Melbourne
AWS User Group

2020 Sponsorship Opportunities

Australia's oldest AWS User Group

Who We Are

Founded in July 2011, the Melbourne AWS User Group is Australia's oldest Amazon Web Services-focused user group, and the eight oldest such group in the world. From the original seven attendees in Melbourne's York Butter Factory, we now regularly host meetups with 100+ attendees at our regular venue, as well as regular special events in the Melbourne AWS office. With over 4000 group members, we are amongst the 20 largest city-specific AWS user groups in the world.

Melbourne AWS User Group

The Meetup

Each meetup typically kicks off with an introduction that compromises the night's agenda, venue information for new attendees and a thank you to our sponsors.

This is followed by a short news segment that covers recent AWS and User Group announcements as well as a look at what other AWS-related events are coming up. Our first speaker then gets approximately 30 minutes to bedazzle the audience before our Marketplace Segment, which is a chance to promote any open AWS-related job vacancies to the group, and sponsor's get priority. This leads into refreshments and networking, the perfect opportunity to talk about your presentation or job vacancies.

After the break its on to the second presentation or lightning talks before wrapping up the night.

The Live Stream

All meetups are streamed live on our YouTube channel (when available) and the edited presentation videos uploaded soon after each event.

2020 Meetups

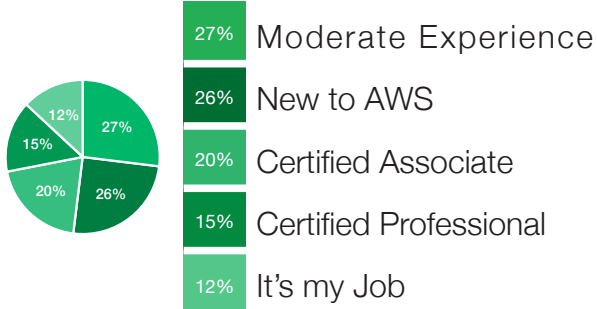| Tentative Dates |
| --- |
| 29 January 2020 |
| 26 February 2020 |
| 25 March 2020 |
| 29 April 2020 |
| 27 May 2020 |
| 24 June 2020 |
| 29 July 2020 |
| 26 August 2020 |
| 30 September 2020 |
| 28 October 2020 |
| 9 December 2020 (re:Invent Special) |

The Venue

For the first time since our inception we're actively looking at changing our venue. Traditionally we have been located at the YBF Ventures office in the Melbourne CBD. In the last few years though many companies have leased new offices in the city and have approached us offering the use of their events space.

As such, we thought for 2020 we would take a good look at the venues available and see if there is one that suits our needs better than our current venue.

This means there is an opportunity available to be a venue sponsor as well.

A Typical Meetup

Time	Item
6:00pm	Introduction
	News & AWS Announcements
6:15pm	First Timer's Lightning Talk
6:25pm	Sponsor's Presentation
6:55pm	Marketplace Segment
7:00pm	Refreshments and Networking
7:30pm	Second Presentation
	Lightning Talks (if any)
8:15pm	Networking
8:30pm	Close

Your Audience

Roles

DevOps 27%
Developers 25%
Architects 19%
Other 15%
System Administrators 13%

13% 27%
15%
19% 25%

AWS Experience

27% Moderate Experience
26% New to AWS
20% Certified Associate
15% Certified Professional
12% It's my Job

12% 27%
15%
20% 26%

Company Size

16% 1 – 19
12% 20 – 99
28% 100 – 499
24% 500 – 9,999
21% 10,000+

21% 16%
12%
24% 28%

Industry

Software & Internet 26%
Telecommunications 24%
Healthcare 19%
Other 17%
Energy & Utilities 14%

14% 26%
17%
19% 24%
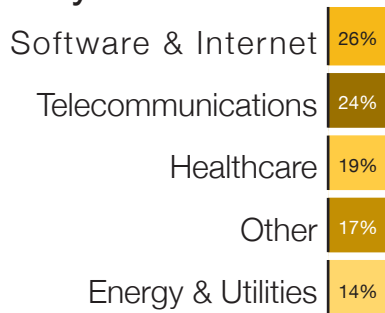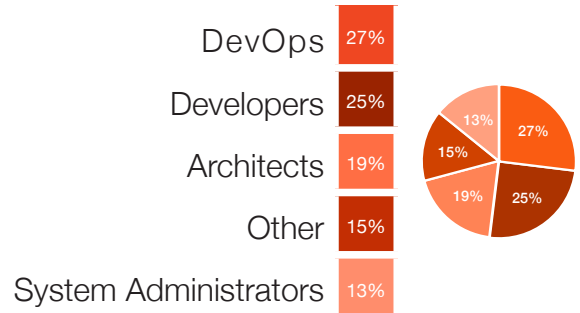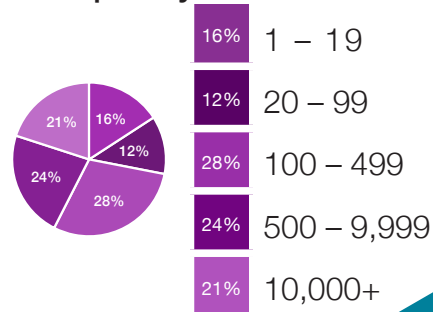
Australia's most active AWS User Group*

Cache Cluster

* Based on the number of active Slack team members.

Melbourne AWS User Group

Why Sponsor?

Supporting the Melbourne AWS User Group allows you to:

- Help grow the local AWS community
- Promote your brand or product to our ~4,000 members.
- Build your team! Meet potential new staff members.

Sponsorship Packages

Features	Gold	Silver
Logo on website	✔	✔
Logo at start of meetups	✔	✔
Thanked at start and end of meetups	✔	✔
Guaranteed speaking opportunity at one meetup*	✔	✔
Thanked in event pages	✔	
Logo on event pages	✔	
Logo on videos	✔	
Logo on news slides (in-venue and live-streamed)	✔	
There can only be one	✔	
On the night of your presentation		
Banner placement	✔	✔
First job vacancy chance during Marketplace Segment	✔	✔
3 minute sales pitch or 30 minute AWS tech talk	✔	✔
Price	**$5,000 AU**	**$2,000 AU**

Getting the Most Out of Your Sponsorship

We would like to offer a few suggestions from past sponsors for getting the most out of your sponsorship of the Melbourne AWS User Group.

Before the Event
- Join the AWS User Groups: Australia Slack team (slack.awsug.org.au) and the #melbourne channel.

On the Night
- Offer discounts or free trials of your product or service.
- Provide a way for members to opt-in to receive more information (contact details are not available from the group organisers).

After the Event
- Share your presentation material on the Meetup comments page and provide links to product material, job vacancies, etc.

The Team

With a combined experience with Amazon Web Services of more than 25 years, our team takes care of the regular operation of the Melbourne AWS User Group. Activities vary from liaising with sponsors, to organising venues, speakers, and catering, as well as ensuring the smooth operation of the event each night. They have overseen more than 80 successful AWS User Group meetups, with many more to come.

Rob Amos
Co-organiser

Rob has been attending the Melbourne AWS User Group since January 2014. He is the developer of Pocket Console for AWS: an iPhone app console for managing your AWS infrastructure, and is also an organiser of Melbourne CocoaHeads, an iOS and macOS User Group.

Rob is an AWS Certified Professional as both a Solutions Architect and DevOps Engineer.

Arjen Schwarz
Co-organiser

Arjen Schwarz is a Lead Platform Engineer and AWS APN Ambassador at DigIO and CMD Solutions where he spends his time helping clients implement their solutions.

He was recently named top APN Ambassador in the APAC region and is a prolific blogger at ig.nore.me and is host of the Ambassador's Lounge podcast.

Melbourne AWS User Group

Get in Touch

📍 Melbourne, Victoria, Australia

✉ melbourne@awsug.org.au

#️⃣ slack.awsug.org.au

Ⓜ melb.awsug.org.au

▶ melb.awsug.org.au/live

▶ melb.awsug.org.au/videos

🐦 @AWSMelb