## AOTEAROA

### About Community Day

Date: 15 August, 2024

Location: Tākina Events Centre, Wellington



AWS Community Day Aotearoa is an electrifying one-day extravaganza fueled by the passion and innovation of the AWS community. This event transforms Wellington into a buzzing hub of cloud computing brilliance, featuring an array of talks and workshops led by some of the most visionary community speakers and AWS aficionados and orchestrated by the spirited volunteers of the AWS Community.

This year's event will be the second 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.

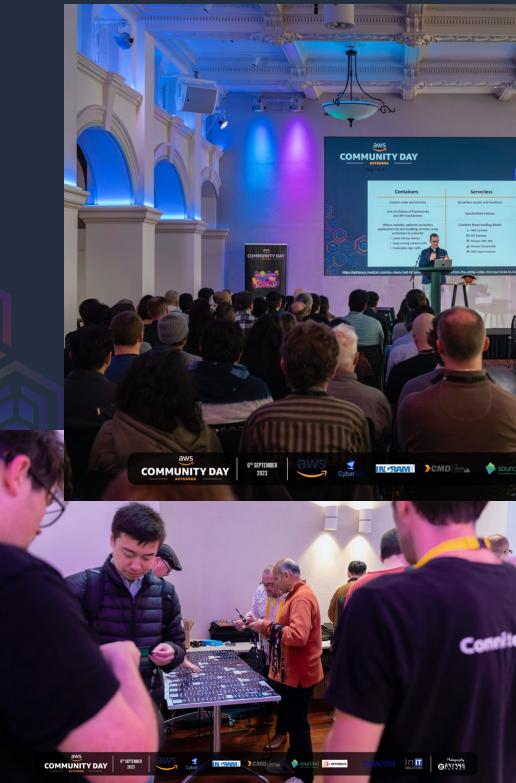
We run monthly meetups with community presentations, workshops, and partner talks across Whangārei, Auckland, Wellington and Christchurch.





# COMMUNITY DAY AWS CD NZ 2023 - Photos

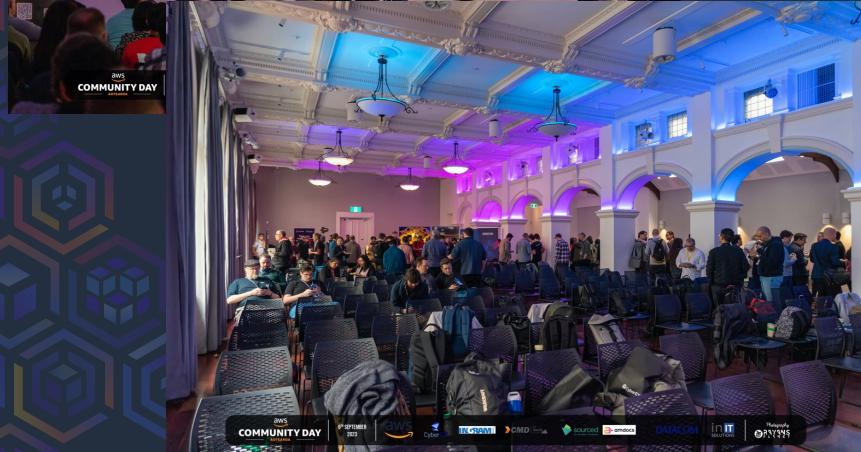
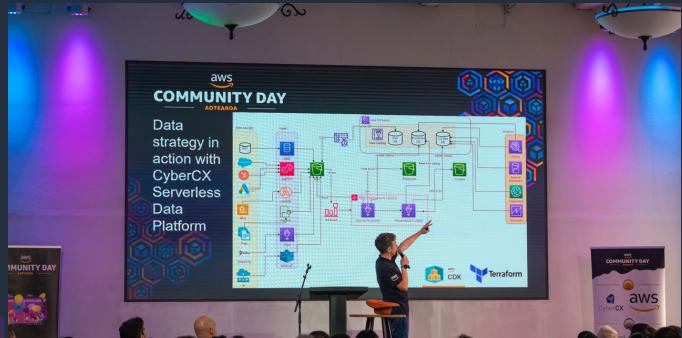
## AOTEAROA



<https://awsug.nz/awscdnz23-photos>



# COMMUNITY DAY AOTEAROA





A large group photograph of attendees at the AWS Community Day Aotearoa 2023 event. The group is posed in three rows on a stage in front of a large blue backdrop. The backdrop features the AWS logo, the text "COMMUNITY DAY" in white, and "AOTEAROA" below it, all framed by a colorful hexagonal geometric pattern. The stage floor is dark wood, and the audience seating consists of black mesh chairs. The room has ornate white moldings on the ceiling and walls, and blue and purple stage lights. Several small "AWS COMMUNITY DAY" signs are visible on stands around the stage.

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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.

Gold, Silver and Bronze sponsors will also get their logo's and mentions at all the AWS User Group NZ meetups for the year following the community day – approximately 60 events across 5 Cities



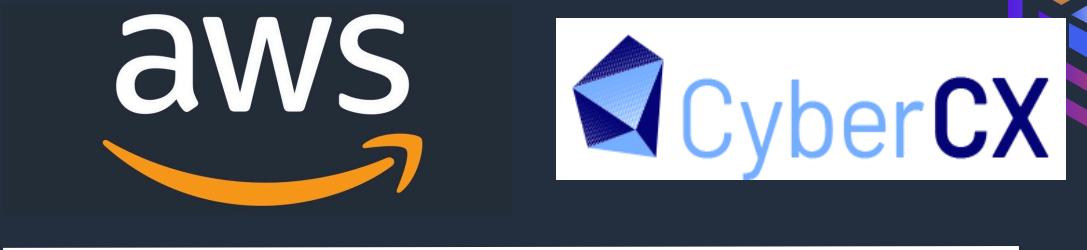
All sponsors will get Social Media reach to 3,000+ (Auckland), 2000+ (Wellington), 300+ (Christchurch) distinct AWS experts across New Zealand. Additional boosting beyond this by AWS Marketing and AWS Developer Relation Team.

Attendee's can opt-in to share their contact details with sponsors at the event

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AWS CD NZ 2023 - Sponsors

Gold



Silver



Bronze





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### Expected Event Demographics



- Target in-person conference attendees of 250+ people. This may increase depending on registrations leading up to 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 New Zealand banks, online marketplaces, universities, financial services, consulting firms, local and central governments.
- 
- [Writeup on LinkedIn](#) from conference speaker at AWS Community Day Aotearoa 2023 by Anchal Marwah



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# Sponsorship Tiers



| Tier   | Gold  | Silver  | Bronze  | Friends of AWS CDNZ   |
|--|---|---|---|---|
| Price (excl. GST)                            | \$12,500 NZD  | \$7,500 NZD   | \$3,000 NZD   | \$500 NZD   |
| Max Allocation                               | 3   | Any number  | Any number  | Any number  |
| # Conf Passes Included                       | 10  | 5   | 2   | 2   |
| Marketing                                    | Large size image of logo  | Regular size image of logo  | Smaller size image of logo  | Name of entity, no logo   |
| - Opening and Closing Keynote Brand Exposure | Dedicated sponsor slide during keynote and personalised shoutout by MC during keynote | Group silver sponsor logo slide and shoutout by MC during keynote | Group bronze sponsor logo slide and shoutout by MC during keynote | Group slide listing all the friends of AWS CDNZ and shoutout by MC during keynote |
| - Social Media                               | Yes   | Yes   | Yes   | Yes   |
| - Website                                    | Yes   | Yes   | Yes   | Yes   |
| - Expo Floor Sponsor Booth Position          | Most prominent position in central location   | Dedicated booth allocation  | No booth  | No booth  |
| - Venue Banner Placement                     | At main entry, sponsor booth, and on keynote stage                                    | At main entry, sponsor booth, and on keynote stage                | At main entry, an on keynote stage                                | Combined banner with name listed under 'Friends of AWS CDNZ' category             |
| - Lead Generation via Sponsor Mobile App     | Yes, at booth   | Yes, at booth   | No  | No  |



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## Additional Sponsorship Options

| Cost                 | Slots Available | Description |
|----------------------|-----------------|-------------|
| Coffee Cart Branding | \$5,000         | Exclusive   |
| Lanyard Branding     | \$3,000         | Exclusive   |
| Speaker Dinner       | \$3,000         | Exclusive   |

Contact us for your special sponsoring ideas: [sponsor@awsug.nz](mailto:sponsor@awsug.nz)



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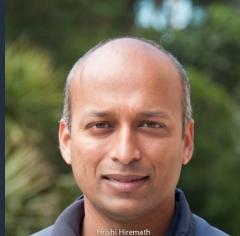
Sponsorship Enquiries: [sponsor@awsug.nz](mailto:sponsor@awsug.nz)





# COMMUNITY DAY AOTEAROA

## Organiser Committee for AWS CD NZ 2024



Charlie Hunter  
AWS Developer  
InIT Solutions

Seb Krueger  
Principal Consultant  
AI Flyttness

Zack Zackeriya  
Senior Engineer  
Xero

Chris Watson  
Delivery Manager  
Contact Energy

Hrishi Hiremath  
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BNZ

Alice Jowsey  
Specialist  
Deloitte

Ram Arunachalam  
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Technology Lead  
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Lilupa Karu  
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Gleidson Nascimento

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Yoan Tresfield  
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Consultant  
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Geethika Guruge  
Lead Consultant  
Mantel Group



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