RUBYCONF AU 2016
SPONSORSHIP PROSPECTUS

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What is RubyConf AU?

RubyConf AU is Australia's premiere Ruby programming conference, bringing leading Ruby developers from around the world together to share, inspire and learn.

RubyConf AU was founded by Ruby Australia in 2013 to promote and grow the Ruby community in Australia, and has gone from strength so strength since. Held in a different city each year, with a new single-track format as of 2015, RubyConf AU is the largest and most popular Ruby Conference in the ANZ region, attracting between 400-500 developers from all around Australia, New Zealand and beyond each year.

This year, we are expecting over 500 developers to attend RubyConf AU, and we are lucky enough to have speakers such as Senator Scott Ludlam, Katrina Owen of exercism.io, Ernie Miller of nVisium, Saron Yitbarek of Microsoft, Jeff Casimir of the Turing School of Software & Design and Dr. Nic Williams of Stark & Wayne.

RubyConf AU 2016 will be held on the Gold Coast on the 10-13 February, 2016, and we hope you'll join us!

Past Speakers

RubyConf AU prides itself on its impressive array of diverse, talented and influential speakers. Past speakers include:

Aaron Patterson *Ruby core & Rails core*
Dave Thomas *Pragmatic Programmers*
Linda Liukas *RailsGirls founder*
Corey Haines
André Arko *RubyGems, Bundler & Ruby Together*
Steve Klabnik
Hiro Asari *JRuby*
Charles Nutter *JRuby*
Greg Brockman *Stripe*
Sarah Mei *DevMynd*
Erik Michaels-Ober *SoundCloud*
Zach Holman *Github*
John Barton *99designs*
Geoffrey Grosenbach *PeepCode*
Jon Rowe *RSpec core*
Konstantin Haase *Sinatra & Travis CI*
Carina C. Zona *RailsBridge*
Pat Allan *Inspire9*
Mikel Lindsaar *ReInteractive*

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Sponsoring RubyConf AU

This is a great opportunity to get your brand in front of passionate developers and raise your profile not only within Australia, but internationally.

We offer a range of sponsorship levels to allow companies of any size to get involved and promote themselves to a community of influential decision makers within the web and wider software development industry.

Previous Sponsors

Ruby Sponsorship (1)

AUD $30,000 excl. GST / AUD $33,000 incl. GST

The primary sponsorship available for RubyConf AU 2016, the Ruby Sponsorship includes:

- *Dedicated space in conference breakout room for decoration and networking*
- *Dedicated email to all conference attendees*
- *Logo on dedicated slide in conference slideshow*
- *Logo on all conference videos*
- *Thanks during conference introduction and closing*
- *15 complimentary conference tickets*

Emerald Sponsorship (4)

Opening Party @ Q1

AUD $25,000 excl. GST / AUD $27,500 incl. GST

Dinner @ Four Winds 360°

AUD $20,000 excl. GST / AUD $22,000 incl. GST

Movie World at Night

AUD $20,000 excl. GST / AUD $22,000 incl. GST

Saturday Beach BBQ

AUD $15,000 excl. GST / AUD $16,500 incl. GST

- *Naming rights, ability to decorate and network at a specific event*
- *Logo on dedicated slide in conference slideshow associated with event*
- *Logo on all conference videos*
- *Thanks during conference introduction and closing*
- *Opportunity to have company representative give short presentation/ speech at the chosen event*
- *10 conference tickets*

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Sapphire Sponsorship (4)

Coffee Carts

AUD $12,500 excl. GST / AUD $13,750 incl. GST

Gelato Cart

AUD $12,500 excl. GST / AUD $13,750 incl. GST

Charging Station

AUD $12,500 excl. GST / AUD $13,750 incl. GST

Conference Lanyards

AUD $12,500 excl. GST / AUD $13,750 incl. GST

✦ *Sponsorship of an individual expense at conference and ability to customise (e.g. logo on coffee cups or lanyards)*
✦ *Logo on conference website*
✦ *Logo on Sapphire Sponsor slide in conference slideshow*
✦ *Thanks during conference introduction and closing*
✦ *5 conference tickets*

Opal Sponsorship

AUD $5,000 excl. GST / AUD $5,500 incl. GST

✦ *Logo on conference website*
✦ *Logo on Opal Sponsor slide in conference slideshow*
✦ *Thanks during conference introduction and closing*
✦ *2 conference tickets*

RubyConf Assist

AUD $10,000 excl. GST / AUD $11,000 incl. GST
AUD $5,000 excl. GST / AUD $5,500 incl. GST

✦ *Conference tickets and travel expense assistance for 5 or 10 people from underrepresented groups (e.g. women, minorities) to attend the conference, administered by a diverse panel chosen by Ruby Australia*
✦ *Logo on conference website*
✦ *Logo on Underrepresentation Assist slide in conference slideshow*
✦ *Thanks during conference introduction and closing*
✦ ***Can be a stand-alone sponsorship or on top of existing Ruby/ Emerald/Sapphire/Opal sponsorships***

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Get in touch

RubyConf AU is organised by Ruby Australia. 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 language and related technologies.

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