

COMMUNITY DAY

AOTEAROA

SEPTEMBER 18, 2025 @ TĀKINA EVENTS CENTRE

AWS Community Day – In-Person 2025



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 **third** annual Community Day Aotearoa that will take place in Wellington, New Zealand.





AWS Community Day – Virtual 2025

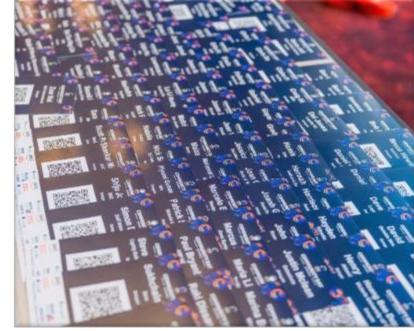


One day Virtual Event, the first of its kind in the region, the AWS Virtual Community Day Oceanic extends your reach to a wider audience of professionals, technologists, and decision-makers from neighbouring countries and cloud ecosystems.



With speakers and attendees from New Zealand, Australia, and the greater APJ region, this will be a unique experience and an opportunity to step into a larger conversation, position, and exposure.













AOTEAROA

• 350 attendees • 180 • 250 expected 2024 2025 2023 attendees attendees • + Virtual • 32 speakers • 28 speakers Community Day

Expected Event Demographics



Target in-person conference attendees of **300-350** people. This may increase depending on registrations leading up to the event.

Members from around **New Zealand and Oceania**, including Auckland, Wellington, Christchurch, Sydney 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.

The attendees will come from New Zealand banks, online marketplaces, universities, financial services, consulting firms, and local and central **governments**.

Writeup on LinkedIn from conference speaker at AWS Community Day Aotearoa 2023 by Anchal Marwah



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

AWS User Group Aotearoa



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 Whangarei, Auckland, Wellington and Christchurch.





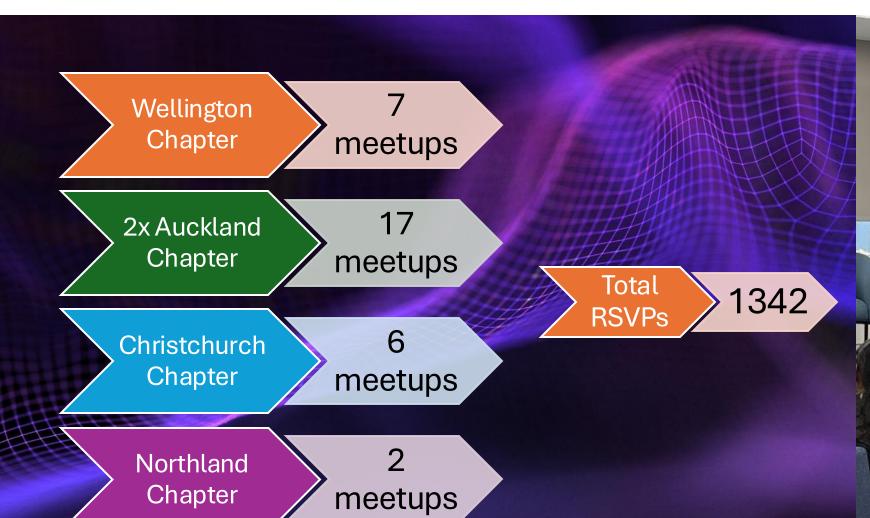






AWS Community Day – Virtual 2025







AWS Community Day – Virtual 2025



Access to the leading AWS technologists from across New Zealand and beyond.

Be associated with the leading cloud provider

You will have a table on the main conference floor, and your logo will appear on the printed materials and on the digital signage.

Social Media reach to 5,500+ (NZ-wide) distinct AWS experts across New Zealand. **Additional boosting** beyond this by **AWS Marketing** and the AWS Developer Relations Team.



AWS Sponsors 2024

Gold







Silver







Bronze







Lanyard:



Coffee:



Sponsor Benefits

Tier	Platinum	Gold	Silver	Friends of AWSCDNZ
Price (excl. GST)	On Request	\$12,500 NZD	\$7,500 NZD	\$500 NZD
Max Allocation	1	3	Any number	Any number
# Conf Passes Included	eg tiaple	10	5	2
Virtual Community Day Sponsorship	Included (sign up before 31 July 2025)	Included (sign up before 31 July 2025)	Included (sign up before 31 July 2025)	Not Included
Annual Meetup Sponsorship	Yes	Yes	Yes	No
- Speaking Opportunities & Brand Exposure	Keynote session	10 min sponsor pitch after the opening keynote	Group silver sponsor logo slide and shoutout by MC during keynote	Group slide listing all the friends of AWSCDNZ and shoutout by MC during keynote
- Social Media & Website	Yes	Yes	Yes	Yes
- Expo Floor Sponsor Booth Position	Most prominent position in the Expo area	Prominent position in central location	Dedicated booth allocation	No booth
- Lead Generation via Sponsor Mobile App	Yes, at booth	Yes, at booth	Yes, at booth	No

AWS CD 2024 Sponsor Feedback





Exclusive Sponsorship Options



Coffee Cart Branding - \$5,000 NZD

Put your brand across the Keynote Venue Coffee Cart and get the opportunity to hand out swag for everyone
getting a coffee. Option to brand the coffee mugs with your logo.

Lanyard Branding - \$3,000 NZD

• Lanyard will have your branding on it (every attendee gets one).

Swag Partner - \$3,000 NZD

Branding on swag (every attendee receives several, distributed among friends)

Speaker Dinner - \$3,000 NZD

 Get a 15 min company introduction speaker slot at the speaker dinner and put up your banners around the table.

Sponsorship Enquiries







Arshad Zackeriya

Senior Engineer at Xero | AWS Hero



Chamila de Alwis

AWS Consultant | AWS Community Builder



Darshit Pandya

Senior Principal Engineer - Platform at Serko | AWS Community Builder



Dipin Thomas

Lead Engineer at Xero



Geethika Guruge

Principal Consultant at Mantel Group | AWS Community Builder



Hrishikesh Hiremat

Platform Architect at BNZ



Kobe Xu

Senior Consultant at Deloitte



Lilupa Karu

Solutions Architect at Fingermark | AWS Community Builder



Mark Goatly

Senior Specialist Lead at Deloitte Digital NZ | AWS Community Builder



Natalia Nam

DevOps Engineer at Snapper Services



Paul Dunlop

Head of AWS (NZ) at Datacom



Ramaswamy Arunachalam

Architect at Datacom | AWS Community Builder



Sebestian Krueger

Head of Technology at Chubb



Sergio Pereira Filho

Cloud Engineer at LINZ



Terrence White

AWS Cloud Engineer at ClearPoint Digital | AWS Community Builder



Zanhar Jabir

Senior Infrastructure Engineer at NexZen



sponsor@awsug.nz

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













