



COMMUNITY DAY

SOUTH AFRICA

2026

SPONSORSHIP PROPOSAL





Invitation to Sponsors

We're excited to announce the return of **AWS Community Day South Africa** for its **2nd Edition** and this time, we're going even bigger.



Following the incredible momentum from last year's event, where all **450 tickets** were sold out in just **28 days**, we are expanding our reach and opening the doors to an even larger audience in **2026**. This year's event we are expecting **600+ delegates** will take place in Cape Town, with a targeted date in **November 2026**. Final venue details will be confirmed soon, and we're working to secure a space that matches the scale and energy of what's coming.

Our mission remains simple: build a highly accessible, deeply technical, and community-driven event for builders, engineers, and innovators across South Africa. As we grow, we're creating more opportunities for meaningful engagement — not just more attendees, but more impact.

We invite you to partner with us for this next chapter. As a sponsor, you'll gain direct access to a fast-growing and highly engaged cloud community, with opportunities for brand visibility, hands-on demos, technical conversations, and genuine relationship building. This is not just event sponsorship — it's a chance to be part of something the community is actively shaping and rallying behind.

We look forward to building this experience together and making 2026 a standout moment for the South African tech ecosystem.

Warm Regards,
Hennie Francis | Chief Executive Officer | AWS Community South Africa





Sponsorship Benefits

AWS Partners: 50% off your sponsorship

AWS Community Day South Africa offers sponsors a unique opportunity to engage directly with one of the country's fastest-growing cloud and developer communities — while maximizing the value of existing AWS Partner benefits.

AWS Partners may leverage **AWS Marketing Development Funds (MDF)** to receive up to **50%** reimbursement on approved sponsorship and marketing activities, helping reduce overall sponsorship costs while increasing brand visibility and community impact.

By sponsoring the event, partners gain access to:

- A highly engaged technical audience
- Strong brand exposure across the AWS ecosystem
- Networking with developers, architects, and decision-makers
- Recruitment and lead-generation opportunities
- Meaningful community engagement at scale

AWS MDF programs are designed to support activities exactly like AWS Community Day South Africa — empowering partners to grow visibility, drive engagement, and invest back into the community.

Learn more about AWS MDF and Partner Funding: [AWS Partner Funding Programs](#)



Funding Benefits for AWS Partners

Marketing Development Funds Program (MDF)

Why Sponsor?



Boost brand visibility

Stand out with exhibition space at a high-energy expo



Build valuable relationships

Connect with a targeted audience eager to hear your solutions



Create tailored customizations

Maximize your event impact with special moments



Increase lead generation

Expand your network and customer base

50% off



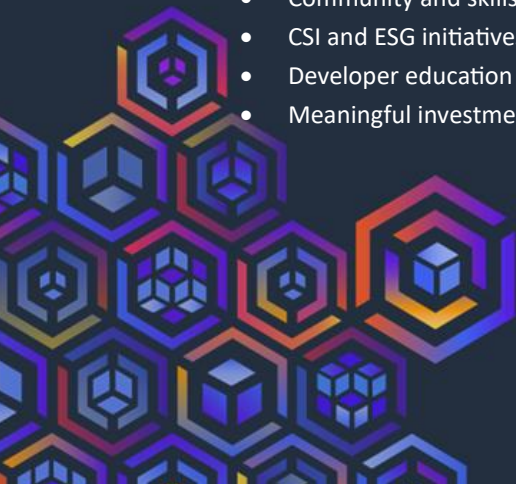
Section 18A Tax Certificate for Sponsors

AWS Community South Africa is proudly registered as a **Non-Profit Company (NPC)**, allowing sponsors to invest directly into the growth and development of the local cloud and technology community.

In addition to traditional sponsorship benefits, qualifying sponsors may also receive a **Section 18A tax certificate** for eligible contributions, enabling potential tax deductions while supporting community education, mentorship, technical enablement, and ecosystem growth initiatives.

This creates an opportunity for organizations to align sponsorship with:

- Community and skills development
- CSI and ESG initiatives
- Developer education and mentorship
- Meaningful investment in South Africa's technology ecosystem





AWS Community Day

South Africa 2026 - Overview

What makes AWS Community Day unique

AWS re:Invent, AWS Summit, and AWS Community Day are all about the cloud—but each one has a different vibe. All these events are globally and internationally recognized as premier events.

- 1.1. re:Invent is the massive, flagship AWS event where new services are launched, with thousands of people attending to hear from AWS leadership and dive deep into the latest innovations.
- 1.2. AWS Summit brings that energy to regional audiences, focusing on specific industries and use cases with lots of solution demos and migration talks.
- 1.3. AWS Community Day? That's where things get real.

Why Community Day is better (at least we think so 😊):

We're not here for polished B2B sales pitches—we're here to show off what we've built, share real-world experiences, and learn from each other. It's by the community, for the community. Whether you're just getting started or have been deep in AWS for years, this is your chance to:

- 1.4. Demo your cool projects
- 1.5. Talk about the challenges you faced
- 1.6. Share how you solved them (or what you learned trying!)
- 1.7. Connect with fellow builders, developers, and tinkerers

Come tell your story, not your company's elevator pitch.
Let's learn, build, and grow together—one stack trace at a time.

Conference Details

DATE

3 November 2026 (TBC)

VENUE

Lagoon Beach Hotel (TBC)

EXPECTED DELEGATES

600 - 700





Diamond Sponsor

Limited to 1 sponsor



Exhibition & Networking Area

- 4x2m branded stand
- 2x Lockable branded counter
- Plug points
- Table + 4 chairs
- Bring your own pull-up banners (max 3)

Conference Benefits

- 5x Premium Delegate passes
- Maximum discount of 20% on Premium Delegate passes
- 20-minute keynote speaker slot (Subject to approval)
- Sponsored Talk in breakaway session
- Attendee list with contact details

Marketing

- Logo on the keynote screens (AWS Community Day South Africa Powered by...)
- Logo on all scheduled emails to the database
- Logo on the event website
- Dedicated social media announcements (5 unique posts)
- Logo and sponsorship acknowledgement in the keynote
- Logo on event recordings posted online post event

Exclusive Diamond benefit

- Exclusive logo on conference merchandise
- 2 invites to Speaker and VIP Dinner





Platinum Sponsor



Exhibition & Networking Area

- 3x2m branded stand
- Lockable branded counter
- Plug points
- Cocktail Table + 2 chairs
- Bring your own pull-up banners (max 2)

Conference Benefits

- 3x Premium Delegate passes
- Maximum discount of 10% on Premium Delegate passes
- Attendee list with contact details

Marketing

- Logo on all scheduled emails to the database
- Logo on the event website
- Dedicated social media announcements (4 unique posts)
- Logo and sponsorship acknowledgement in the keynote





Gold Sponsor

Exhibition & Networking Area

- 2x2m branded stand
- Lockable branded counter
- Plug points
- Cocktail Table + 2 chairs
- Bring your own pull-up banners (max 1)



Conference Benefits

- 1x Premium Delegate passes
- Maximum discount of 5% on Premium Delegate passes

Marketing

- Logo on all scheduled emails to the database
- Logo on the event website
- Dedicated social media announcements (3 unique posts)
- Logo and sponsorship acknowledgement in the keynote





Silver Sponsor



Exhibition & Networking Area

- 1.5x1.5m branded stand
- Lockable branded counter

Conference Benefits

- Maximum discount of 3% on Premium Delegate passes

Marketing

- Logo on all scheduled emails to the database
- Logo on the event website
- Dedicated social media announcements (2 unique posts)
- Logo and sponsorship acknowledgement in the keynote

Bronze Sponsor



Exhibition & Networking Area

- 1mx1m branded backwall
- Branded counter

Conference Benefits

- Maximum discount of 1% on Premium Delegate passes

Marketing

- Logo on all scheduled emails to the database
- Logo on the event website
- Dedicated social media announcements (1 unique posts)
- Logo and sponsorship acknowledgement in the keynote



VIP & Speakers' Dinner

R50 000

About the Dinner

Our speakers are community leaders, builders, engineers, architects, and passionate technologists who volunteer their time and knowledge to help grow the South African cloud and developer community. Selected through a highly competitive speaker process, they represent some of the most respected voices across the industry, making AWS Community Day South Africa a truly community-driven experience.

By sponsoring the Speaker Dinner, you'll have the opportunity to connect directly with these technical leaders, AWS experts, and industry influencers in a relaxed and personal environment. It's a unique way to build meaningful relationships, support the people driving the community forward, and be part of memorable conversations that continue long after the event ends.

Dinner Benefits

- 3 Seats at the VIP & Speakers' Dinner
- Branded gift for each speaker (TBD)
- Exclusive logo on dinner menu
- Access to the speaker database, based on opt-in, after the event.

Conference Benefits

- 1 Premium Delegate pass with full access to the event and swag
- Maximum discount of 10% on premium delegate tickets

Marketing & Brand Exposure

- Logo on all scheduled emails to the database
- Logo on the event website
- Dedicated social media announcements (1 unique posts)
- Logo and sponsorship acknowledgement in the keynote
- Option to include brochures / promotional items in delegate bags

Package Bolt-Ons

Speaker Slot

- 1x 40-minute speaker slot
- 1x Premium Delegate Pass for your speaker
- Invitation to speaker dinner
- Professional photographs in session

R30 000

Delegate Database

- Opt-in delegate database to be shared post the event

R20 000

Swag and Branding Sponsorship

Available as Stand-Alone or Bolt-On Package

Show your support for AWS Community Day South Africa at an affordable price point

Marketing and Brand Exposure Benefits

- Option to include brochures and / or promotional items in the delegate bags
- Logo on all scheduled emails to the database
- Logo on the event website
- Dedicated social media announcements (1 unique posts)
- Logo and sponsorship acknowledgement in the keynote

Marketing and Brand Exposure Benefits

- 1x Premium Delegate pass with full access to the event and swag
- Maximum discount of 10% on delegate tickets

Premium Delegate Backpacks

- Full Colour logo branding on premium delegate backpack

R60 000

Conference Lanyards

- Full Colour logo branding on premium delegate backpack

R50 000

Water Bottle

- One Colour logo branding on all delegate water bottles

R40 000

Video

- Logo placed on all video recordings (Keynote + Speaker slots)
- 15-minute promotional video interview with Video sponsor recorded at the event

R100 000



Secure Your Sponsorship

Next Steps

To express your interest in one or more sponsorship packages, please fill in this form (or navigate to <https://sponsor.awscommunityday.co.za>) and we will be in contact. Your expression of interest is non-binding and allows us to respond efficiently.

We understand it may take time or a meeting with our team to obtain your organization's approval to sponsor AWS Community Day South Africa. If you need any assistance in this process, you can also contact us by e-mail or phone:

Email: sponsor@awscommunity.co.za

Hennie Francis

hennie@awscommunity.co.za

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Once you're ready to commit, our team will prepare a contract outlining all benefits, pricing and terms and conditions of sponsorship.

