

Ruby Australia Sponsorship Prospectus

2019 - 2020

Hello World

Welcome Message

OUR PURPOSE

The founding purpose of Ruby Australia is to further the use and adoption of the Ruby programming language in Australia, and to support and encourage a vibrant community around the language and related technologies.

A key part of how Ruby Australia achieves this is through running several events throughout the year: RubyConf AU, Rails Camps, city-based meetups, and RailsGirls, and to help make this happen we ask for the support of the community via annual sponsorship.

PAT ALLAN - PRESIDENT

We are very lucky to have not just a Ruby industry in Australia, but a Ruby *community*. This community reaches throughout our states and territories, improving our collective skills and knowledge, and has helped to grow both businesses and friendships.

An essential ingredient in that has been the companies who have provided support to us - from event spaces, to employee time for community support, through to financial sponsorship - all of which make our events more accessible, more welcoming, and truly world-class. We're keen to have you join us in making our next set of events just as special - have a read, and please do get in touch!



Sponsorship



SPONSORSHIP

2019/2020

Sponsorship packages have traditionally been for individual events, but these have now expanded to allow companies the opportunity to **sponsor Ruby Australia for 12 months at a time.**

All sponsorship packages include the right to use the Ruby AU logo in company emails, printed material and on the company website in the context of sponsorship; additionally, all sponsors will have the opportunity to sponsor additional tickets such as RubyConf Assist and Diversity tickets.

All sponsors will be thanked at RubyConf AU during the introduction and concluding thank yous – major sponsors will have their own slide, with smaller sponsorships grouped together.



Sponsorship for 2019/20 will cover **Rails Camp** in October 2019, a second Rails Camp in May 2020 and **RubyConf AU** 2020 in February. The location of RubyConf AU is currently under discussion but is likely to be Melbourne in order to encourage a larger attendance.

Major (Ruby + Emerald) sponsors will be mentioned and thanked at Rails Camps, smaller sponsors will be included on sponsorship slides and the website. Major sponsors will also receive naming rights to a choice* of one social event at RubyConf AU, as well as the opportunity to have a booth at the conference to connect directly with attendees and share handouts and swag.

* Ruby sponsors will receive first choice when naming events due to the limited number of events.

LEVELS

ANNUAL SPONSORSHIP

Ruby x2

Emerald x4

Sapphire x5

Opal x10

Amber x20

Sponsorship

Levels



\$35,000 (ex. GST)

RUBY

Ruby is the highest sponsorship level available and available for **two sponsors** per year. Ruby sponsorship allows for a greater presence at RubyConf AU including an opportunity to distribute handouts and swag via a stall and naming rights to a social event.

RubyConf AU	10 tickets (value approx. \$6,300)
Rails Camp	10 tickets (value approx. \$4,000)
Total Ticket Value	\$10,300



Ruby AU

- Prominent logo and company description on website
- Logo in all mailings

RubyConf AU

- **Ten** tickets
- Sponsor slide
- Prominent logo on website
- Naming rights to your choice* of one social event at RubyConf AU
- Mentions in conference mailings and social media
- Opportunity to distribute handouts and swag at RubyConf AU

Rails Camps

- **Five** tickets (each camp – ten tickets in all) OR five additional conference tickets (and no Rails Camp tickets)
- Dedicated sponsor slide at every Rails Camp
- Mention as Ruby sponsor in all mailings
- Logo on website

Other

- Sponsor slide of every RORO meeting in every city
- Sponsor slide at Rails Girls

* Ruby sponsors will receive first choice when naming events due to the limited number of events.

\$25,000 (ex. GST)

EMERALD

Emerald is the next highest sponsorship level available and available to **four sponsors per year**.

Emerald sponsorship allows for naming rights to your choice of one social event at RubyConf AU, the opening party, coffee cart or the closing party, if available.

RubyConf AU	5 tickets (value approx. \$3,150)
Rails Camp	10 tickets (value approx. \$4,000)
Total Ticket Value	\$7,150



Ruby AU

- Prominent logo and company description on website
- Logo in all mailings

RubyConf AU

- **Five** tickets
- Sponsor slide
- Prominent logo on website
- Naming rights to your choice* of one social event at RubyConf AU, if available
- Mentions in conference mailings and social media
- Opportunity to distribute handouts and swag at RubyConf AU

Rails Camps

- **Five** tickets (each camp – ten tickets in all) OR five additional conference tickets (and no Rails Camp tickets)
- Dedicated sponsor slide at every Rails Camp
- Mention as Ruby sponsor in all mailings
- Logo on website

Other

- Sponsor slide of every RORO meeting in every city
- Sponsor slide at Rails Girls

* Ruby sponsors will receive first choice when naming events due to the limited number of events.

\$15,000 (ex. GST)

SAPPHIRE

Sapphire is available to **five sponsors** per year.

RubyConf AU	6 tickets (value approx. \$3,780)
Rails Camp	0 tickets
Total Ticket Value	\$3,780

Ruby AU

- Logo and company description on website
- Logo in all mailings

RubyConf AU

- **Six** tickets
- Sponsor slide
- Logo on website

Rails Camps

- Sponsor slide
- Logo in all mailings
- Logo on Website



\$5,000 (ex. GST)

OPAL

Opal is available to **ten sponsors** per year.

Ruby AU

- Logo and company description on website
- Logo in all mailings

RubyConf AU

- **Four** tickets
- Sponsor slide
- Logo on website

RubyConf AU	4 tickets (value approx. \$2,520)
Rails Camp	0 tickets
Total Ticket Value	\$2,520



\$2,000 (ex. GST)

Amber

Amber is available to **twenty sponsors** per year.

Ruby AU

- Small logo on website

RubyConf AU

- **Two** tickets
- Inclusion on Amber sponsor slide
- Small logo on website

RubyConf	2 tickets (value approx. \$1,260)
Rails Camp	0 tickets
Total Ticket Value	\$1,260



Our 2018/19 Sponsors



 Culture Amp

 envato

LOOKAHEAD

 Buildkite

 twilio

Sponsors Support

One conference, two camps, meetups and RailsGirls
introductory events across the country in six cities



RubyConf AU

Our Annual Conference



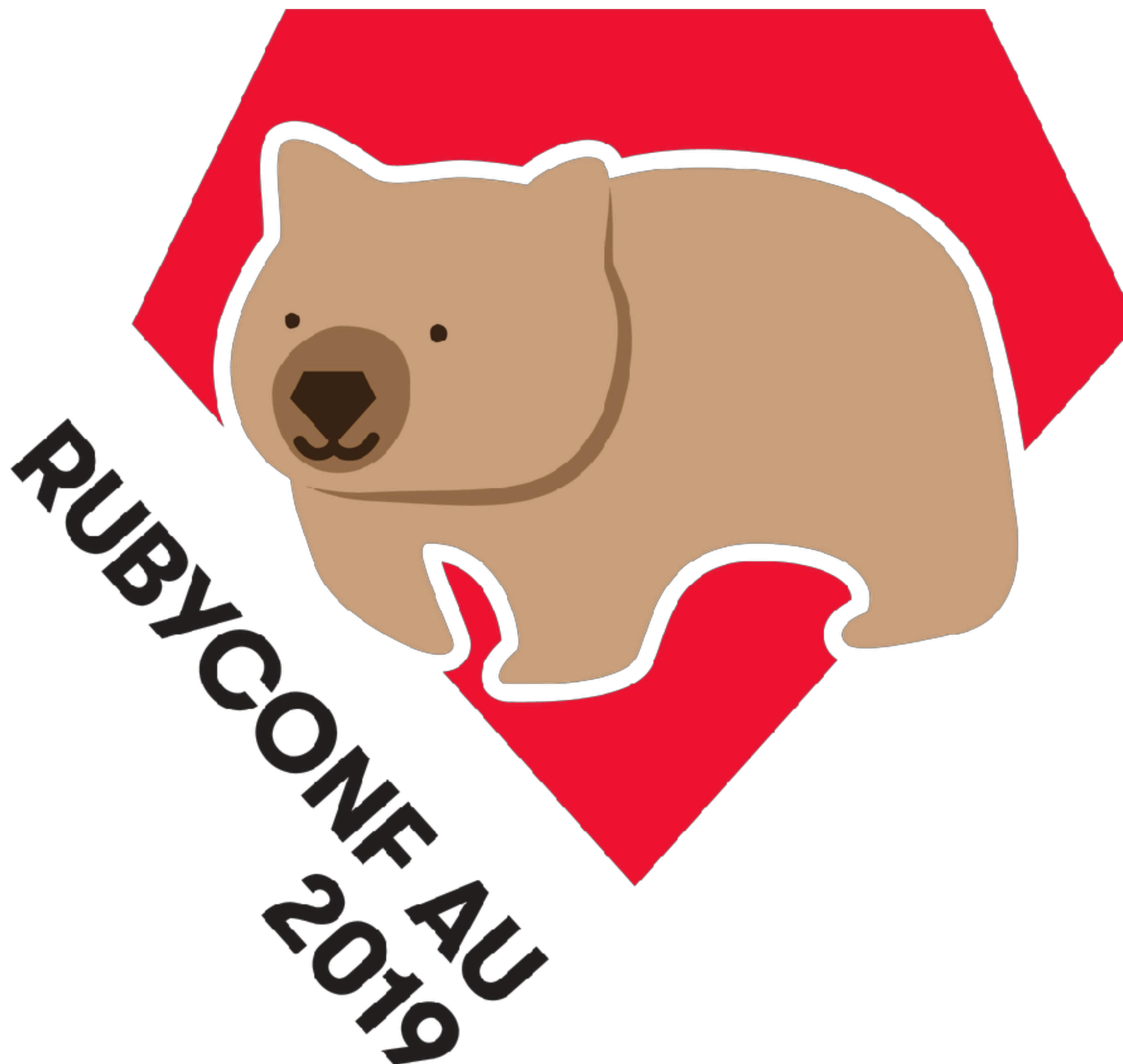
ruby *AU*

ANNUAL CONFERENCE

300-500pax

RubyConf AU is supported by and run under the auspices of Ruby AU. It is a yearly gathering where we share knowledge about the Ruby programming language, and celebrate the Australian and broader Ruby community.

Speakers come from far and wide, and talks are made available on [YouTube](#) immediately and gather thousands of views.



2019

2013 - Present

2018

2017

2016

2015

2014

2013

RailsCamp

Biannual Coding Camp



ruby*AU*

BIANNUAL CODING CAMPS

30-170pax

Each Rails Camp involves the Ruby Community sharing a weekend of fun at a country Australian retreat.

Rails Camps are smaller, more informal events held throughout the year. They are held in remote locations close to major Australian cities and take place from Friday – Monday.

2019/2020 will see Rails Camp number 26 & 27.

Rails Camps 2015-2019

Sydney 2015

Canberra 2015

Adelaide 2016

Brisbane 2016

Darwin 2017

Melbourne 2017

Brisbane 2018

Hobart 2018

Perth 2019



Meetups

Monthly Meetups in six cities



MONTHLY RUBY ON RAILS MEETUPS

> 7,000 members

Ruby developers are passionate about developing some of the best, industry leading web applications out there. We are also passionate about our community and welcoming new members into our growing community and industry.

We hold monthly meetups in **Adelaide**, **Brisbane**, **Canberra**, **Melbourne**, **Perth** and **Sydney** where we give talks on topics including Ruby, Rails, software team practices, open source, and more. They also provide an opportunity to promote job openings, and to connect with industry peers.



ACT

NSW

SA

QLD

VIC

WA

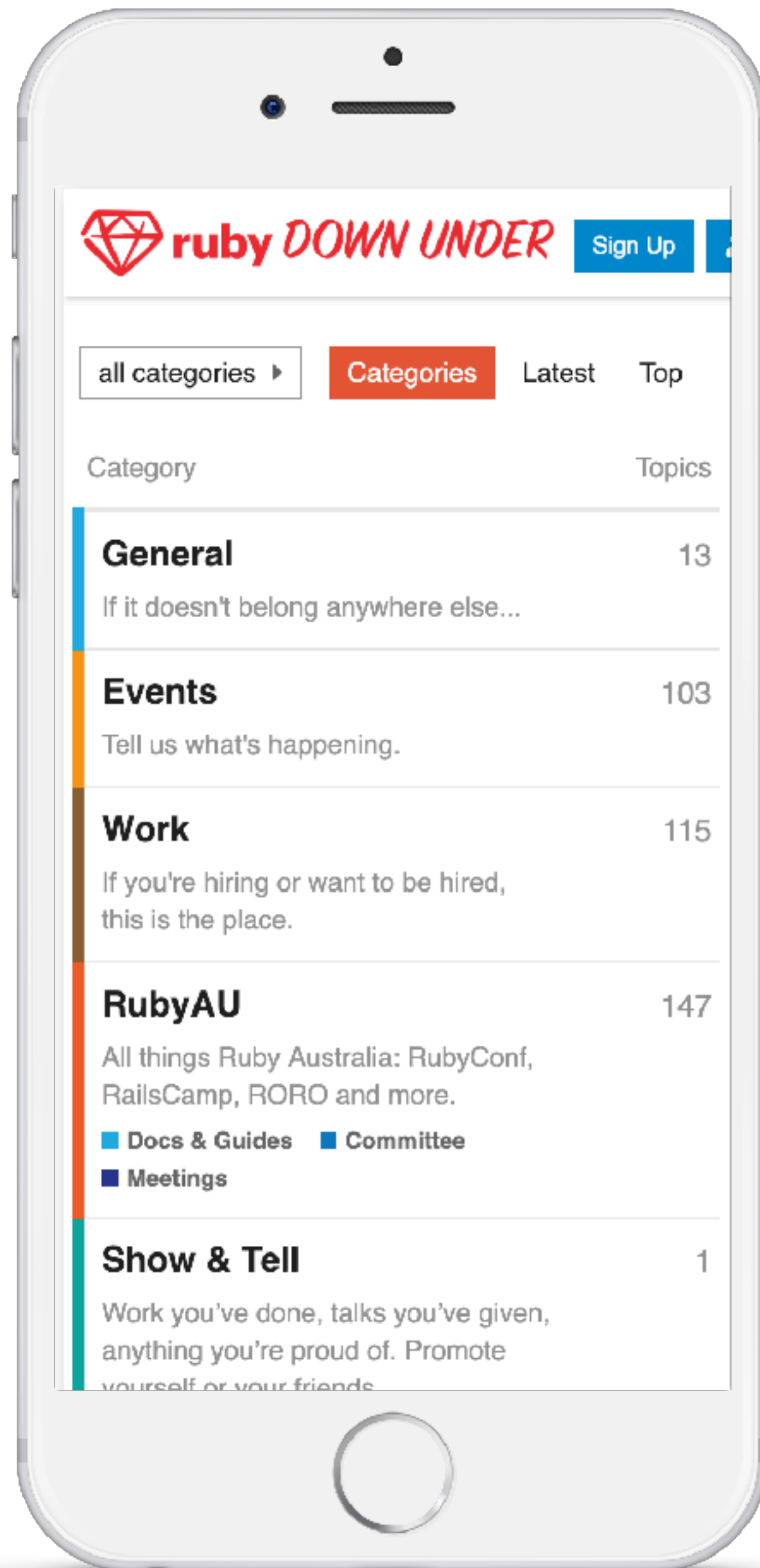


Online Presence



ONLINE PRESENCE

Web & Mobile



WEBSITE / MAILING LIST

We maintain ruby.org.au as our website with organisational and community information, plus directions to various events and city-based meetups.

We have mailing lists with 1500+ subscribers to help with advertising of our events and community interactions.

YOUTUBE

We promptly release videos of our conference and meetup talks to YouTube.

SLACK / FORUM / TWITTER

We promote and connect with the community via Twitter, our Forum, and our active Slack workspace.

HOW TO SPONSOR

Contact us

You can contact our sponsorship committee member directly via sponsorship@ruby.org.au

If you have any questions regarding sponsoring Ruby Australia feel free to reach out to any current **committee member**.

You can find more details about RubyAU via ruby.org.au

Thank you.

