aws

COMMUNITY DAY

AUSTRALIA 2025

Our Vision

To foster a vibrant, inclusive community where individuals and organizations thrive in the education of AWS and related cloud technologies.

Empowering individuals through accessible education, mentorship, and leadership opportunities.

Promoting best practices, facilitating career growth, and driving innovation through collaborative, community-driven events.

About AWS Community Day Australia 2025

- One-day, community-led conference focusing on cloud computing and AWS technologies
- Organised by AWS User Group leaders, AWS Partners, AWS Community Builders, and community members
- Community-driven technical content
- Practical workshops and hands-on sessions
- Extensive networking opportunities

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Event Overview

- 250+ technology professionals
- Full day of content
- Multiple session formats

Audience

- Cloud Architects
- Developers
- AI Engineers
- DevOps Engineers
- Solutions Architects
- Technical Leaders
- Cloud Security Professionals

Why Sponsor?

For Consultancies & Service Providers

Talent Acquisition

- Connect with job-seeking AWS professionals
- Build your recruitment pipeline
- Showcase your workplace culture
- Meet active job seekers face-to-face

Community Reputation

- Position as a trusted service provider
- Build relationships with practitioners
- Network with the AWS community

For ISVs & Technology Companies

Lead Generation

- Connect with technical decision makers
- Demonstrate your solution's capabilities
- Showcase product integrations with AWS
- Build sales pipeline with qualified prospects

Technical Presence

- Demonstrate your AWS technical expertise
- Share product knowledge and use cases
- Build thought leadership in your domain
- Connect with implementation partners

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Key Dates

Date*	Milestone
24 February 2025	Sponsorship applications open
24 March 2025	Early bird pricing sponsorship closes
28 April 2025	Sponsor confirmation and deposit
26 May 2025	Sponsor logos and materials due
16 June 2025	Sponsor finalisation
15 August 2025	AWS Community Day Brisbane

* Dates subject to change

Platinum Sponsor

Sold Out!!!

1 packages available

- Premium exhibition space
- 10 conference passes
- 20-minute keynote speaking slot
- First choice of workshop/breakout session slot
- Prominent logo placement on all materials (largest size)
- Dedicated social media announcements (3 posts)
- Logo on stage backdrop and recordings
- Attendee list with opt-in contact details
- First choice of add-on sponsorship opportunities
- Recognition in all press releases

Gold Sponsorship   ~~$9,000~~ **$7,500**

Pre-event:

- Company logo on event website (large size)
- Pre-event promotion on social media channels (2 dedicated posts)
- Company profile in pre-event communications
- Logo inclusion in all email communications to attendees
- Access to early bird attendee list with opt-in contact details
- Opportunity to provide digital content for pre-event promotional materials

Gold Sponsorship $9,000 $7,500

During the event:

- Premium exhibition space (Approx 3x3m) in high-traffic area
- 5 full conference passes for staff and guests
- 30-minute breakout session speaking slot
- Large logo placement on all on-site materials and signage
- Logo display during opening/closing sessions
- Recognition during opening keynote session

Gold Sponsorship $~~~~~~~~~~~~~~~~~~~~$ ~~$9,000~~ $7,500

Post-event:

- Logo included on session recordings
- Complete attendee list with opt-in contact details
- Inclusion in post-event thank you communications
- Recognition in post-event recap blog posts
- Option to provide content for post-event resources shared with attendees
- Access to event photos for marketing purposes
- First right of refusal for next year's event

Silver Sponsorship   ~~$6,000~~ **$5,000**

5 packages available

- Standard exhibition space (Approx 2x2m)
- 3 conference passes
- Lightning talk opportunity
- Logo on conference materials (medium size)
- Social media announcement (1 post)
- Logo on conference website
- Recognition in conference guide

Bronze Sponsorship   ~~$3,000~~ $2,500

7 packages available

- Display table (1x2m)
- 2 conference passes
- Logo on conference materials (small size)
- Logo on conference website
- Recognition in conference guide

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Sponsorship Summary

Benefit	Platinum	Gold	Silver	Bronze
Investment (ex-GST)	Contact Us	$7,500	$5,000	$2,500
Available Packages	1	4	5	7
Exhibition Space	Neg.	3x3m	2x2m	1x2m
Conference Passes	10	5	3	2
Speaking Opportunity	Keynote	Breakout	Lightning	-
Logo Placement	Premium	Large	Medium	Small

* Please note sponsorship packages are subject to change, with consultation. Early bird prices reflected, valid until 24th March

AWS Partner Marketing Development Funds (MDF)

If you're an AWS Partner, AWS may help you with funding

- You may get up to 50% of our sponsorship costs from AWS
- Justify your request as a "brand-awareness marketing event"
- Ask your AWS Partner Manager for help
- We are happy to join a call with your AWS partner Development Manager

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Other Sponsorship Opportunities

Item	Cost	Availability		
Morning Coffee Cart	$1,500	1	Logo on coffee cart	✔ Sold!
Afternoon Coffee Cart	$1,500	1	Logo on coffee cart	✔ Sold!
Lanyard Sponsor	$1,500	1	Logo on lanyard & pass	✔ Sold!
Lunch Sponsor	$3,000	2	Logos displayed during lunch break	
After-Party	$3,500	1	Logo displayed at after-party	

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Venue Details

- Brisbane Convention & Exhibition Centre

- Modern conference facilities

- Dedicated sponsor areas

- Free WiFi throughout

- Easy public transport access

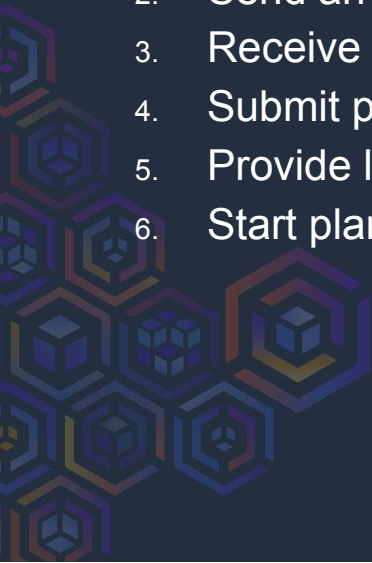- Numerous nearby hotels

- Walking distance to restaurants

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Ready to Sponsor?

1. Review sponsorship packages
2. Send an email to enquiries@awscommunitydayaus.com
3. Receive confirmation email
4. Submit payment
5. Provide logo and materials
6. Start planning your presence!

enquiries@awscommunitydayaus.com

COMMUNITY DAY

Data Privacy and Attendee Information

Privacy Protection

- AWS Community Day prioritises attendee privacy
- Sponsors may collect information at their booth with explicit consent only
- All data collection must comply with Australian Privacy Principles
- No automated badge scanning systems provided
- Attendees must explicitly opt-in to any sponsor communications
- Compliance with Queensland Privacy Principles required

Data Privacy and Attendee Information

Collected Information

- Basic Information: Full name, email address, phone number
- Professional Details: Company name, job title, years of experience
- Career Status: Current employment status, job seeking status
- Technical Background: AWS certification status, technical interests
- Marketing Preferences: Communication opt-ins, preferred channels

Thank you