

Sponsorship Proposal



RubyConf Colombia

OCT 15 / 16 - 2015

Medellín, Colombia



Our Event

RubyConf Co will be the first ever Ruby conference in Colombia. It will be a full day event with a second day of workshops. We are expecting Rubyists from all over the world.

Ruby community in Colombia:

- 915 Rubyists
- 4 meetups

We organize different kind of events around Ruby

- Bogotá Ruby meetup
- Medellín Ruby meetup
- Barranquilla Ruby meetup
- RailsGirls Bogotá
- RailsGirls Medellín
- RailsGirls Barranquilla



We have designed our sponsorship packages in order to guarantee that your brand has the maximum possible exposure. Our one and only interest is to guarantee the best experience for our attendees and speakers.

Concept

RubyConf Colombia has three main objectives:

- Share knowledge across borders and languages.
- Expose the local community to bleeding edge tools and techniques in Ruby and software engineering.
- Highlight the work and effort of local community members. RubyConf Colombia is the premier space to connect with international and local leaders in all things related to Ruby.



We have a lineup of international and local speakers who are recognized by the community as experts in a very broad range of subjects.

Location



Calle 34 NO. 32 - 41, RutaN, Medellín / Colombia



RubyConf Colombia will be held in Medellín, Colombia, a city known for its warm people and beautiful mountains. Recently, the city and the country have seen incredible growth of the entrepreneurial and technological ecosystem.

Speakers



Coraline Ada Ehmke

Speaker, mentor, feminist. Ruby
Rogues panelist



Matt Aimonetti

Co-founder of Splice, formerly Sony
PlayStation



Sandi Metz

Cyclist, Rubyist, reluctant author
(<http://poodr.com>) obsessive
programmer, recalcitrant blogger
and the antidote for ambition



Sarah Mei

Chief Consultant at DevMynd. Director
at Ruby Central. RailsBridge founder



Steve Klabnik

Prolific open source contributor.
Rust core team. Mozilla contractor



Communication Plan

Pre-event

- Webpage
- Social networks
- Press release
- Newsletter

During event

- Recording the sessions
- Photographic coverage
- Swag
- Printed agenda
- Twitter feed

Post event

- Publishing of the recorded sessions
- Overview video



Sponsorship Opportunities

As RubyConf Colombia is taking place in a developing nation, we must pay close attention to our ticket fees and keep them accessible to local attendees (from **\$170** to **\$150** vs **\$450+**).

However, our cost structure is similar to that of a US- or European-based conference. In our case, our sponsors are our most important partners and we are willing to go the extra mile to accommodate their needs.

Whether your goal is brand exposure, recruiting, product launch, or something else, we have a sponsorship opportunity for you.

*All Price are in US dollars.



PLATINIUM

US \$15.000

You also get

Full credit for one of the following core components, selected on a first-come, first-served basis. This level allows you to provide a short (5-minute) welcome presentation during the event of your choosing.

- Closing party
- Main track
- Training track
- Videography

- 20 RubyConf Colombia tickets
- 2 free standing banners (you provide and handle shipping)
- Logo placement and company description on RubyConf.co website
- Logo placement and company description on printed agenda
- Logo placement on published talk videos
- Can provide marketing material for attendee package



GOLD



Full credit for one of the following core components, selected on a first-come, first-served basis

- Day 1 Snacks
- Day 2 Snacks Simultaneous Translation

You also get

- 10 RubyConf Colombia tickets
- 2 free standing banners (you provide and handle shipping)
- Logo placement and company description on RubyConf.co website
- Logo placement on published talk videos
- Logo placement and company description on printed agenda



SILVER



Full credit for one of the following core components, selected on a first-come, first-served basis

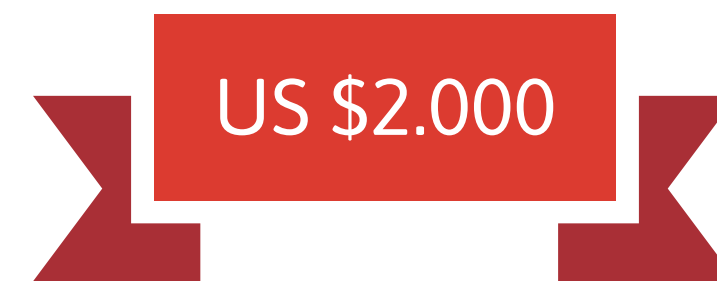
- Lanyards
- Coffee / Tea Station Networking Space

You also get

- 5 RubyConf Colombia ticket
- 1 free standing banner (you provide and handle shipping)
- Logo placement and company description on RubyConf.co website
- Logo placement and company description on printed agenda
- Logo placement on published talk videos



START UP LEVEL



This level is only available to companies with 10 employees or less and gets you

- 2 RubyConf Colombia ticket
- Logo placement and company description on RubyConf.co website
- Logo placement and company description on printed agenda
- Logo placement on published talk videos



Contact

Please Note: Sponsors are strongly encouraged to help increase the diversity of RubyConf.co, please consider this when assigning tickets. We appreciate your support in helping to bring diversity to the community and to community events.

If you are not able to or interested in using your tickets we can donate them to a member of your choice from our local Ruby communities who cannot afford it. Please inquire for a list of donation candidates.

To sign up for a sponsorship slot or if you have any questions regarding sponsorship, contact us at organizers@rubyconf.co or call (914) 500-9348.

These opportunities will fill up fast, please let us know of your interest as soon as you can. We are looking forward to hosting you and your team this amazing software development event in Colombia.





GRACIAS

RubyConf Colombia / 2015