

<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.





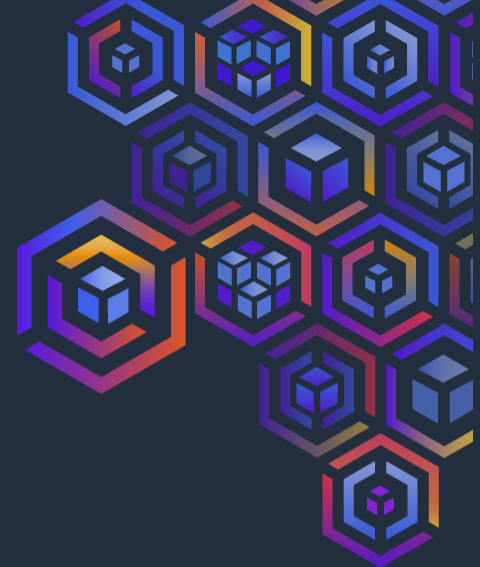
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About AWS User Group Aotearoa

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.



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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.





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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.



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)	
	Limited Spots	Limited Spots	



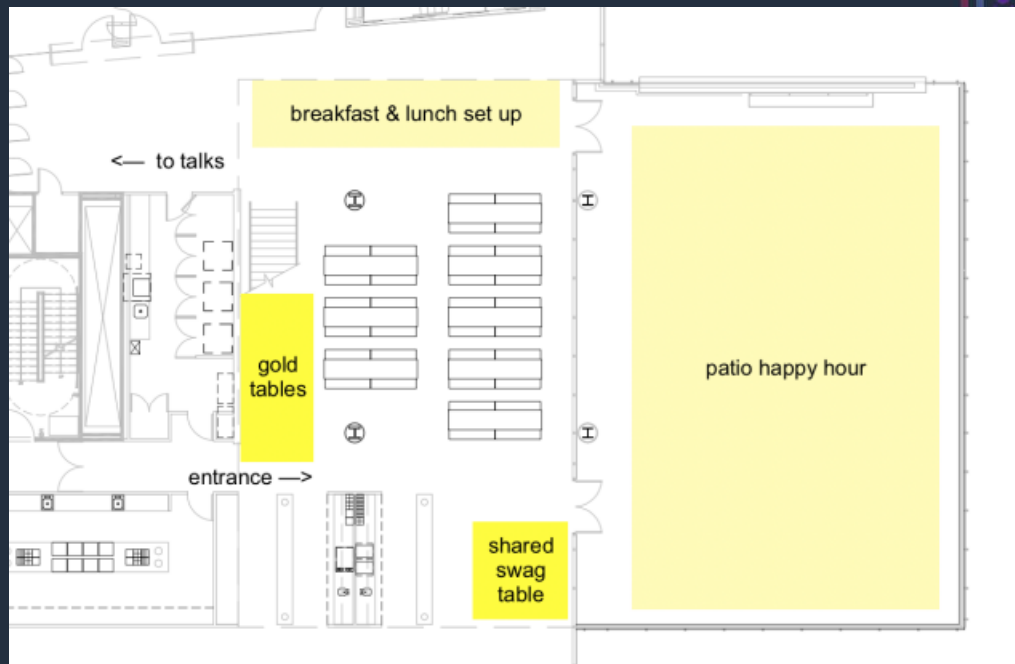
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Example Sponsorship Expo Layout

Dedicated sponsor area for
Gold sponsors

Shared swag table for Silver
sponsors





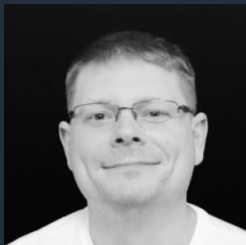
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Organisers Committee



Charlie Hunter
AWS Developer at
InIT Solutions Limited



Seb Krueger
Head of Solution
Technologies at Amdocs



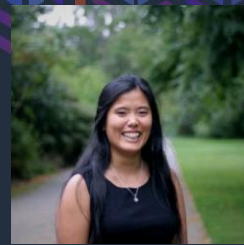
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Senior Engineer at Xero



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