


athens  
**2013**

# euruko

**28  
29** | **2013  
JUNE**

## **Sponsorships Packages**



photo by Jose Pires CC BY-NC-SA 3.0 



## **Gear up for EuRuKo 2013**

The European Ruby Conference, over the last years, has developed into a global gathering of Ruby aficionados. It hosts attendees from all over the world and it constitutes a central meeting point for Ruby developers. This year, EuRuKo, is taking place on the 28th - 29th of June in Athens, Greece.



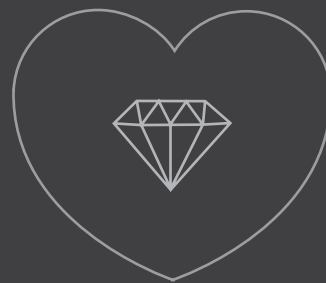


# RUBY UNDER THE GREEK SUN

## Badminton Theatre

EuRuKo will take place at Badminton Theatre, a venue that is easily accessible, only 10 minutes away from the city's busy center. It is surrounded by a big park and it can be reached by the subway (Metro). The conference aims to host about 500 delegates.

The event will take place right in the middle of the Greek summer, which means that great beaches are always an hour away. It will be a great opportunity for them to enjoy both a Ruby conference and the tourism opportunities that Greece is well known for.



# SHOW YOUR LOVE

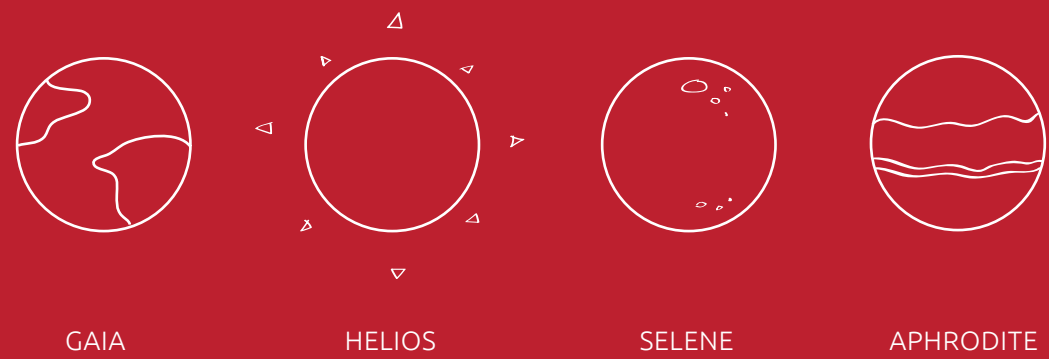
## **Boldly show your Ruby love - be a sponsor**

Many companies have benefited from the success of EuRuKo over the years, by sponsoring the event.

By being a sponsor at EuRuKo you will be able to communicate to the global community your company's interest for Ruby and its ecosystem, to declare your company's support for this highly popular, open source, programming language and to take an active part in the osmosis of ideas and innovation that takes place every year at EuRuKo. The opportunity to tie your company's reputation with the Ruby programming language is unique when sponsoring such an event.

So, please, pick one of our Geocentric-named packages and support our volunteer-driven effort.

# SPONSORSHIP PACKAGES





# GAIA

**Price: 10.000 €**

**Slots: 1**

## BENEFITS

### Web Site Presence

- Logo
- Link to company's website
- Description of up to 100 words

### Social Media Presence

- Social media promotion

### Conference On-site Branding

- Stand on foyer (sponsor provides it)
- Backlit banners at foyer x 3
- Stage banners on the screen sides

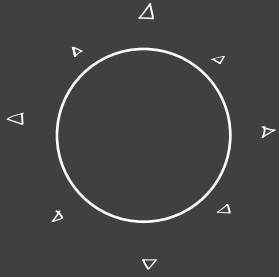
### Multimedia Promotion

- Animated or static logo during online streaming
- Sponsor's logo / advert on foyer screens  
(rotating sponsor's logos, featured exclusively)
- Sponsor's logo on the theatre screen before every presentation

 **Banner on phone app**

 **x 5 tickets**





# HELIOS

**Price: 5.000 €**

**Slots: up to 6**

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## BENEFITS

### Web Site Presence

- Logo
- Link to company's website
- Description of up to 30 words

### Social Media Presence

- Social media promotion

### Conference On-site Branding

- Stand on foyer (sponsor provides it)
- Backlit banners at foyer x 1

### Multimedia Promotion

- Sponsor's logo / advert on foyer screens  
(rotating sponsors' logos, shared among tier)
- Sponsor's logo on the theatre screen before 2 presentations

 x 3 tickets



# SELENE

Price: 2.500 €

## BENEFITS

### Web Site Presence

- Logo
- Link to company's website

### Social Media Presence

- Social media promotion

### Conference On-site Branding

- Logo on shared banners (on theatre exit corridor)

### Multimedia Promotion

- Sponsor's logo / advert on foyer screens  
(rotating sponsors' logos, shared among tier)

 x 3 tickets





# APHRODITE

Price: 1.000 €

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## BENEFITS

### Web Site Presence

- Logo
- Link to company's website

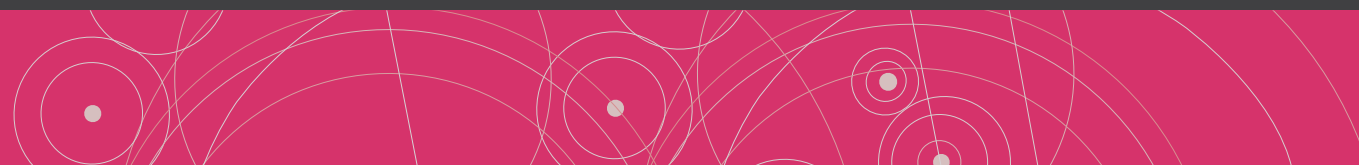
### Social Media Presence

- Promotional mentions on Twitter

### Multimedia Promotion

- Sponsor's logo / advert on foyer screens  
(rotating sponsor's logos, shared among tier)

 x 1 ticket



# SPONSORSHIP PACKAGES COMPARISON

	GAIA	HELIOS	SELENE	APHRODITE
<b>Web Site Presence</b>				
Logo	✓	✓	✓	✓
Link to company's website	✓	✓	✓	✓
Description of up to	100 words	30words	✗	✗
<b>Social Media Presence</b>				
Social media promotion	✓	✓	✓	✓*
<b>Conference On-site Branding</b>				
Stand on foyer (sponsor provides it)	✓	✓	✗	✗
Backlit banners at foyer	3	1	✗	✗
Stage Banners on the screen sides	✓	✗	✗	✗
Logo on shared banners (theatre exit corridor)	✗	✗	✓	✗
<b>Multimedia Promotion</b>				
Animated or static logo during online streaming	✓	✗	✗	✗
Sponsor's logo on foyer screens (rotating logos)	exclusive	shared	shared	shared
Sponsor's logo on the theatre screen	before every presentation	before 2 presentations	✗	✗
<b>Banner on Phone App</b>	✓	✗	✗	✗
<b>Includes Tickets</b>	5	3	3	1
<b>Price</b>	<b>10.000 €</b>	<b>5.000 €</b>	<b>2.500 €</b>	<b>1.000 €</b>
	slots: 1	slots: 3-6		

\*Aphrodite package includes promotional mentions on Twitter.




# PARTY SPONSORSHIP

Just by being in Greece in the middle of the summer is reason enough to celebrate. So, we are looking for a sponsor to fund the EuRuKo 2013 party. Please, contact us for further details.

# CONTACT US

If you are interested in becoming a EuRuKo 2013 sponsor please contact us by email:  
[sponsors@euruko2013.org](mailto:sponsors@euruko2013.org)

For media inquiries you can contact us at:  
E-mail: [media@euruko2013.org](mailto:media@euruko2013.org)

For all other inquiries you may contact us at:  
 : [@euruko](https://twitter.com/euruko)  
E-mail: [info@euruko2013.org](mailto:info@euruko2013.org)



# FAQ

## What do I need to do in order to become a sponsor?

First, you have to contact us through email at [sponsors@euruko2013.org](mailto:sponsors@euruko2013.org). Once we receive your offer we will review it and respond promptly. If your offer gets accepted you will have to send us a payment within 14 days. If the payment is not received, the sponsorship will be considered invalid and the slot will be freed. Upon the receipt of the payment we will issue an official announcement regarding your sponsorship and you will start experiencing the benefits of being a sponsor.

## Do I have to provide the banners and roll-up posters?

In packages that include foyer banner, the EuRuKo committee will be handling everything regarding the banner material (printing, setup). Of course we expect you to provide for the artwork (logos, graphics, etc.) that may be needed. The cost of the banners is included in the package price.

## Do I have to provide my own stand for the foyer?

In packages that include stands, you will have to pay for the stand yourself and make any necessary arrangements at the foyer. Of course the committee will help you with the arrangements and provide you with possible stand providers in Athens.

## Do the prices include VAT?

The prices do not include VAT tax. VAT tax will be added where applicable.

## I have another idea about sponsoring the event. May I contact you?

If you feel like sponsoring the event in a way not covered by the predefined packages you may contact us at [sponsors@euruko2013.org](mailto:sponsors@euruko2013.org) and let us know how you think you can help. Help in terms of advice, knowledge, technical equipment or services is always appreciated.



# PEOPLE BEHIND EURUKO2013

EuRuKo 2013 is being organized by passionate people in Greece who love Ruby and want to see it getting wider usage in both the Academic and the Enterprise world. It is a community effort that - apart from aiming at organizing an international event for Ruby enthusiasts - we hope will strengthen the bonds between the local Ruby community and the international one. We aim to organize an event where innovation and technology meets a festive and relaxed atmosphere.