



rubyfuza 2013

Sponsorship

Who is organizing Rubyfuza? (And why?)

I'm Marc Heiligers, Chief of Technology at [Mad Mimi](#). After spending some of 2010 in Chicago, Dave Hoover (previously at Obtiva and Groupon and the author of Apprenticeship Patterns), I was inspired by the level of interaction among developers there - and not just internally, but with consultants, competitors and other developers. Info sharing, discussions and pair programming were abundant. It was extraordinary, energizing... and a dynamic I feel we CAN and MUST bring to South Africa. After all, no one can reach their potential in a vacuum.

I presented the idea of a Ruby conference in South Africa to colleagues and friends; everyone was genuinely excited, and from there on it became a thing. So for the past two years we've held Rubyfuza in Cape Town during the first week of February. If after reading this, you too are genuinely excited, we're looking forward to your involvement and possible sponsorship!

Why sponsor Rubyfuza?

No conference can exist without sponsorship from its industry, and Rubyfuza is no different. Sponsorship will be needed to keep costs for the our delegates low, and to make South Africa's Rubyfuza an outstanding, worthwhile event. (Keep in mind, Rubyfuza is a not-for-profit event!)

Rubyfuza was the first International Ruby conference ever to be held in South Africa. You already know that a couple of years ago South Africa held the highly successful Soccer World Cup...but did you know that South Africa's [Platform 45](#) earned 2nd place in the international [Rails Rumble 2010](#) competition? Or that [Amazon](#) has a development center in Cape Town helping them build and manage their AWS platform?

Rubyfuza will give your company exposure to Rubyists. Rubyists are an entrepreneurial bunch, many starting small businesses or working within larger enterprises, introducing new, agile concepts and technologies. To grow, you need to know and connect with more Rubyists, because Rubyists shape companies and industries.

This year we had 100 delegates, with seven international speakers, and followed the conference with a CodeRetreat hosted by Corey Haines. In 2013 we're expecting 120 delegates, including at least 10 international visitors, and we'll round out the conference with two workshops, one targeting advanced Rubyists and the second for beginners.

Sponsorship Packages

There are 3 main business exposure packages, Emerald, Sapphire and Ruby, with increasing levels of benefit:

Emerald level

- 5,000 ZAR (~600 USD)
- Unlimited number of sponsors on this level
- A small logo and blurb on the website
- A small logo in the program, and blurb at the back of the program
- May put literature in the conference goodie bag

Sapphire level

- 10,000 ZAR (~1,500 USD)
- Limited to 10 sponsors
- A medium sized logo and blurb on the website
- A medium sized logo in the program, and blurb at the back of the program Small logo on other printed materials, such as banner, goodie bag, and so on May put literature and freebies in the conference goodie bag
- A shared display desk at the entrance to the conference room

Ruby level

- 30,000 ZAR (~3,500 USD)
- Limited to 3 sponsors
- A large sized logo and blurb on the website, smaller logo on the home page
- A large sized logo in the program, and blurb at the front of the program Medium logo on other printed materials, such as banner, goodie bag, and so on May put literature and freebies in the conference goodie bag
- A display desk at the entrance to the conference room
- Opportunity to give a 20 minute product talk/demonstration at the conference

Additional Sponsorship Options

We have a number of additional sponsorship options. These are opportunities in addition to the main levels above and will receive special mention on the website and program and, in the case of an event, during said event. We do not need all of these items sponsored, but each one will allow us to make the conference better for everyone.

Networking Mock-braai

There are two opportunities here. We are again holding a mock-braai at the conference venue at the end of the day on Thursday. In previous years, this event has been very well attended, with nearly all delegates sticking around at least to have a drink and network with other delegates.

The cost of the mock-braai itself is R300pp which includes braai-type finger foods with salads and deserts, making a total of 36,000 ZAR (~4,200 USD).

The mock-braai cost does not include drinks, so there is the option to sponsor the drinks by putting a tab on the bar which can be limited to beer and wines. We'd suggest a limit of 5,000 to 6,000 ZAR (~500 - 700 USD).

Conference Banquet

This year we are returning to the Gold Restaurant (<http://www.goldrestaurant.co.za/>), at their new venue, for the conference banquet. The cost per person is R440 and includes the interactive drumming, dinner and live entertainment. In past years we've found that about half the delegates join us for the banquet, making a total of 26,400 ZAR (~3,100 USD)

Parking

Parking during the event is another opportunity, as parking at the hotel or the nearby affiliated parking garage costs R40 per day, but it will only be used by a small-ish number of local delegates so a sponsorship of ZAR 3,000 (~350 USD) should cover it.

Professional Photographer/Videographer

In previous years we've struggled with a handycam and digital camera to document the conference. Video's have had poor sound quality and photos poor lighting. This year we want to hire a professional(s) to handle these aspects. We estimate the cost of this to be around 6,000 ZAR (~700 USD).

Speaker Tickets

We are inviting two international speakers to give keynote talks at the start of each day of the conference. The cost of these speakers includes flights and accommodation for the duration of the conference and is around 24,000 ZAR (~2,800 USD) each.

In past years, all speakers except the keynote speakers have had to pay for their conference tickets just like regular delegates. Since these guys and girls are what make the conference happen, we'd love to be able to cover their tickets. Tickets are R1,200 each and there are 18 speakers in total making 21,600 ZAR (~2,500 USD).

You're invited to think of something else and we're open to hearing your thoughts! If you'd like to become a sponsor, please contact us at sponsor@rubyfuza.org or call me on 083 233 5253.



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