



Theme: Learn and Be Curious

UserGroup Kenya Sponsorship Prospectus

We are thrilled to announce the Inaugural AWS Community Day Kenya, the first event of its kind in East Africa. This landmark event brings together the AWS community to share knowledge, and experiences, and foster meaningful connections.

Event Overview

AWS Community Day Kenya is a one-day event dedicated to celebrating and learning about Amazon Web Services (AWS) technologies. The event will feature insightful keynote speakers, interactive workshops, enlightening technical sessions, and ample networking opportunities. The event is dedicated to empowering youth through enhancing digital skills by providing a platform to connect, learn, share opportunities, and grow their network of technology professionals.

The Event

Date: 13th April, 2024

Venue: Strathmore University

Expected attendance: 500 people

Event Program: [Annex 1](#)

Attendee Profile

We expect our attendees to fit in but not limited to these categories;

- Developers who are curious in nature, and excited to explore new technologies and ways of doing things.
- Students, eager to learn and experience real-life insights in the digital spaces and network with potential employers.
- Business stakeholders looking for new solutions to unsolved problems. Technology provides a business advantage, we see product managers, program directors, and Chief Technology Officers (CTO) attending looking for something that can help drive their business forward.

AWS Community Day attracts a diverse mix of guests, including solutions architects, network engineers and product managers from local startups, multinational organisations, regional government agencies, global system integrators, and more. Your attendance and

participation gives you a chance to connect with them at a landmark event fostering collaboration and innovation.

Why Sponsor

Join us in building a thriving tech ecosystem that benefits everyone from startups to established players. This is an opportunity to fuel the future of tech by empowering the East African Tech-community at the first-ever, community-powered tech event! The event will inspire learning, skill development, and innovation, fostering a stronger AWS ecosystem

It will be an opportunity to engage with a diverse audience of decision-makers, influencers, and potential partners from across the tech spectrum.

Align your brand with a forward-thinking, community-driven initiative and demonstrate your commitment to innovation today. We have limited sponsorship slots and this call will close on 12th March, 2024.

We are dedicated to making the AWS community day a success and your partnership will go a long way in the success story.

Sponsorship Proposal

The organizers welcome partners to make the event a success. The partnership will build a learning community and recognising and appreciating opportunities in the technology space and beyond. It is equally a great networking event.

We have three levels of sponsorship opportunities as detailed as follows.

Platinum Sponsor - 321,000/= (4 slots available)

- ★ Logo on event website
- ★ Sponsor thank you at keynote
- ★ Logo on all signs, posters, demand generation emails, and program
- ★ Logo, description, and link on event website
- ★ A shout out on event social media
- ★ Brand inclusion on attendee lanyards
- ★ 10 complimentary passes
- ★ Prominent and highest level of logo placement on conference backdrop(s) onsite.
- ★ 1 booth in a designated area.

Gold Sponsor- 161,000/= (3 slots available)

- ★ Logo on event website
- ★ Sponsor thank you at keynote
- ★ Logo on all demand generation emails
- ★ Logo, description, and link on event website
- ★ A shout out on event social media
- ★ 5 complimentary passes
- ★ 1 booth in a designated area

Silver Sponsor - 113,000/= (12 slots available)

- ★ Logo on event website
- ★ Sponsor thank you at keynote
- ★ Logo, description, and link on event website

- ★ A shout out on event social media
- ★ 3 complimentary passes

Sponsorship Opportunities

<u>Sponsorship Packages</u>	<u>Rate (USD)</u>	<u>Rate (KES)</u>
Platinum	2,000	321,000
Gold	1,000	161,000
Silver	700	113,000
<u>Networking</u>		
Coffee Break	2,000	321,000
Lunch	5,610	900,000
Evening Refreshment	2,000	321,000
<u>Marketing</u>		
Delegate Bags	2,400	385,000
Media	3,802	610,000
Onsite banners	2,160	346,500
Note Books	1,660	266,000
Pen	1,092	175,000
T-Shirts	2,850	456,700
Branded Gifts	2,930	470,000
Swags- Water Bottle	3,275	525,000

Become a Sponsor

We'd love to have you as a sponsor!

To become a sponsor or get more information on sponsorship please contact:

Organiser Email: awsusergroup.kenya@gmail.com

Organiser Phone Number : +254799 911 012

Annex 1

AWS Community Day Program

Start time	End Time	Description
8:00 AM	8:30 AM	Arrival
8:30 AM	9:00 AM	Registration
9:00 AM	9:20 AM	Open remarks
9:20 AM	9:30 AM	National Anthem
9:30 AM	10:30 AM	Keynote session
10:30 AM	11:00 AM	Coffee break
11:00 AM	12:00 PM	AI/ML
12:00 PM	1:00 PM	DevOps
1:00 PM	2:00 PM	Lunch Break
2:00 PM	3:00 PM	Cybersecurity
3:00 PM	4:00 PM	Sustainability Environment
4:00 PM	4:45 PM	AWS GameDay
4:45 PM	5:00 PM	Prize giving
5:00 PM	5:15 PM	Closing remarks
5:15 PM	6:00 PM	Networking