



COMMUNITY DAY

MIDWEST | MILWAUKEE

June 5, 2025



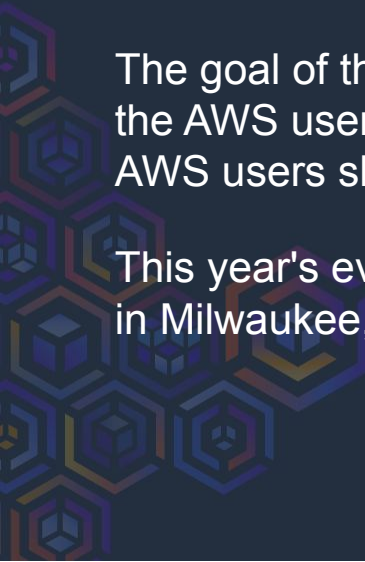
COMMUNITY DAY

About Community Day

AWS Community Day | Midwest is an annual one-day, user-run AWS technical conference that is planned, organized, and delivered by AWS user group community leaders (a “Meetup of Meetups”).

The goal of the Community Day is to facilitate the exchange of information amongst the AWS user community. The presentations are all given by speakers who are fellow AWS users sharing knowledge with their peers.

This year's event will be the 7th annual Community Day | Midwest and will take place in Milwaukee, WI. It was previously held in Columbus, OH and Chicago, IL.





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Why Sponsor?

As a sponsor you will have access to leading AWS technologists from across the Midwest and consumers of AWS services. 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 and your logo will appear on digital signage and slides. Sponsors will be thanked on social media and before the keynote.

*** Please note that sponsored talks are not allowed, as this contradicts the overall authenticity of community peer-to-peer knowledge sharing.*

*Sponsors are welcome to apply to speak at
<https://www.midwestcommunityday.com/propose-a-talk/>*



COMMUNITY DAY

Past Event Demographics

- Event marketed to over 15,000 user group members
- Members from around the Midwest including Milwaukee, Chicago, St. Louis, Columbus, Minneapolis, Des Moines, Boston, and Indianapolis.
- Job titles include: VP, Principal Engineer, CTO, IT Architect, Manager, Cloud Solutions Lead, SRE, Cybersecurity engineer, and developer.
- Members represent startups, SMB, scaleup, and enterprise, across greenfield and industry leading brands.
- Past attendees came from top banks, credit card providers, online marketplaces, major universities, financial services, major consulting firms, and local governments.





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Sponsor by April 30

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Gold

Bronze

Cost	\$5,000	\$1,500
Passes	6 (\$180 value)	2 (\$60 value)
Website	Logo and link on event page	Logo & link
Social media	Thank you on social media	Thank you on social media
Promotion	Logo on screens during event Thank you during keynote Logo on speaker template	
Table	Priority Placement	
# Sponsorships	5 Available	Unlimited Available



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Sponsor after April 30

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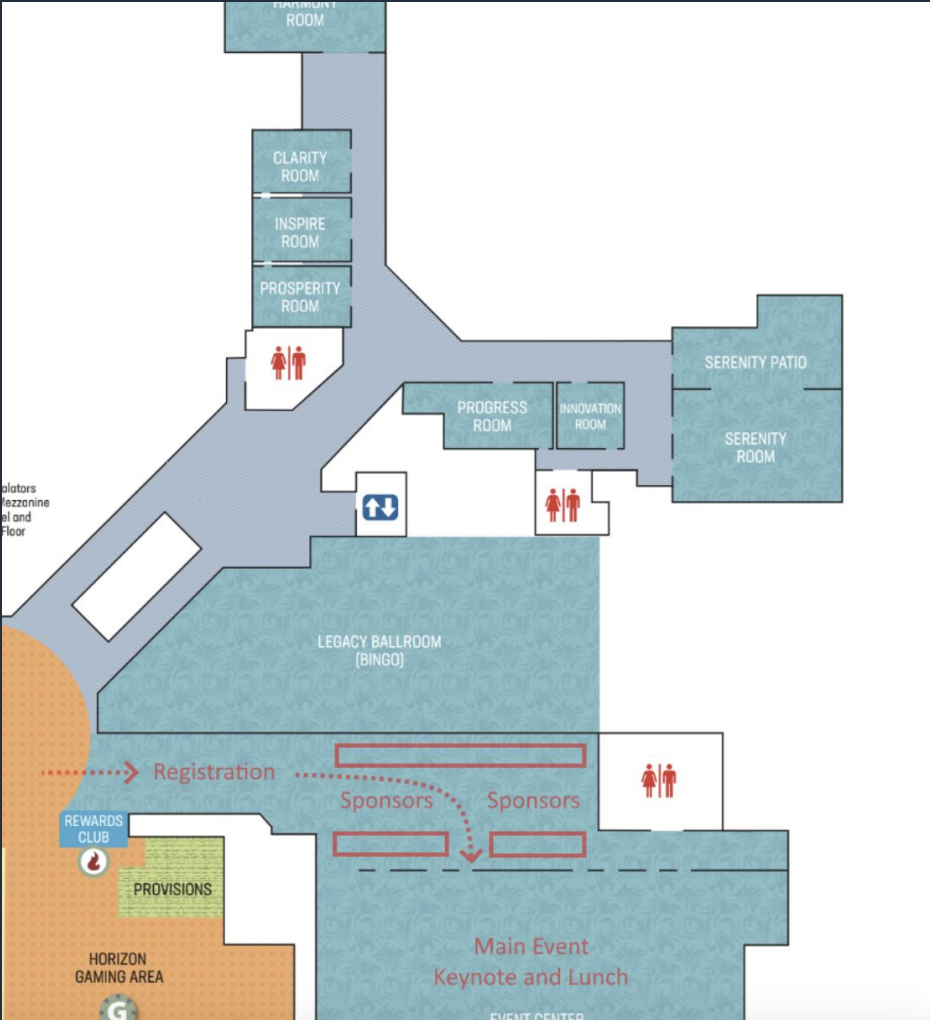
Sponsors are welcome to apply to speak at <https://www.midwestcommunityday.com/propose-a-talk/>

Gold

Bronze

Cost	\$6,000	\$2,000
Passes	6 (\$180 value)	2 (\$60 value)
Website	Logo and link on event page	Logo & link
Social media	Thank you on social media	Thank you on social media
Promotion	Logo on screens during event Thank you during keynote	
Table	Priority Placement	
# Sponsorships	5 Available	Unlimited Available

Gold sponsors table area





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Contact the organizers:
midwestcommunityday.com/contact-us/



A few terms and conditions

- Community Day is a self organizing conference for AWS users that depends on sponsorships. Organizers are volunteers and are not AWS employees.
- We do not have vendor booths, sell product presentations, or distribute attendee contact lists.
- All sponsors attendees must be registered to attend. We offer sponsors 20% off all additional registrations.
- Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers. We do not distribute contact details, but sponsors can offer drawings or raffles to collect leads.
- Gold sponsors get a full table. Silver sponsors can bring and share swag on the shared swag table.
- Sponsors cannot distribute swag outside of their sponsor area (i.e. no flyers on every chair of a workshop session).
- Sponsors are responsible for providing high-res logos for use on the website and in promotional materials, file formats EPS or AI preferred. For pop-up banners, sponsors are responsible for creating, setting up and removing their banners the day of the event.
- Sponsor benefits do not begin until full payment is received.
- No contracts are required. For a detailed invoice of sponsor benefits and payments, just ask.



COMMUNITY DAY

This agreement is between the Organizers of the AWS Community Day Midwest Event (hereafter “Community Day”) and the organization identified at the bottom of this document. This agreement provides the terms and conditions for sponsors of Community Day 2025, held on June 5, 2025 in Milwaukee WI.

Description of benefits and sponsor obligations:

Complimentary registration. Gold sponsors will receive six (6) complimentary general conference registration valued at \$180 USD. Bronze sponsors will receive two (2) complimentary general conference registration valued at \$60 USD. All sponsors must be registered attendees and display the conference badge inside the event. Exhibit space. Gold sponsors are entitled to a table space to display company marketing materials, provide demos and to allow conference participants to interact with company representatives.

Logo in marketing materials, banners, and email. Sponsor logos will be included in organizing emails and website listing. All sponsors may have their company logo and link to their company site event web page.

Sponsorship cost. Gold sponsorships are priced at \$5,000 USD. Bronze sponsorships are priced at \$1,500 USD before April 15. After April 15 Gold sponsorships are priced at \$6,000 USD. Bronze sponsorships are priced at \$2,000 USD

Sponsor payment. Sponsor benefits are rendered when payment is received. Sponsorship fees are non-refundable except for unforeseen circumstances that force a cancellation of the entire event.

Code of Conduct. All sponsor attendees and sponsor marketing materials must adhere to the event Code of Conduct. If an attendee violates the Code of Conduct, the organizers may request that the attendee to leave. If the organizers determine any marketing materials violate the Code of Conduct, the sponsor will be asked to remove them immediately. All sponsors are responsible for adhering to venue rules regarding security, food and beverage, displays, conduct and safety.

Intellectual property. Any conference content, including but not limited to photos, videos, slides, or papers are considered property of the organizers and shall not be posted or disseminated by Sponsor without express written approval.

Indemnification. Both Community Day and Sponsor (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and save each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

Complete agreement. This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.