



COMMUNITY DAY

— AUSTRALIA 2025 —



COMMUNITY DAY

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.



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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





COMMUNITY DAY

The
community
behind the
event

Community
Builder



Alan
Blockley

Domain Specialist
Thoughtworks

Community
Builder



Rian
Brooks-Kane

Senior SA
Idea 11

Community
Builder



Bojan
Zivic

Principal Consultant
Mantel Group

Community
Builder



Lucy
Webster

Team Lead
Thoughtworks

Community
Volunteer



Michael
Kingston

BDM & Lead Dev
Ground ZeroW

Community
Builder



Rowan
Udell

AWS Security
Consultant

Community
Volunteer



Lynelle
Curtis

Business Manager
Brisbane Grammer

Community
Builder



Arjen
Schwarz

Principal Consultant
Mantel Group

Community
Volunteer



Kaitlin
Blockley

Higher Degree Officer
UQ

Community
Volunteer



Betina
Dale

Senior Field Marketer
Thoughtworks

Community
Builder



Matthew
Merriel

Principal Consultant
Mantel Group

Community
Volunteer



Mark
Promnitz

Senior SA
AWS



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Why Sponsor?

Generate Leads

- Connect with qualified AWS professionals
- Build recruitment pipeline
- Meet active job seekers

Technical Presence

- Demonstrate cloud capabilities
- Share technical knowledge
- Build thought leadership

Brand Exposure

- Position as AWS ecosystem leader
- Increase market visibility
- Showcase expertise

Community Engagement

- Build relationships
- Connect with decision makers
- Network with practitioners





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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 (TBC) | AWS Community Day Brisbane |

* Dates subject to change



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Platinum Sponsor



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





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Gold Sponsorship - \$7,500 (early bird pricing)

4 packages available

- Premium exhibition space (Approx 3x3m)
- 5 conference passes
- Breakout session speaking slot
- Logo on all conference materials (large size)
- Social media announcement (2 posts)
- Logo on conference recordings
- Recognition during opening session
- Attendee list with opt-in contact details





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Silver Sponsorship - \$5,000 (early bird pricing)

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



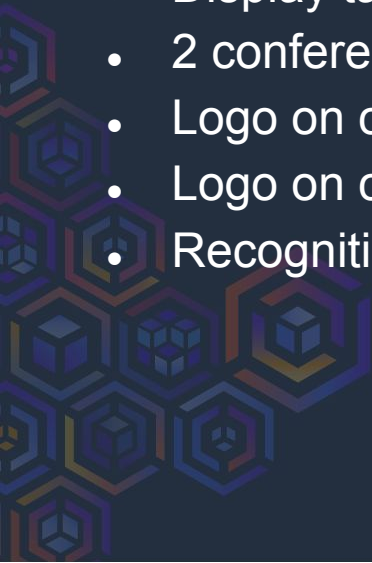


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Bronze Sponsorship - \$2,500 (early bird pricing)

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



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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 |
| Afternoon Coffee Cart | \$1,500 | 1 | Logo on coffee cart |
| Lunch Sponsor | \$3,000 | 2 | Logos displayed during lunch break |
| Lanyard Sponsor | \$1,500 | 1 | Logo on lanyard & pass |
| After-Party | \$3,500 | 1 | Logo displayed at after-party |



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Venue Details

- Central Brisbane location
- Modern conference facilities
- Dedicated sponsor areas
- Free WiFi throughout
- Easy public transport access
- Numerous nearby hotels
- Walking distance to restaurants



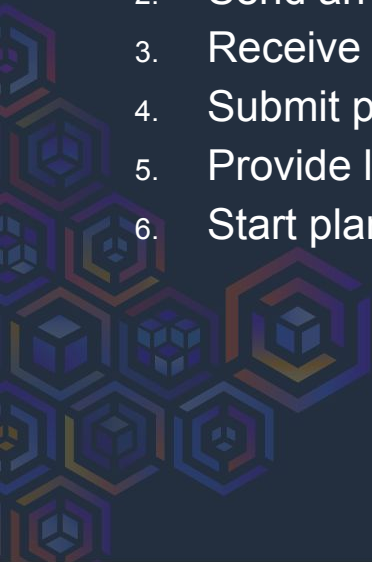


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Ready to Sponsor?

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





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Data Privacy and Attendee Information

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



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Thank you

