RUBY AUSTRALIA

SPONSORSHIP PROSPECTUS

2022

Issued 25 November 2022

ruby AU

Welcome – Our Purpose as Ruby AU

- 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 Ruby language and related technologies*.
- The primary action for Ruby Australia ("Ruby AU") to achieve these goals is through running our regular events, including RubyConf AU, Rails Camps, regular monthly meetups & RailsGirls.

- To help make these events happen, we ask for the support of the community with financial sponsorship of Ruby Australia.
- We hope that you will consider supporting us in our objectives to continue building our Ruby community in Australia.

www.ruby.org.au
sponsorship@ruby.org.au

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President's Message

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 and more.

All this support helps make our events more accessible, more welcoming, and truly world-class.
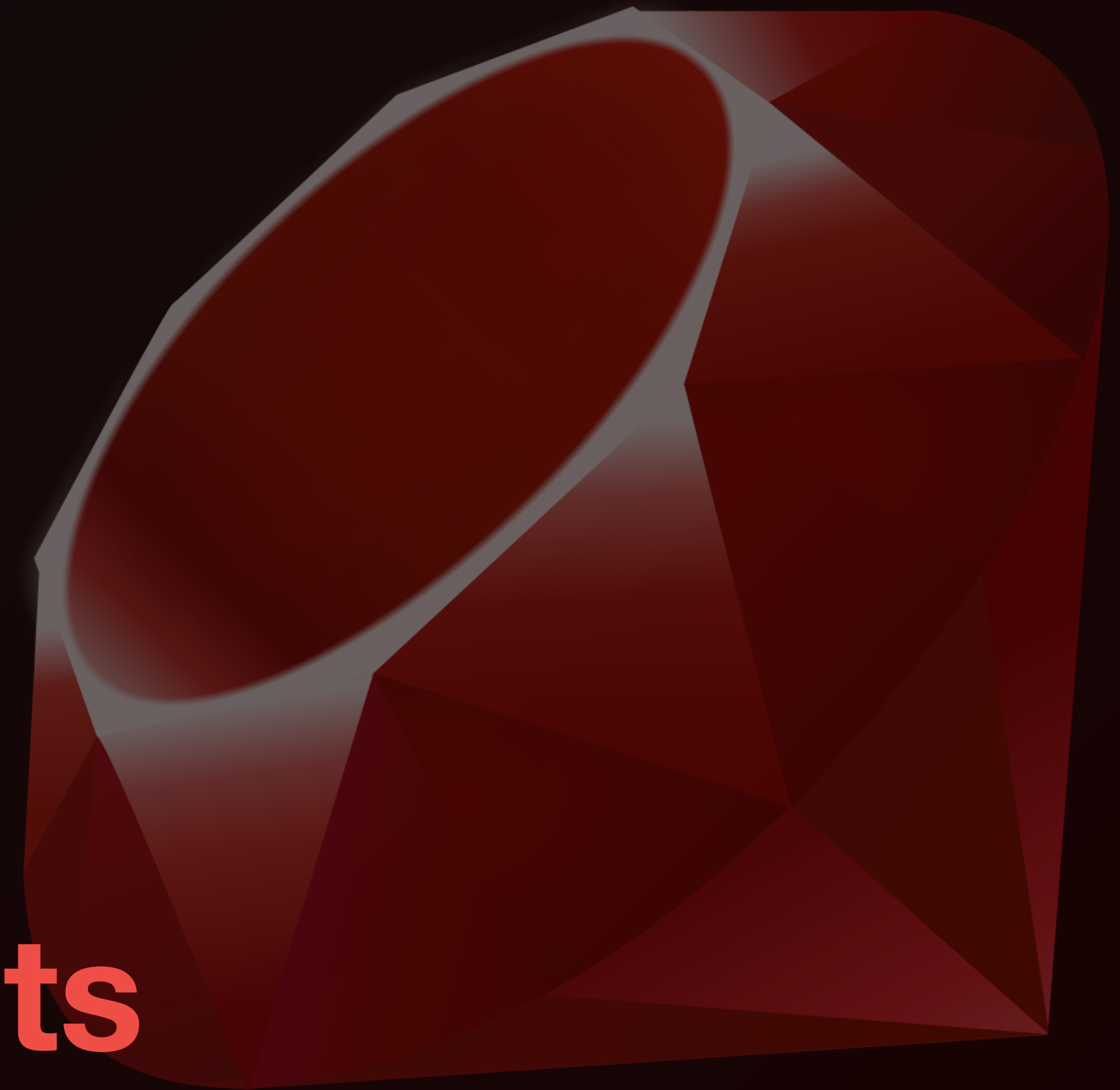
We're keen to have you join us in making our next set of events just as special.

Have a read, and if you have any thoughts, questions or feedback, feel free to get in touch.

- Nick Wolf
Ruby Australia President
president@ruby.org.au

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Sponsor Supported Events

Sponsor Supported Events

- Ruby Australia aims to run a number of both regular and intermittent events.
- All events provide a range of promotional opportunities for our sponsors.
- All in-person events will *only* run when it is considered safe to do so. Should an event require rescheduling, we commit to still meet (or exceed) all obligations to our sponsors.
- Traditionally, we have run the following:
  - **RubyConf AU**: our national technical conference and flagship Major Event; usually annual, and held in late summer/ Q1 in a capital city.
  - **Rails Camps**: our casual coding camp retreats; we aim to hold two camps per year, traditionally in autumn/Q2 and spring/Q4.
  - **Monthly meetups:** held in most major cities, these are in-person, online or both.
  - **RailsGirls** - introductory Ruby events held intermittently in major cities
- These community events could not happen without the generous financial support of Ruby AU's sponsors.
- They also require dedicated community members who volunteer their time and efforts to organise these events.
- We are very grateful for all those who make these events possible for our community.

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RubyConf AU - National Conference

- RubyConf AU is a national conference where we as a community gather to share knowledge about Ruby programming, the broader technology industry, and celebrate the Australian and international Ruby community.

- It is supported by and run under the auspices of Ruby AU, with the help of a team of generous volunteer organisers.

- Speakers come from across Australia and the globe. Presentations are made available same-day on YouTube, and gather thousands of views.

- Typical attendance is 300~500 pax.

- Traditionally, RubyConf AU has been a single-track conference over 2 days; bookended by a variety of social events.

- The most recent conference was March 2020 (just prior to the first COVID restrictions).

- In 2021 and 2022, consideration was given to holding a virtual conference, but it was not deemed to be a viable alternative.

- RubyConf AU 2023 [rubyconf.org.au] will be held 16-17 February 2023, at the Melbourne Convention Centre.

- We acknowledge that the 2 prior conferences have been in Melbourne - but we hope this will simplify logistical issues after our hiatus & expect it will encourage strong attendance.

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RubyConf AU - National Conference

- RubyConf AU provides a number of avenues and opportunities for sponsors to interact with attendees and elevate their company profile with those in our industry.
- As the largest gathering of Rubyists in Australia, sponsors have the opportunity to meet, network & recruit through their demonstrated support for the community.
- Sponsors at all sponsorship levels are promoted in various ways during the conference:
  - Different levels are designed to meet the amount of support that an organisation is able and wants to provide to the Ruby community through Ruby AU.
  - Full details are in the "Sponsorship Levels & Benefits" section.

- There are also options for companies to have a physical presence at the conference via a Conference Exhibit:
  - Existing Ruby AU sponsors receive a reduced Exhibit fee (fully included for Ruby level sponsors)
  - Non-sponsors can also purchase an Exhibit at the conference (no discount is provided for non-sponsors).
- Variations to the traditional model are under consideration for RubyConf AU 2024, to provide more opportunities, benefits & flexibility for both attendees & sponsors.

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Rails Camp - Coding Camp & Retreat

- Each Rails Camp involves the Ruby Community sharing a weekend of fun & code at an Australian non-city retreat.
- Rails Camps are smaller, more informal events with an emphasis on both coding and social interaction.
- Traditionally, camps are held biannually, in Autumn/Q2 and Spring/Q4.
- They are held in semi-remote locations close to major Australian cities and take place from Friday to Monday.
- Most recently (and after two COVID postponements!), we were fortunate to run Rails Camp 27 in Adelaide during February 2022 with great success.

- Other past locations have included: Perth & Melbourne (2019), Hobart & Brisbane (2018), Darwin & Melbourne (2017); Adelaide & Brisbane (2016); Canberra & Sydney (2015) and more back to 2007.
- Attendance varies on location and time of year. Past attendee numbers have ranged from 30~170 pax. Typical attendance is approximately 70 pax.
- We intend to run at least one Rails Camp in 2023; planning is already in progress.
- We plan to announce the next RailsCamp so it can be promoted at RubyConf AU 2023.
- A 2nd camp in 2023 would depend on the level of volunteer support.

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Rails Camp - Coding Camp & Retreat

- At Rails Camp, Ruby AU sponsors are acknowledged and thanked during all "formal" camp interactions (intro, closing, presentations, etc.)

- Sponsor signage (print or digital) is also posted when logistically possible.

- Additional sponsorship opportunities have traditionally been available on an ad-hoc basis for each camp.

- The ad-hoc events and services are provided solely at the discretion of the volunteers organising each camp, and may or may not be sponsored - so we are unable to include them in our Ruby AU sponsor packages.

- Examples of ad-hoc sponsorship include: the "airport to camp shuttle-bus", an onsite coffee cart, and "gourmet" meal service on Saturday evening.

  - It includes naming rights, and a verbal announcement from camp organisers during the event.

  - Historically, these sponsorship opportunities are generally more suited to smaller organisations.

- When camp organisers identify that they would like to seek sponsors for a camp event or service, we first liaise with our existing sponsors for expressions of interest, before approaching the broader community for sponsorship interest.

Meetups - Monthly Tech Gatherings

- Ruby developers are passionate about developing some of the best, industry-leading software applications.
- We are also passionate about our community & welcoming new members into our growing community and industry.
- Traditionally, we have held monthly meetups in Melbourne, Sydney, Perth, Adelaide, Brisbane & Canberra. Food & drinks are usually provided.
- Ruby AU sponsors are recognised during the opening remarks of each meetup.
- Speakers volunteer to give talks on topics including: software development using Ruby/Rails/other related technologies; coding best practices; team work; open source software; tools & workflows; etc.

- Meetups also provide options to promote job openings; discuss industry changes & tech news; to support each other with experiences in our industry & community.
- From 2020Q1 to 2022Q3, most of our in-person meetups were on hiatus: SYD and MEL quickly began monthly virtual meetups.
- In 2022Q1, these were consolidated into a single national meetup for several months; we hope to resume this national online meetup (in some format) in 2023.
- In 2022Q4, both SYD and MEL resumed meetups with both online and in-person attendees ("hybrid" meetups)
- We expect other major city locations will also resume their regular meetups in 2023.

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RailsGirls - Intro To Ruby Event

- Rails Girls [railsgirls.com] was born in Finland but is now a global, non-profit volunteer community. It aims to give tools & a community for women to understand technology and to build their ideas.
- Each event provides an introduction to the Ruby language, and early steps in building a web app using Ruby on Rails.
- RailsGirls events are run intermittently by community volunteers keen to advocate for Ruby, software development careers and better diversity in the tech industry.
- In Australia, these events are organised under the auspices of Ruby AU – our sponsors are thanked & mentioned both verbally, and regularly in event slides.

- While anyone can register, women are given priority to attend. Events are held wherever there are people willing to volunteer and interested in learning.
- Workshops are a usually a single day, running 10am to 4pm with a formal introduction, followed by interleaved coding sessions and presentations.
- Workshops can include introductory and next level tasks, & presentations from those already in the industry. Topics include securing first roles, career paths and using code for problem solving.
- Food & t-shirts (often a participant's first tech swag) are provided by Ruby AU.

Sponsorship of Ruby Australia

Sponsorship of Ruby Australia

‣ Prior to 2018, sponsorship packages were only available for individual Ruby AU events.

‣ In 2018, sponsorship packages were introduced to allow annual sponsorship: these were packages lasting for 12 months, and sponsorship included all our traditional events.

‣ In this COVID era, we need to protect the safety of our community members at in-person events, while allowing for the potential rescheduling of any event.

‣ We cannot guarantee that all Major Events (conference and camps) can be run within a single calendar year or 365 day period.

‣ We have therefore introduced **Sponsor Intervals** in order to ensure that our sponsors will receive *all* agreed benefits.

‣ A **Sponsor Interval** is defined as the duration of your specific organisation's sponsorship.

‣ It is specific to each organisation.

‣ It starts on the date that an organisation is "accepted" as a sponsor (the invoice date)

‣ It ends when *all the following have occurred*:

   ‣ 365 days,

   ‣ 1 RubyConf AU event, and

   ‣ At least 1 RailsCamp event (i.e. if 1 or more RailsCamps occur before the other conditions are met, any and all camps will be included in your Sponsorship Interval.)

‣ Should your organisation want to move to a higher level of sponsorship, contact Ruby AU and we will customise a package for you.

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Sponsorship of Ruby Australia

- All sponsorship packages include the right to use the Ruby AU logo in company emails, printed material and on a corporate website (in the context of community sponsorship).

- All sponsors are also encouraged to support additional event tickets such as RubyConf Assist and Diversity tickets to assist community members who may benefit from such support.

- The various sponsorship levels available range from the highest level as Ruby; followed by Emerald, Sapphire, Opal & Amber.

- Full details are in the "Sponsorship Levels & Benefits" section.

- Ruby Level & Emerald Level sponsors are considered "Major Sponsors".

- Sponsors on all other levels are considered "Minor Sponsors".

- All sponsors will be included on the Ruby AU website:

  - We plan significant improvements to the existing sponsor pages in 2023H1; including more significant sponsor-provided promotional content.

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sponsorship@ruby.org.au

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Sponsorship of Ruby Australia

‣ Major Sponsors will be acknowledged and thanked at all our events - with individual slides and verbal description for each sponsor organisation:

  ‣ RubyConf AU: during the introduction, conclusion & included social events. Break slides shown between presentations will also feature the logos of our Major Sponsors.

  ‣ Rails Camps: during the introduction and conclusion; also prior to any sessions with presentations/talks.

  ‣ RailsGirls & city Meetups: during the introduction to each event.

‣ Minor Sponsors will be acknowledged and thanked (via composite sponsor slides after the Major Sponsor slides) at RubyConf AU and each Rails Camp.

‣ Digital Signage (sponsor logos and text details) will be present at multiple locations at RubyConf AU (signage extents may depend on venue facilities).

‣ Print Signage (on stage) may be supplied by Ruby Level sponsors.

Sponsorship Event Credits

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Sponsorship Event Credits

‣ Some past sponsorship package levels have included a set number of tickets to RubyConf AU and/or Rails Camp.

‣ Depending on the package, ticket types could sometimes be swapped between Major Events (with some restrictions).

‣ With Major Events no longer on a fixed timetable, we considered alternatives to "included tickets" for Major Events:

  ‣ We are introducing "**Event Credits**".

‣ All sponsorship levels include a specific number of Event Credits.

‣ Credits can be used for any Ruby AU event.

‣ How many Event Credits for an event?

  ‣ 2 Event Credits = 1 RubyConf AU ticket

  ‣ 1 Event Credit   = 1 Rails Camp ticket

‣ Ruby AU may (at its sole discretion) offer alternative options to existing and new sponsors for obtaining or using Event Credits, at any time.

‣ If Event Credits are unused at the end of a Sponsor Interval, they will be rolled over into the next Sponsor Interval (note: any rollover is conditional on contiguous sponsorship).

‣ We expect Event Credits will simplify event benefits, & bring better flexibility for sponsors sending attendees to our Major Events.

‣ Any existing pre-2022 ticket allocations will be converted into Event Credits, increasing ticket flexibility for our current sponsors.

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Sponsorship Levels & Benefits

Sponsorship Level: Ruby Sponsor

‣ Cost per Interval: $35,000 (ex. GST)

‣ Ruby is the highest Sponsorship Level available, with (at most) 2 Ruby Sponsors

‣ Ruby Level Sponsorship benefits:

  ‣ 30 Event Credits (value > $10500)

  ‣ Dedicated Ruby Level Sponsor slide at *all* events, including verbal company description & thanks

  ‣ Meetups: sponsor slide in every city

  ‣ Company name & logo included in *all* official mailings by Ruby AU

  ‣ Logo & text description on Ruby AU website

  ‣ Mention as Ruby Sponsor in other mailings & social media credits

‣ RailsGirls: sponsor slide, logo on website

‣ RubyConf AU

  ‣ Dedicated Ruby Sponsor slide (with taglines) for each Ruby Level sponsor

  ‣ Prominent logo on conference website

  ‣ Large logo on conference Break Slide

  ‣ Naming options to a service/social event at RubyConf AU (eg. opening or closing parties, coffee carts, etc.) – options for event naming will be determined in negotiation with Ruby AU committee.

  ‣ Company name, logo & link in all mailings

  ‣ Conference Exhibitor Stall *included*

  ‣ Option to provide unlimited handouts/ swag to attendees at registration time

  ‣ Option to supply Print Signage (on stage)

‣ Rails Camp: dedicated sponsor slide, logo on camp website

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Sponsorship Level: Emerald Sponsor

- Cost per Interval: $25,000 (ex. GST)
- Available to 3~5 sponsors at any time, at discretion of Ruby AU committee.
- Emerald Level Sponsorship benefits:
  - 20 Event Credits (value > $7000)
  - Dedicated Emerald Sponsor slide at *all* events, including verbal company description & thanks
  - Company name & logo included in *all* official mailings by Ruby AU
  - Logo & text description on Ruby AU website
  - Mentions as Emerald Sponsor in other official mailings, & social media credits
- Rails Camp: dedicated sponsor slide, and logo on camp website

- RubyConf AU
  - Dedicated Emerald Sponsor slide (with taglines) for each Emerald Level sponsor
  - Prominent logo on conference website
  - Small logo on conference Break Slide
  - Where available, naming options to a service/social event at RubyConf AU (Ruby level has priority; then any Emerald with least recent named event/services. If any options remain, Ruby AU will negotiate naming options)
  - Company name, logo & link in all mailings
  - 50% discount on Exhibitor Stall fee
  - Option to provide 1 item of handout/swag to attendees at registration time
- RailsGirls: sponsor slide, logo on website

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Sponsorship Level: Sapphire Sponsor

- Cost per Interval: $15,000 (ex. GST)
- Available to 5 sponsors
- Sapphire Level Sponsorship benefits:
  - 12 Event Credits (value > $4200)
  - Logo on Sapphire Level Sponsor slide at Major Events
  - All other events: logo on the combined Minor Sponsor slide
  - Logo & text description on Ruby AU website
  - Company name & logo included in *all* official mailings by Ruby AU

- RubyConf AU
  - Option to provide 1 item of handout/swag at registration time
  - 50% discount on Exhibitor Stall fee

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Sponsorship Level: Opal Sponsor

‣ Cost per Interval: $5,000 (ex. GST)

‣ Available to 10 sponsors

‣ Opal Level Sponsorship benefits:

  ‣ 8 Event Credits (value > $2800)

  ‣ Logo on combined Opal & Amber Level Sponsor slide at Major Events

  ‣ Logo & text description on Ruby AU website

‣ RubyConf AU

  ‣ 20% discount on Exhibitor Stall fee

www.ruby.org.au
sponsorship@ruby.org.au

Sponsorship Level: Amber Sponsor

‣ Cost per Interval: $2,000 (ex. GST)

‣ Available to 20 sponsors

‣ Amber Level Sponsorship benefits:

  ‣ 4 Event Credits (value > $1400)

  ‣ Logo on combined Opal & Amber Level Sponsor slide at Major Events

  ‣ Logo & text description on Ruby AU website

‣ RubyConf AU

  ‣ 10% discount on Exhibitor Stall fee

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Sponsorship Levels Comparison

|	Ruby	Emerald	Sapphire	Opal	Amber
Cost ex GST (per Sponsor Interval)	35000	25000	15000	5000	2000
Sponsors per Level (max)	6 total		5	10	20
Event Credits	30	20	12	8	4
Event Credit Value (at least)	$10500	$7000	$4200	$2800	$1400
Sponsor Slide at RubyConf AU	Per sponsor	Per sponsor	Per sponsor	All Opal & Amber Combined	
Sponsor Slide at RailsCamp	Per sponsor	Per sponsor	Per sponsor	All Opal & Amber Combined	
Sponsor Slide at Other Events	Per sponsor	Per sponsor	All Sapphire	All Opal & Amber Combined	
Sponsor Slide at monthly Meetups	Per sponsor	Per sponsor	All Sapphire		
RubyConf AU Named Events	✅ Priority	✅ (after Ruby)	(by negotiation if available)		
RubyConf AU Break Slide Logo	Large Logo	Small Logo			
RubyConf AU Digital Signage	In coordination with conference organisers (depends on conference venue)				
RubyConf AU Print Signage	✅ By Sponsor				
RubyConf AU Exhibitor Stall Fee	Included	50% discount	50% discount	20% discount	10% discount
RubyConf AU Attendee Swag	✅ Unlimited	✅ 1 item	✅ 1 item		
Mailing List (at end of each email)	Big logo+text	Big logo+text	Small logo		

Ruby Australia Digital Presence

www.ruby.org.au
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Ruby Australia Online
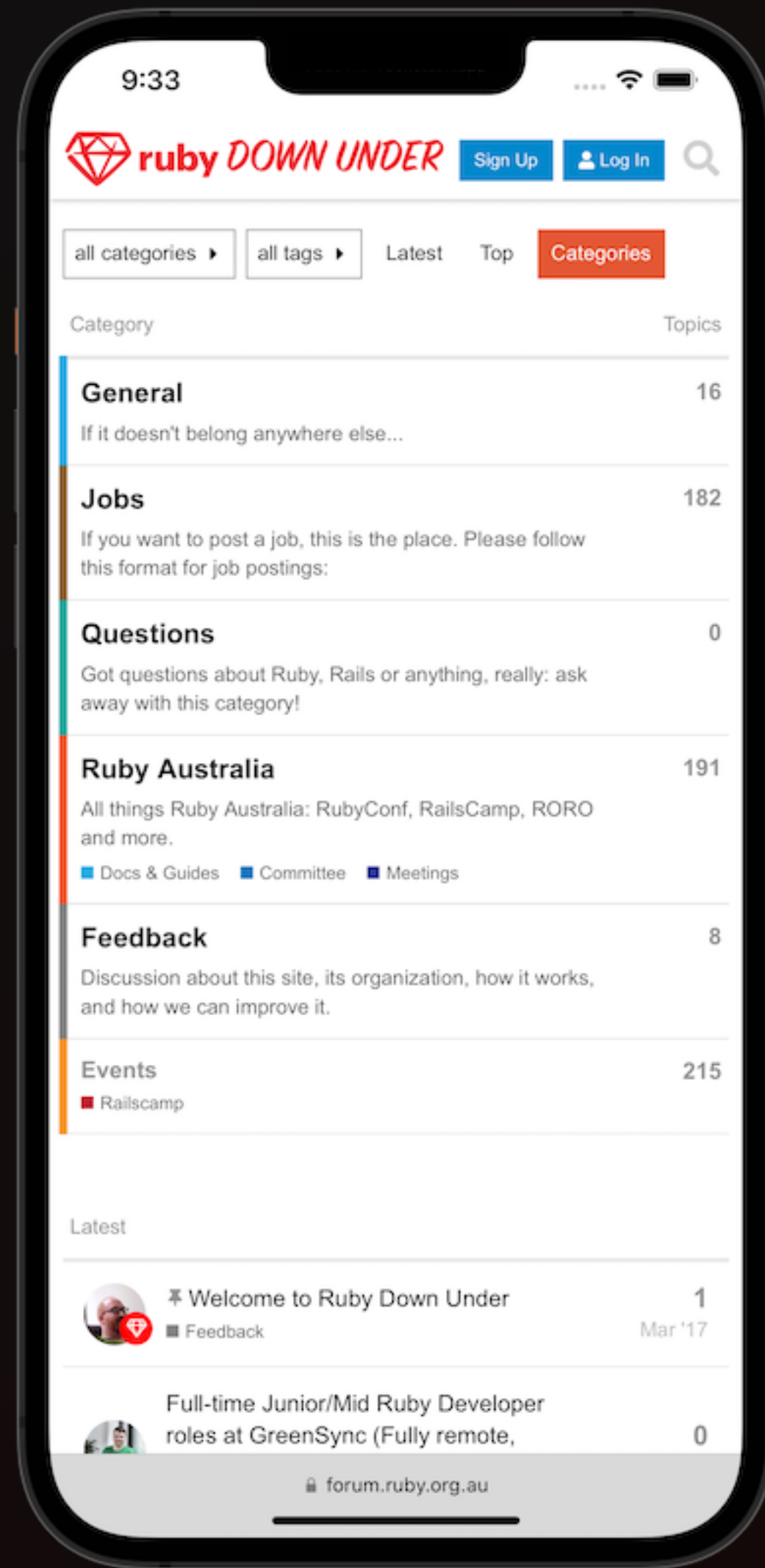
- Web: www.ruby.org.au
  - Community and organisation information
  - Information on our various events
  - Details for our monthly city-based meetups
  - Information about our sponsors
- Slack community & workspace: Slack
- Discourse (community discussions): Forum
- Social media:
  - YouTube - we promptly release videos of presentations at our conference, and of talks given at our various meetups.
  - Twitter for event announcements and live info during events
- Email:
  - An announcement mailing list with 1500+ subscribers to help with advertising of our events and community interactions.

Contact Information

www.ruby.org.au
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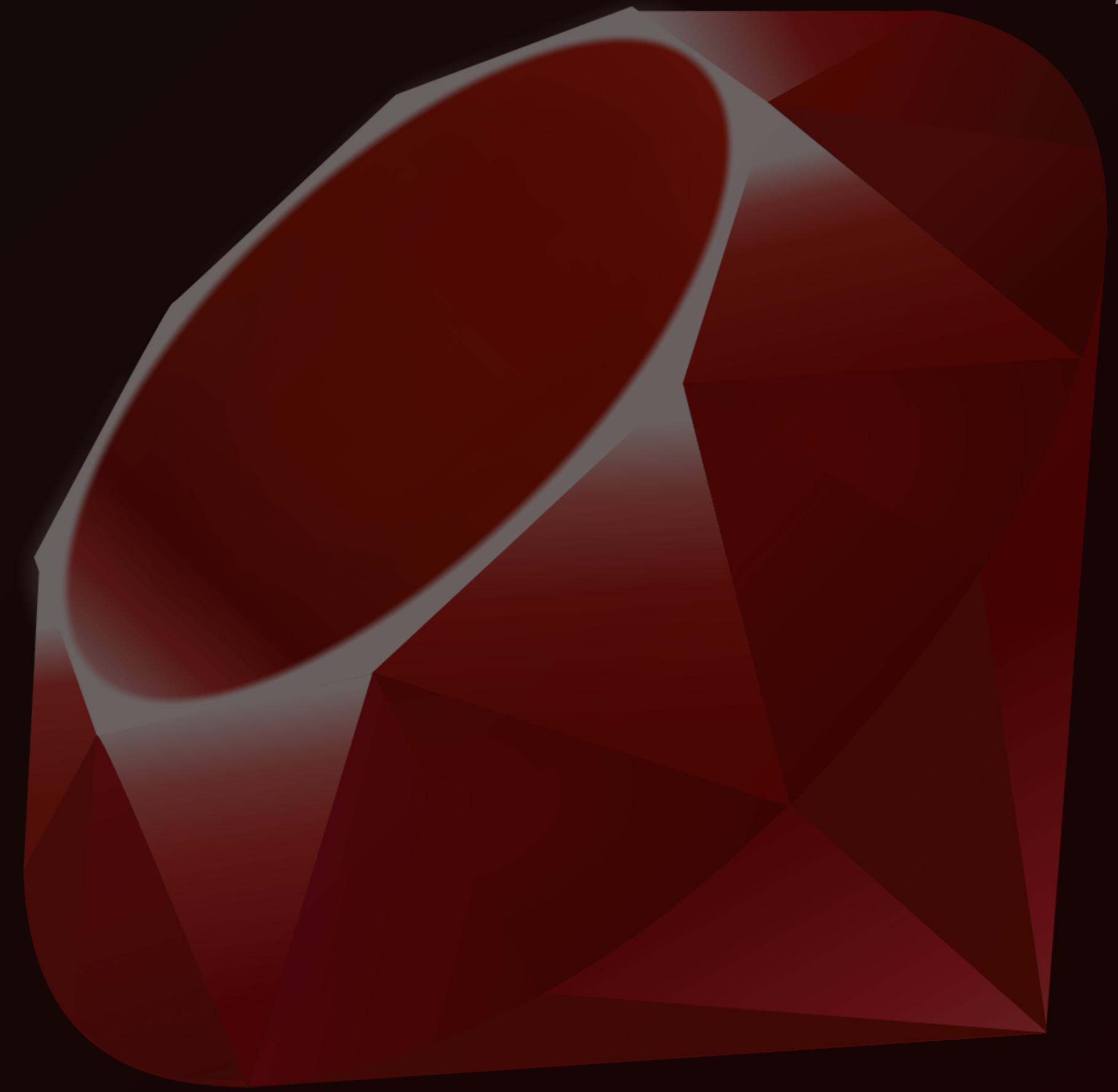
Contact Information

- You can find more details about Ruby AU via www.ruby.org.au

- If you have any questions regarding sponsoring Ruby Australia, you can email our Sponsorship Representative directly at sponsorship@ruby.org.au

- Alternatively, please feel free to reach out to any member of the current committee for Ruby Australia.

  - Members of the current committee and their responsibilities are listed at www.ruby.org.au/committee-members

- We appreciate your interest in sponsoring our community through Ruby Australia - thank you!

www.ruby.org.au
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