

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



COMMUNITY DAY

AOTEAROA

August 15th, 2024

Sponsorship Prospectus



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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.





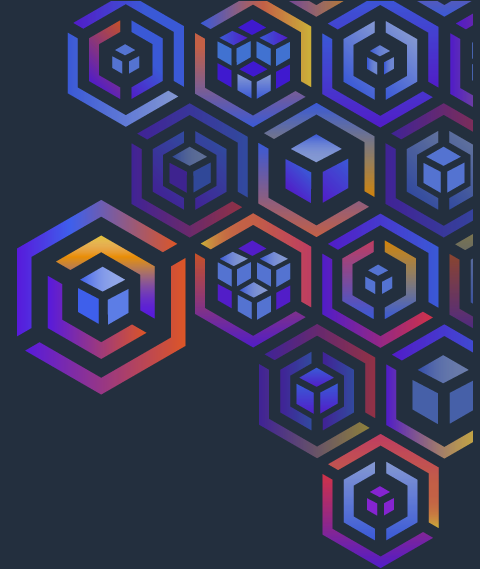
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About AWS User Group Aotearoa

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.

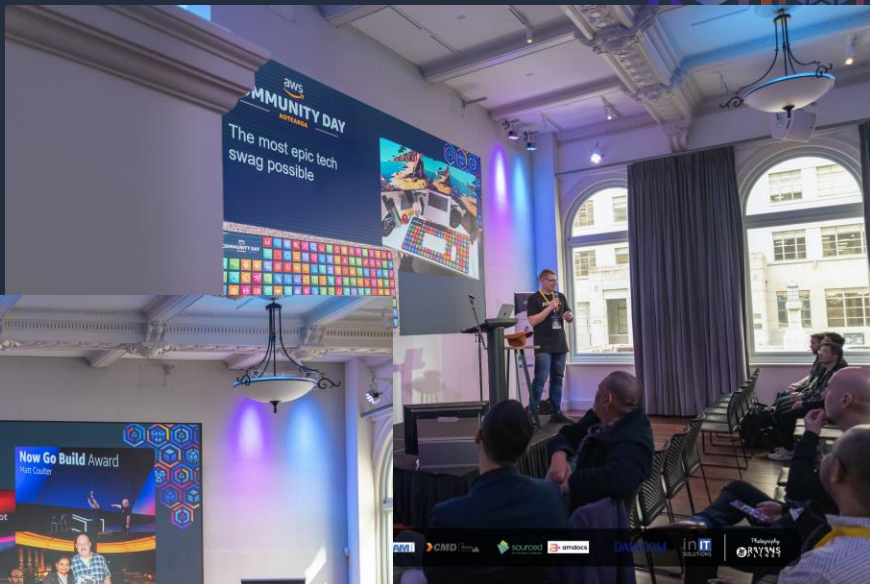
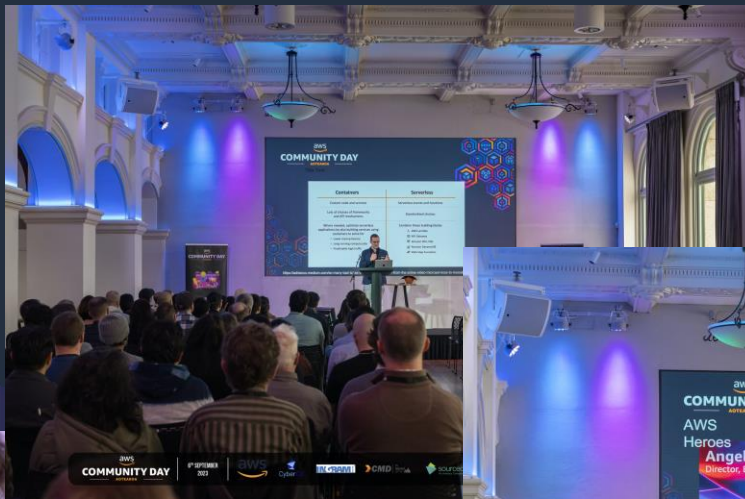
We run monthly meetups with community presentations, workshops, and partner talks across Whangārei, Auckland, Wellington and Christchurch.





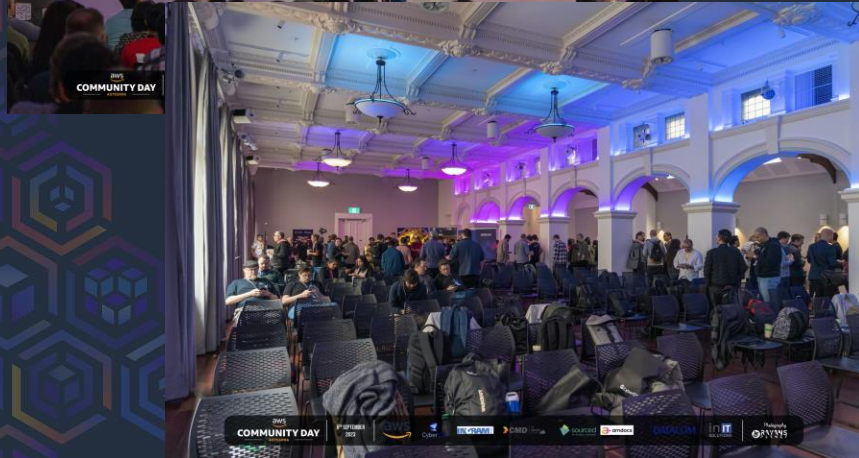
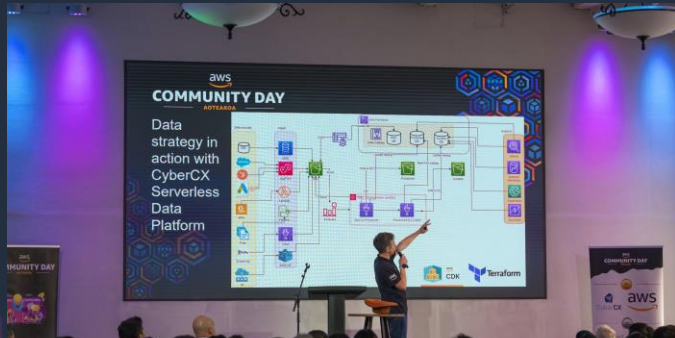
COMMUNITY DAY AWS CD NZ 2023 - Photos

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

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2019
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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.

Attendee's can opt-in to share their contact details with sponsor at registration time.





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AWS CD NZ 2023 - Sponsors

Gold



Silver



Bronze





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Expected Event Demographics

- Target in-personal 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 AWSCDNZ
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 AWSCDNZ 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	Comined abnner w ith name listed under 'Friends of AWSCDNZ' category
- Lead Generation via Sponsor Mobile App	Yes, at booth	Yes, at booth	No	No



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Sponsorship Add-On Options with Minimum Base Tier of Silver

	Cost	Slots Available	Description
Coffee Cart Branding	\$5,000	Exclusive	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	Exclusive	Lanyard will have your branding on it (every attendee gets one).
Speaker Dinner	\$3,000	Exclusive	Get a 15 min company introduction speaker slot at the speaker dinner and put up your banners around the table.

Contact us for your special sponsoring ideas: sponsor@awsug.nz



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Sponsorship Enquiries: sponsor@awsug.nz





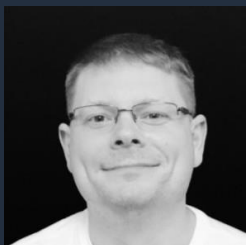
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Organiser Committee for AWS CD NZ 2024



Charlie Hunter
AWS Developer
InIT Solutions



Seb Krueger
Principal Consultant
AI Flyttness



Zack Zackeriya
Senior Engineer
Xero



Chris Watson
Delivery Manager
Contact Energy



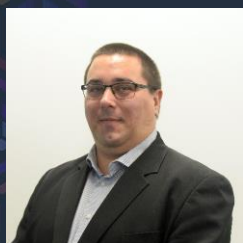
Hrishi Hiremath
Platforms Architect
BNZ



Alice Jowsey
Specialist
Deloitte



Ram Arunachalam
Architect
Datacom



Paul Dunlop
National AWS
Technology Lead
Datacom



Lilupa Karu
Solutions Architect
ASC



Gleidson Nascimento



Mark Goatley
Senior Specialist Lead
Deloitte



Jenny Chiu
Delivery Manager
Clearpoint



Yoan Tresfield
Principal
Consultant
InIT Solutions



Geethika Guruge
Lead Consultant
Mantel Group

The AWS logo, consisting of the lowercase letters "aws" in a white sans-serif font with a curved orange line underneath.

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