

AWSUG
AOTEAROA



Sponsorship Pack

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 & annual community days** showcasing community presentations, **workshops**, and **partner talks** across **Whangārei, Auckland, Wellington and Christchurch.**



Our Mission



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



Why Sponsor



Support local community

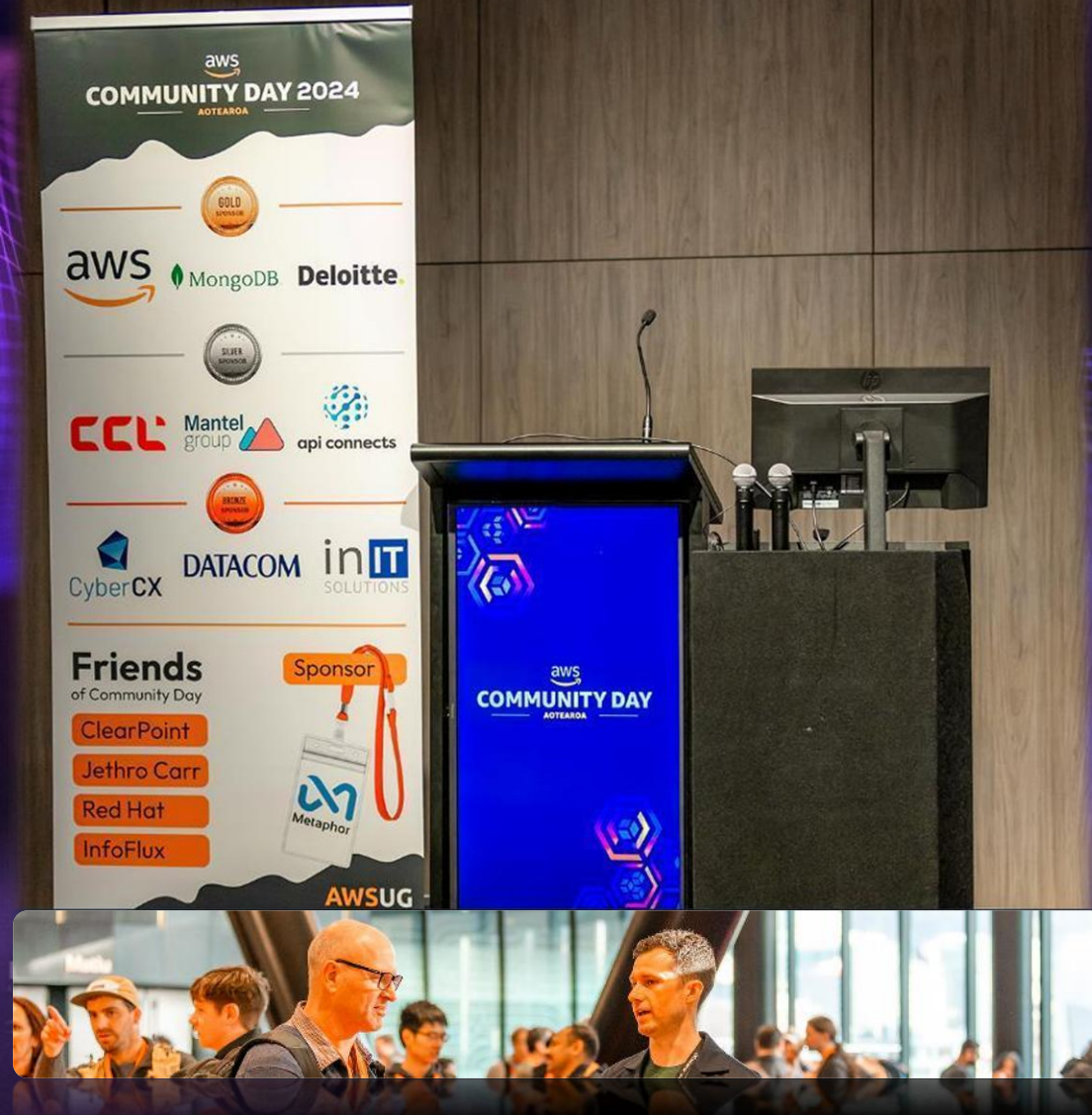
Brand exposure across the nation at monthly in person meetups, online conferences & in person community days as well as your logo displayed on awsug.nz website.

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.

Attendees can opt-in to share their contact details with sponsor at registration time.

and more...



Community Day Success



2023

- 180 attendees
- 28 speakers

2024

- 250 attendees
- 32 speakers

2025

- 250 attendees
- + Virtual Community Day

Community Day Demographics



Target audience size for an in-person conference is **250-300** attendees with 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**.

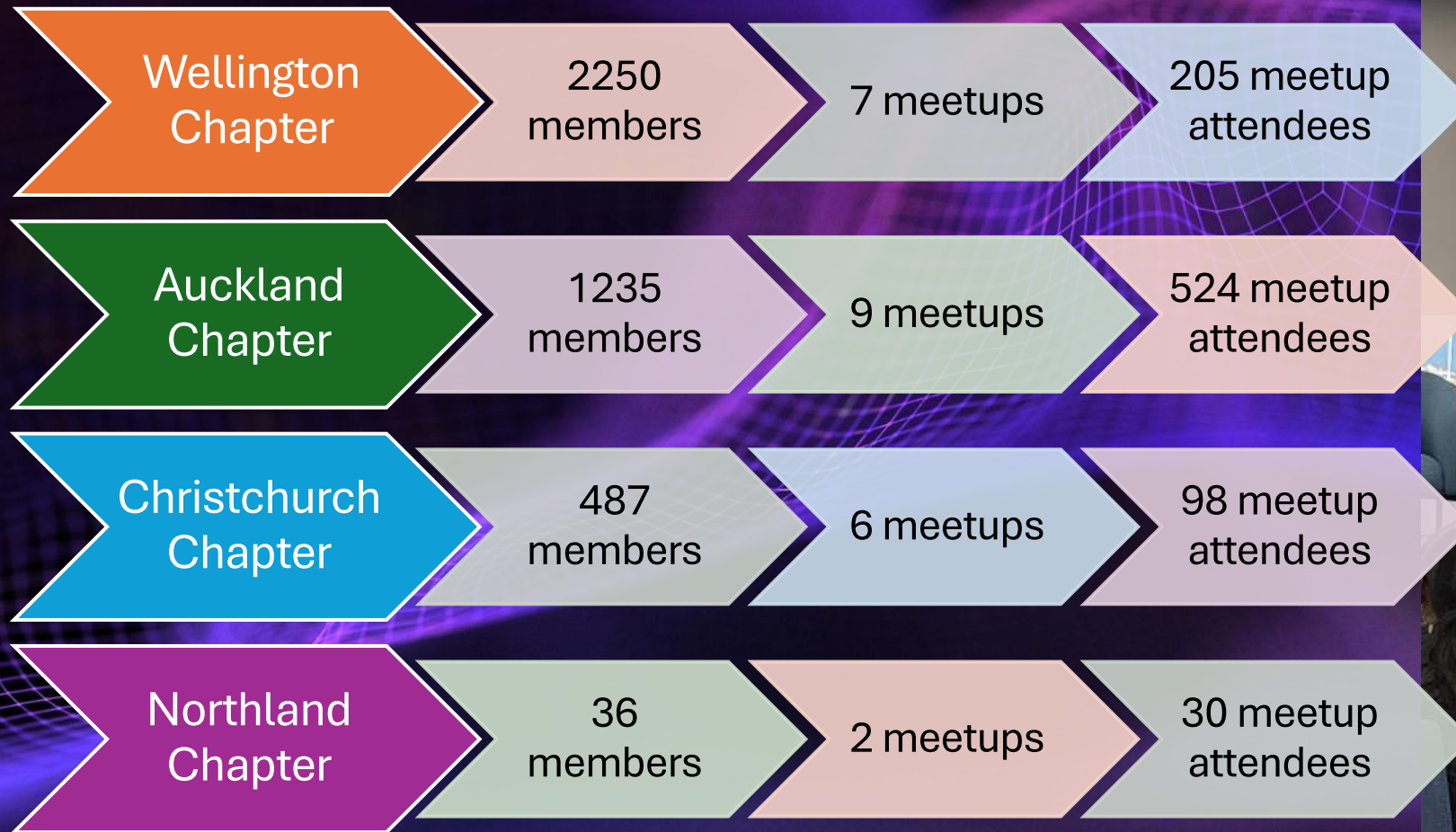
Attendees will come from New Zealand **banks, online marketplaces, universities, financial services, consulting firms**, local and central **governments**.

Your brand on display!

Overview of the conference in 2023 on LinkedIn from one of our conference speakers, Anchal Marwah gives a good insight into these conferences.



AWS User Group Meetups Exposure



Sponsorship Tiers



	FRIEND	BRONZE	SILVER	GOLD	PLAT
Allocations	Unlimited	Unlimited	Unlimited	3 Maximum	1 Maximum
Brand Coverage		Across AWS meetups nationally and In-person Conference, and Remote Virtual Conferences	Across AWS meetups nationally, In-person Conference, and Remote Virtual Conferences	Across AWS meetups nationally, In-person Conference, and Remote Virtual Conferences	Across AWS meetups nationally, In-person Conference, and Remote Virtual Conferences
In-person Conference passes	1	2	5	10	10
Relative logo size in marketing	n/a	Small	Regular	Largest	Largest
Brand recognition during events	Listed under "Friends of AWSCDNZ"	Grouped bronze sponsors logo slide during opening and closing keynotes	Grouped silver sponsors logo slide and shoutout by MC during opening and closing keynotes	Dedicated sponsor slide and personalised shoutout by MC during opening and closing keynotes	Dedicated sponsor slide and personalised shoutout by MC during opening and closing keynotes
Brand recognition in social media posts and website	Included in Social Media posts Included in Website	Included in Social Media posts Included in Website	Included in Social Media posts Included in Website	Included in Social Media posts Included in Website	Included in Social Media posts Included in Website
Booth location during in-person events	n/a	n/a	Dedicated booth allocation in the Expo Floor	Most prominent position in the central location of the Expo Floor for sponsor material and booth	Most prominent position in the central location of the Expo Floor for sponsor material and booth
Banner placement during in-person events	n/a	Venue banner placement at main entry	Venue banner placement at main entry, sponsorship booth, and on keynote stage	Venue banner placement at main entry, sponsorship booth, and on keynote stage	Venue banner placement at main entry, sponsorship booth, and on keynote stage
Lead generation opportunities	n/a	n/a	Lead generation via Sponsor Mobile App, at the booth	Lead generation via Sponsor Mobile App, at the booth	Lead generation via Sponsor Mobile App, at the booth
	NZD 500	NZD 5,000	NZD 10,000	NZD 15,000	NZD 20,000

Exclusive Sponsorship Add-On Options

with minimum Base Tier of Silver



Coffee Cart Branding

- NZD 5,000
- 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

- NZD 3,000
- Lanyard will have your branding on it (every attendee gets one).

Swag Partner

- NZD 3,000
- Branding on swag (every attendee receives several, distributed among friends)

Speaker Dinner

- NZD 3,000
- Get a 15 min company introduction speaker slot at the speaker dinner and put up your banners around the table.



Sponsorship Enquiries



To contact us please use the following:



sponsor@awsug.nz



<https://awsug.nz/>

A big thanks and shout out to our
past sponsors





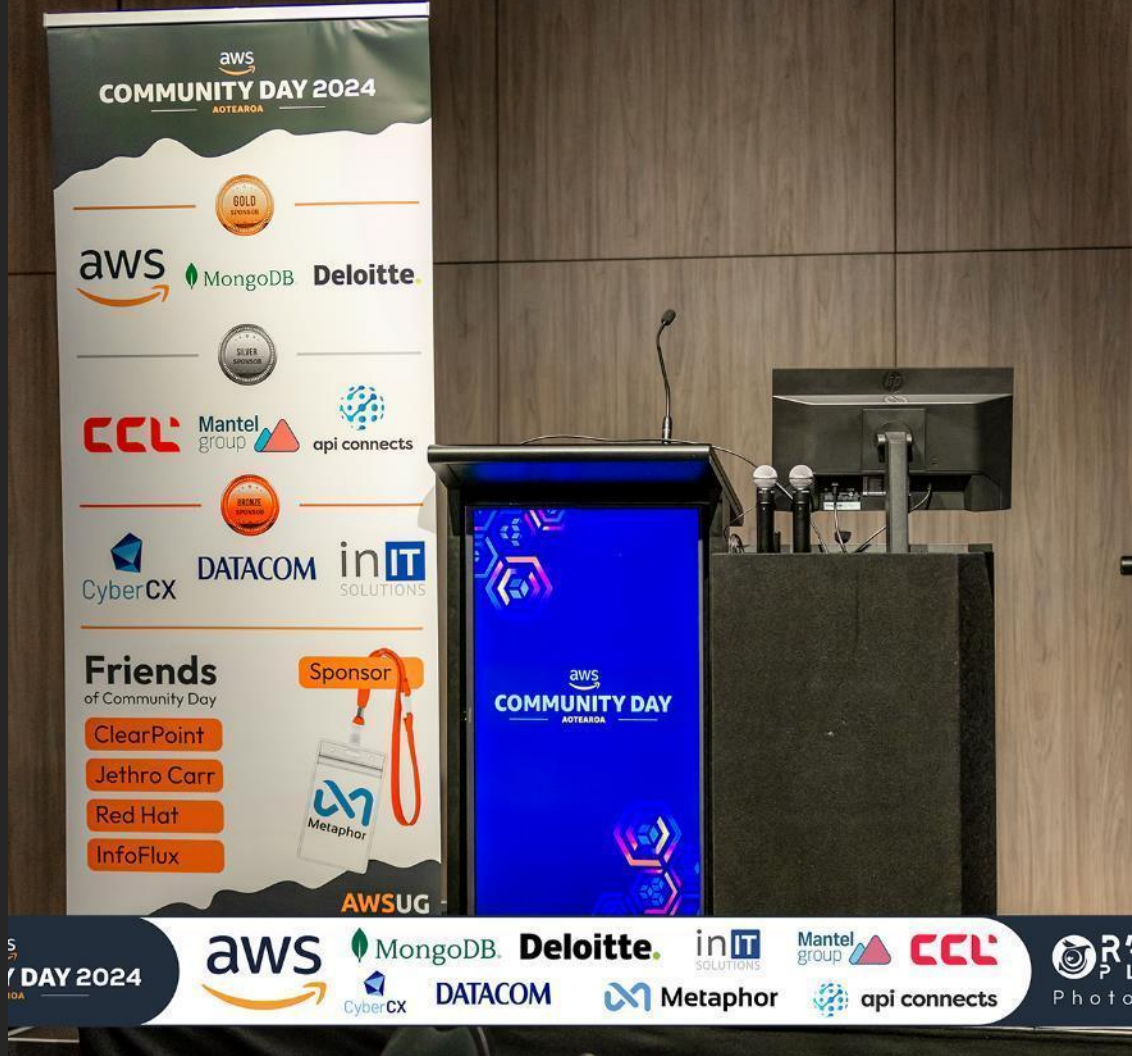
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Thank You for your consideration and support.
It means a lot to the community

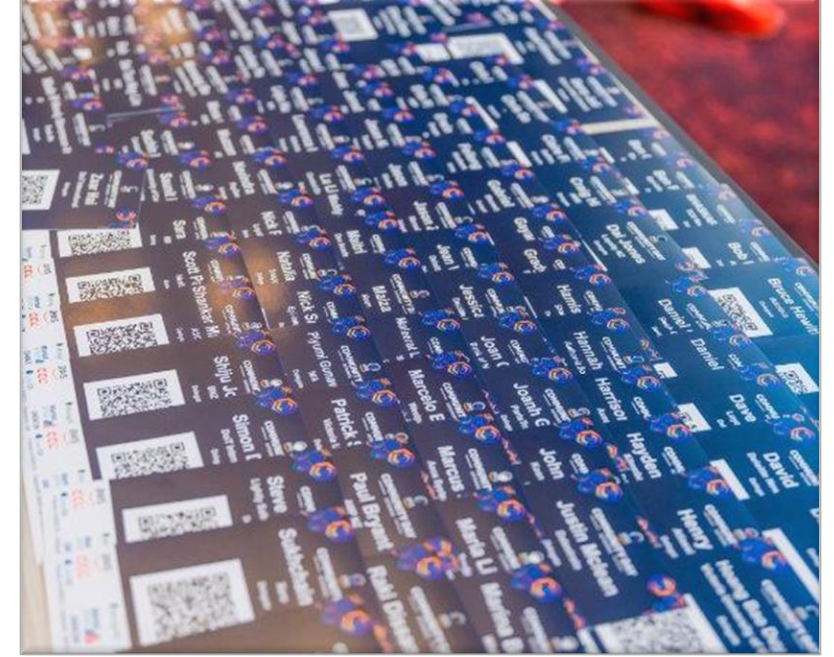
Historical brand display examples



2025



2024



2023

