



Brighton Ruby

brightonruby.com

Brighton Dome, Corn Exchange

Friday, 8 July 2016

Sponsorship Information

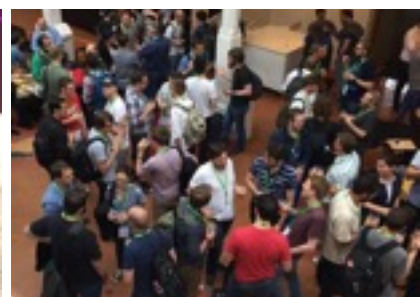
Now in our third year, we have run two very successful events for just over 200 attendees from from the UK, Ireland, USA, Germany, Spain, Poland, Slovenia, Denmark, The Netherlands and even as far as Australia.

Given we sold out a month in advance of last year, this year we're expanding to a larger room at the Brighton Dome. The Corn Exchange is capable of holding up to 750, but most likely we're expecting an attendance of 300–400.

Brighton Ruby is a single track conference with a selection of invited speakers (3 or 4) and a CFP to encourage a broad representation of the community, perhaps attempting their first conference talk. We keep the schedule snappy (20 minute talks + some lightning talks) and the breaks are long enough for a very enjoyable 'hallway track'.

“Had a wonderful time at Brighton Ruby today, my perfect kind of affordable community focused conference”

Andrew Nesbitt



In 2015 we also premiered Just A Ruby Minute, a hilarious take on the long running BBC Radio 4 panel show, which (having been seen at Brighton) went on to be one of the hits of RailsConf in San Antonio. Baffling Americans present with genteel, parochial humour is a win.

The presentation is a mixture of technical and non-technical talks. In previous years we have hosted: Sarah Mei (Ruby Central), Sarah Allen (Rails Bridge), Aaron Patterson (Rails Core), Lauren Sansonetti (RubyMotion), Avdi Grimm (RubyTapas), Terence Lee & Zak (Ruby Core). We already have a solid (unannounced) lineup for this year. I'll tell you over email if you ask nicely.

We try and be community-focussed, a little idiosyncratic and friendly. We also try to keep prices low and that's where sponsorship comes in...

Previous Sponsors



“We're delighted to be sponsoring the awesome Brighton conference!”

FreeAgent



“Here at Brighton Ruby, waiting for all the fun to begin”

Kim Witten, Bytemark



“We're excited to be sponsoring Brighton Ruby. Lineup is excellent! See you there!”

Kyan



Brighton

Less than an hour from London and half an hour from Gatwick, Brighton is a south coast city with a thriving web technology industry.

As a thriving tourist attraction, Brighton has great transport links and accommodation. There's a great deal of information on our town at brightonruby.com/misc/lovely-brighton.

Dome Corn Exchange



Brighton Dome Corn Exchange was built in 1805 and was originally the Prince Regent's riding house. It is now a unique and versatile venue with a magnificent single span of arched ceiling and a sprung maple floor. It was restored in 2002. brightondome.org

Features for Sponsors

This year, for the first time, we're going to be able to offer an area for some sponsors to have an area to present themselves physically.

We'll divide the Corn Exchange in (roughly) half. One side will be the traditional theatre setup to host 300–400 attendees and behind the stage we will have an open area for sponsors.

My plan (currently) is to filter the attendees out through this area, but I need to confirm with the venue.

We'll work individually with each sponsor to sort appropriate tables/power etc. We will likely only have access from 8AM on the morning of the conference, so you'll have to be there promptly to set up!

Sponsorship Packages

| | FRIEND | SILVER | GOLD | RUBY |
|--|--------|------------|------------|-----------|
| PRICE (EX VAT) | £500 | £2,000 | £4,000 | £8,000 |
| HOW MANY? | 12 | 4 | 2 | 1 |
| LOGO & LINK ON WEBSITE | 👍 | 👍 | 👍 | 👍 |
| LOGO ON OPENING SLIDES | 👍 | 👍 | 👍 | 👍 |
| LOGO ON BANNERS | 👍 | 👍 | 👍 | 👍 |
| TWEET FROM @BRIGHTONRUBY PRIOR | | 🐦 | 🐦 | 🐦 |
| LOGO ON VIDEOS | | one shared | one shared | with logo |
| LOGO AT SIGNIN DESK | | 👍 | 👍 | 👍 |
| INDIVIDUAL THANKS IN OPENING | | 👍 | 👍 | 👍 |
| INDIVIDUAL THANKS IN CLOSING | | 👍 | 👍 | 👍 |
| IF YOU SEND ME A T-SHIRT I WILL WEAR IT DURING THE OPENING | | 👍 | 👍 | 👍 |
| BOOTH | | + £750 | Table | 2x size |
| TWEET FROM @BRIGHTONRUBY AFTER | | | 🐦 | 🐦 |
| SPECIAL PITCH AFTER LUNCH | | | 👍 | 👍 |
| LOGO/LINK IN ALL EMAILS TO ATTENDEES | | | ✉️ | ✉️ |
| SPECIAL MESSAGE IN POST-CONF EMAIL | | | ✉️ | ✉️ |
| SPECIAL MESSAGE IN DAY BEFORE EMAIL | | | | ✉️ |
| LOGO ON SPEAKER LECTURN | | | | 😎 |
| I WILL PERSONALLY SLIP YOUR COMPANY NAME INTO AS MANY ROUNDS OF JUST A MINUTE AS I CAN | | | | 👻 |
| TICKETS | 1 | 2 | 4 | 8 |
| UNIQUE DISCOUNT CODE | | 10% | 15% | 20% |

A couple of things

Tickets and discount codes may be used by your team or given away (e.g. In a Twitter contest, to your own newsletter subscribers, etc.)

Prominence of your logo on the website, name badges, slides, emails and banners will be proportionate to the level of sponsorship

You must provide your own copy for the any dedicated “sponsors” page and emails (Approximately 100 words/600 characters max)

The conference website will remain live indefinitely.

Submitted copy for the website, emails, posters and discount codes is subject to our approval and code of conduct.

Anything Else?

Any questions please email or call me:

- andy@goodscary.com
- +447446858575

I run the conference through my little Ruby/Rails consulting company Good Scary Limited, so that's why you might see that name around.

Got Rails applications in need of love?

My company offers both ongoing security, maintenance & upgrades for Rails applications back to Rails 2 and emergency ‘rescue’ and ‘review’ services. If you have a problem get in touch.