



Organizer:



Sponsorship Proposal

Conference Date: 26th -27th July 2024

About Us

The African Ruby Community (ARC) was founded in 2010 and boasts over 5,000 members across East Africa, including developers, entrepreneurs, designers, and freelancers. ARC focuses on Ruby technologies and frameworks, hosting weekly and monthly meetups. Additionally, ARC annually organizes the Ruby Conference, aimed at fostering innovation, collaboration, and skill development within the Ruby community.



About RubyConf Africa

Ruby Conf Africa will be the first conference of its kind for Ruby Developers, Engineers and Entrepreneurs in Africa running from 26th - 27th July 2024, the conference will see over 500 of them from across the globe make their way into the heart of Kenya, Nairobi.

Driven by our theme, "**Agile, Open Source & Entrepreneurship**", this conference presents a unique opportunity to showcase Open Source, and Agile technologies that are shaping the business landscape across Africa and beyond and serve as a platform to expose the diverse perspectives an innovative ideas within the Ruby ecosystem to its attendees.



Invest in the Future

Industry Professionals (managers, executives, speakers)

10%

Entrepreneurs

15%

Ruby Developers

40%

Tech Enthusiasts/Students

15%

Other Developers

20%

Our conference in Kenya, with an expected **60% male** and **40% female** attendees, offers a unique opportunity for visibility and connection with dedicated professionals. With a strong local presence (**70%**) and significant international participation (**30%**), we invite your organization to explore this partnership opportunity.

Looking forward to discussing further!

Conference Objectives

- 1** To showcase and advocate for Open Source technologies as catalysts for advancement across industry, entrepreneurship, and academia.
- 2** To foster discussions and explore how Agile methodologies can be adapted and optimized for sustainable development practices within the Ruby community.
- 3** To provide insights, inspire and equip Ruby developers with the entrepreneurial mindset and skills necessary to build successful tech startups.
- 4** To elevate the status of the Ruby community in Africa to become a globally recognized and integrated community.



Sponsorship Packages

	Silver USD 2,000	Gold USD 4,000	Platinum USD 7,600	Ruby USD 12,000
Exhibition Space		6*6 ft	6*12 ft	12*12 ft
Complimentary Passes	2	3	5	8
Extra Passes Discount		5%	10%	15%
Logo on ARC websites & Promotion on social media	Small	Small	Large	Large
Logo on Entrance Unit & Mention on event emails				
Logo on Entrance Unit & Mention on event emails				
Hackathon 1 day and SDK maintenance		3 months	6 months	12 months
On promotional videos on breaks				
Welcome Keynote Slides and Verbal Thank you on stage				
Matz fireside chat				
Logo on Post-emails				
On Events&Workshops year-round				
30 sec promo video on welcome keynote				

Keynote Speaker



Meet Yukihiro "Matz" Matsumoto, the visionary mind behind Ruby, celebrated for its simplicity and efficiency. Matsumoto's knowledge provides valuable perspectives for businesses using or exploring Ruby. During the keynote, you can anticipate:

- Ruby, its principles and design philosophy.
- Conversations on innovation and community involvement
- Discussions on the future of Ruby, enhancements and strategies
- Strengthened partnerships leveraging Matsumoto's reputation and a global audience

Add Ons

If you're unable to attend the event in person but would like to have a booth at the conference, we're offering a hosted booth option where we set up a booth for you, inclusive of:

- Standing banner with your artwork.
- A looped slideshow promoting your services on a screen on the booth, Lead signup form (paper or Google Form/Typeform/Calendly per your request)
- An African Ruby Volunteer will staff your booth throughout the conference (They can wear branded T-shirt and encourage additional signups.)

Contact us for more details



The Team



Bernard Banta

Co-Facilitator



Michael Kimathi

Co-Facilitator



Valeria Bosibori

Executive Chair



Francis Karuri

Sponsorships &
Partnerships Lead



Faith Victoria

Brand lead



Duncan Muriithi

Finance Lead

Previous Sponsors

We love celebrating the people we worked with



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