



# EURUKO

Proposal for sponsors



# Location

Sarajevo, Bosnia & Herzegovina

11 – 13 of September



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HOTEL HILLS  
SARAJEVO

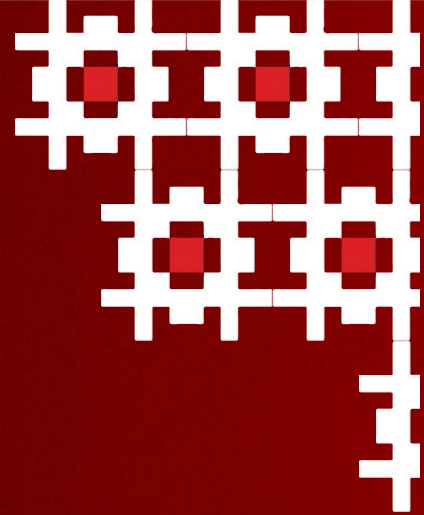
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CONGRESS & TERMAL SPA RESORT

More information about the hotel at <https://hotelhills.ba>

Some data about the hotel:

- Five star hotel
- The biggest convention center in the region
- Thermal Spa Resort
- 9 minutes taxi ride away from Sarajevo airport (2km total distance)
- 330 rooms + nearby hotels with enough rooms for all participants
- 20 minute bus ride from the city center

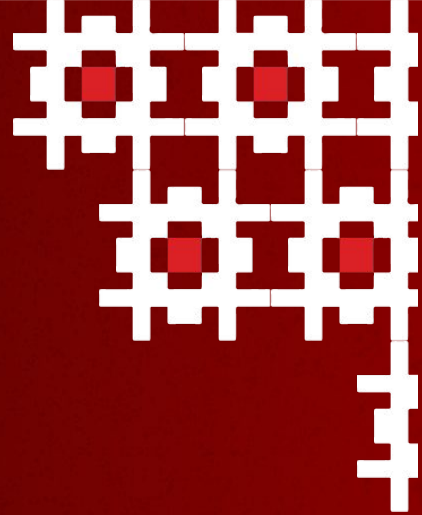


# What is EuRuKo?

EuRuKo (European Ruby Konferenz) is the largest and longest running annual Ruby conference in Europe that brings you all the good news about Ruby and its friends. Every year it takes place in a different European city, the location being chosen by participants.

## Facts about EuRuKo

- Anticipating 700 in-person participants from Europe and beyond, alongside virtual attendees worldwide.
- A three-day conference scheduled for 2024, potentially featuring multiple tracks.
- A long-standing event within the community, spanning from 2003 and hosted various cities such as Amsterdam, Athens, Barcelona, Berlin, Budapest, Karlsruhe, Krakow, Munich, Prague, Rotterdam, Salzburg, Sofia, Helsinki, Vilnius and Vienna.
- Featuring some of the most esteemed speakers from the Ruby community.
- All presentations will be live-streamed, recorded, and subsequently published.







# Keep EuRuKo affordable

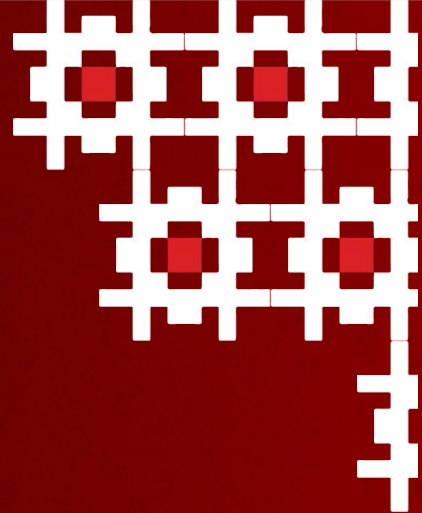
There's a long tradition to keep EuRuKo tickets as affordable as possible to offer everyone the opportunity to attend and sponsors are an essential part of this.

## Good for your company, good for the community

Sponsoring EuRuKo gets you the opportunity to reach an international group of talented and passionate developers. EuRuKo is the biggest gathering of Ruby enthusiasts in Europe and one of the biggest in the world.

Are you looking to hire Ruby (and not just Ruby!) developers in your company or initiative? Then you've probably looked into hiring a headhunter to find you the talent that you need. And you saw how much it costs. Most headhunters are looking for half a years' salary! By sponsoring EuRuKo, you're not only investing a fraction of the price of a headhunter, but you're getting to meet enthusiastic developers in the flesh, and by the numbers!

The above goes without saying how you'd contribute to a lively Ruby community from around Europe (and the world)!

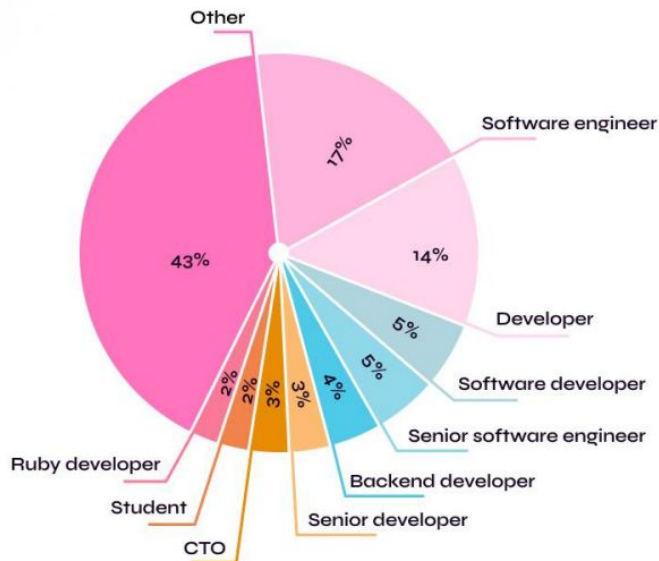


# Audience (previous editions)

## Online format

- 743 Registrations
- 534 Attendees
- 496 Discord members
- 1962h Watch time

## Top attendee titles



## 50 countries coverage

Germany	26%
Finland	13%
Poland	6%
United Kingdom	6%
Spain	5%
Netherlands	4%
Portugal	3%
Czech Republic	3%
Canada	3%
Ukraine	3%
Sweden	3%
Japan	3%
Unknown	3%
Other	19%

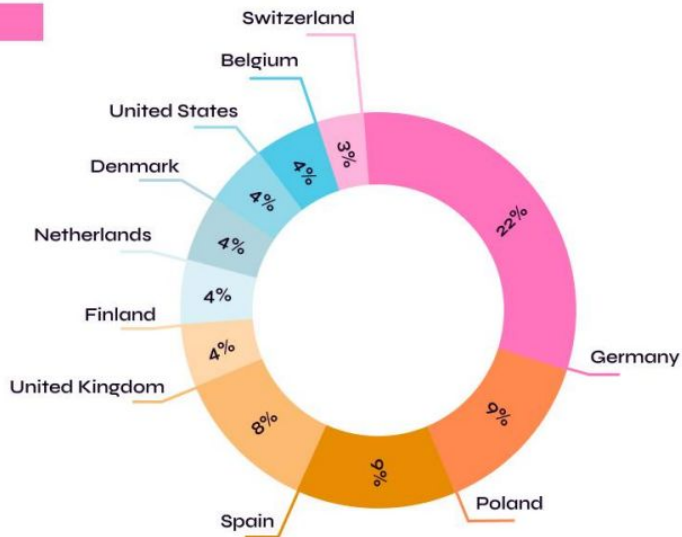
# Audience (previous editions)

## Hybrid format

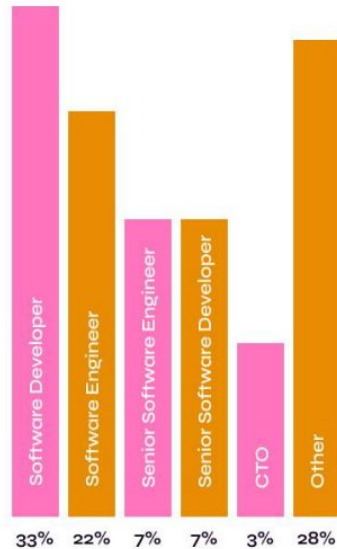
640 attendees

175 online viewers

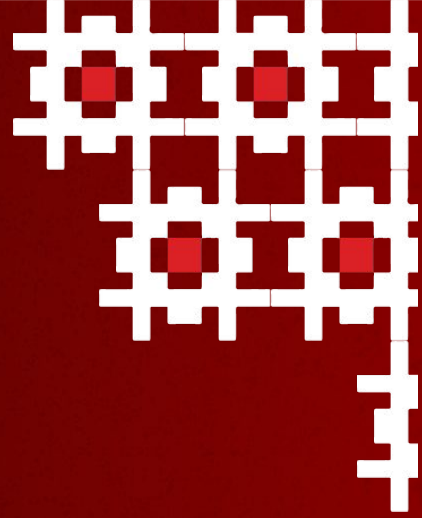
## Top 10 from 49 countries



## Top Job Titles



# Packages





Sponsorship Packages	Speaker	Online	Bronze	Silver	Gold	Ruby
Price	€1000	€2000	€3000	€5,000	€8,000	€12,000
Included in-person passes	-	-	1	3	6	10
Included virtual passes	1	3	5	10	15	20
Logo on home page	✓	✓	✓	✓	✓	✓
20% discount on additional passes <sup>1</sup>	✓	✓	✓	✓	✓	✓
Conference booth <sup>2</sup>	-	-	+€1000 (1x1m or table)	✓ (1x2m)	✓ (2x2m)	✓ (2x3m)
Virtual conference booth	✓	✓	✓	✓	✓	✓
Conference pack inserts <sup>3</sup>	-	-	+€500 (1 small)	✓ (1 small)	✓ (1 small, 1 medium)	✓ (3 small-large)
Dedicated slide during conference breaks	-	-	-	+€1000	✓	✓
Logo at the beginning of each talk	-	-	-	-	✓	✓ (own slide)
Twitter promotion (from @euruko)	-	-	✓ (shared tweet)	✓ (shared tweet)	✓ (1 dedicated tweet)	✓ (3 dedicated tweets)
Linkedin promotion (from @euruko)	-	-	✓ (shared post)	✓ (shared post)	✓ (1 dedicated post)	✓ (3 dedicated posts)
Job ads on the conference website	-	-	+€1000 (1 job, 200 chars)	1 job (200 chars)	3 jobs (200 chars)	5 jobs (600 chars)

\* VAT is not included

<sup>1</sup> 20% discount for up to 10 additional corporate in-person or virtual passes.

<sup>2</sup> Sizes are approximate. The booth area available is subject to availability at the venue and proportional to the sponsorship tier. At each level booths are allocated on a first-come, first-served basis by purchase time.

<sup>3</sup> Provided by the sponsor for the in-person attendees. Deadline for the inserts TBD.



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	Speaker	Online	Bronze	Silver	Gold	Ruby
Price	€1000	€2000	€3000	€5,000	€8,000	€12,000
Company description on home page	-	-	-	-	✓	✓
Dedicated Discord channel	-	✓	-	-	✓	✓
Job ads on the discord forum	-	+€500 (1 job, 200 chars)	+€500 (1 job, 200 chars)	+€500 (1 job, 200 chars)	2 jobs (200 chars)	5 jobs (600 chars)
Job ads on the virtual platform	-	+€500 (1 job, 200 chars)	+€500 (1 job, 200 chars)	+€500 (1 job, 200 chars)	2 jobs (200 chars)	5 jobs (600 chars)
Roll-up banner in sponsors hall	-	-	-	✓	✓	✓
Roll-up banner near the main stage	-	-	-	-	-	✓
Extra stage presentation	-	-	-	✓(booth)	✓(expo stage)	✓(expo stage)
Mention in “Thank you” blog post	1 shared post	1 shared post	1 shared post	1 post	1 post	2 posts
Logo on sponsors slide in post-conference videos of the talks	-	-	-	✓	✓	✓
Logo included in the footer of all conference e-mails	-	-	-	✓	✓	✓

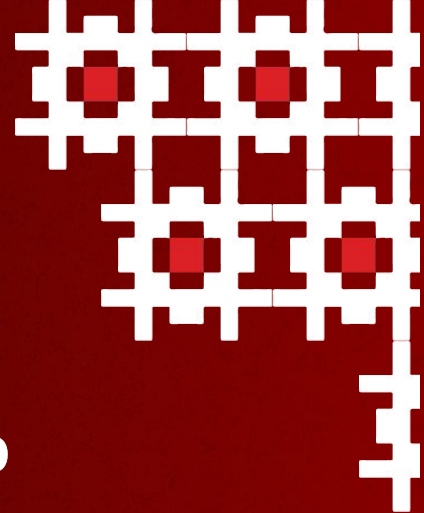
Other	Price
Extra job ad on the conference website	€1000
Sponsor travel & accommodation for Matz	€3000
Party sponsor / Drinks sponsor	TBD

Do you have other ideas for sponsorship?

Let us know and we'll see what we can work out.  
For example, you could sponsor lunch or coffee at the event.



**EURUKO**



Let's make the 2024 edition of EuRuKo  
the true G.O.A.T. EuRuKo experience  
and a great memory for everyone

Sarajevo, Bosnia & Herzegovina  
11 – 13 of September

Sponsorship: [sponsors@euruko.org](mailto:sponsors@euruko.org)  
Partnership: [organisers@euruko.org](mailto:organisers@euruko.org)  
Other: [contact@euruko.org](mailto:contact@euruko.org)