

2016 Sponsorship Prospectus

The International Ruby Conference – aka **RubyConf** – has been the main annual gathering of Rubyists from around the world since 2001. Focused on fostering the Ruby programming language and the robust community that has sprung up around it, RubyConf brings together Rubyists both established and new to discuss emerging ideas, collaborate, and socialize.



Past Speakers

- James Edward Gray II – *Gray Soft Inc.*
- Avdi Grimm – *ShipRise*
- David Heinemeier Hansson – *Basecamp*
- Yehuda Katz – *Tilde Inc.*
- Yukihiro Matsumoto (Matz) – *Heroku*
- Nickolas Means – *Muve Health*
- Sarah Mei – *DevMynd*
- Sandi Metz – *Torque Forge*
- Charles Nutter – *Red Hat*
- Aaron Patterson – *GitHub*
- Mike Perham – *Contributed Systems*
- Evan Phoenix – *HashiCorp*
- Laurent Sansonetti – *HipByte*
- Koichi Sasada – *Heroku*
- Dave Thomas – *Pragmatic Programmers, LLC*
- Jim Weirich – *Edgecase LLC*

Past Sponsors

- Bugsnag
- Constant Contact
- DigitalOcean
- Engine Yard
- Heroku
- Moove-It
- Pluralsight
- Procore Technologies
- Rackspace
- RentPath
- Spiceworks
- Stitch Fix

Estimated Attendance:

800+

Sponsoring **RubyConf** is the number one way to get your message to the RubyConf audience. For any questions, or to discuss a custom package, please contact **Shirley Bailes** at 707.569.4888, or via email at rubyconf@rubycentral.org.

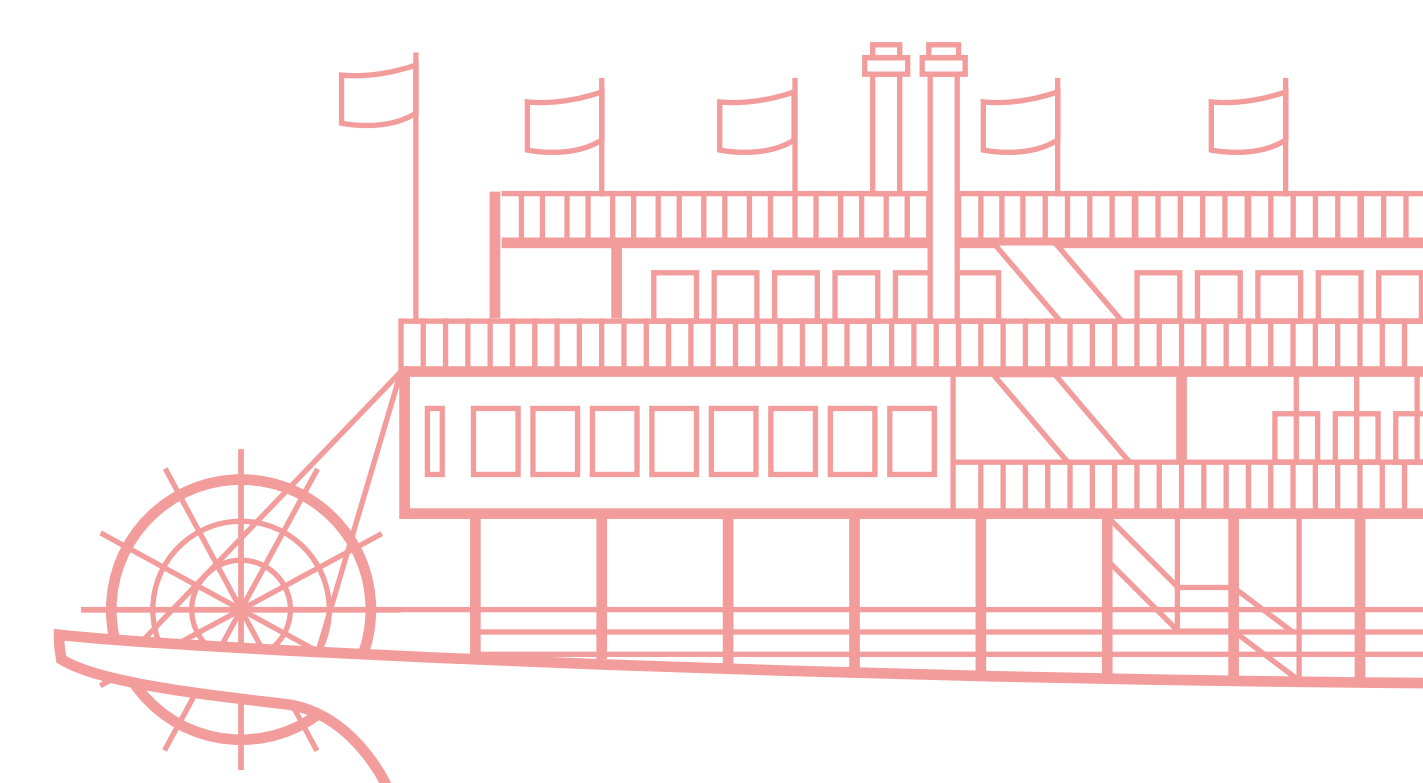
Sponsorship Levels & Benefits

	Bronze	Silver	Gold	Platinum	Diamond
Logo in website footer (category placement)	✓	✓	✓	✓	✓
Logo w/link & 100-word blurb on sponsor page (category placement)	✓	✓	✓	✓	✓
Logo on sponsor signage (category placement)	✓	✓	✓	✓	✓
Static banner ad to rotate on the conference website (728x90)	✓	✓	✓	✓	✓
Recognition in welcome and announcements	✗	✓	✓	✓	✓
Sponsor designation in emails and other marketing	✗	✓	✓	✓	✓
Opportunity to distribute handouts and/or swag	✗	✓	✓	✓	✓
Sponsor table in Exhibit Hall **	✗	✗	✓	✓	✓
Opportunity to sponsor water bottles, bags and/or lanyards * \$	✗	✗	✗	✓	✓
Opportunity to host or headline after-hours events * \$	✗	✗	✗	✓	✓
Company ad in digital program	✗	✗	✗	✓	✓
Logo on screens during breaks and at day's end	✗	✗	✗	✗	✓
Conference session passes	1	2	4	6	8
	\$3,000	\$6,000	\$10,000	\$15,000	\$20,000

* Limited Quantities

** Table size commensurate with sponsorship tier

\$ Paid add-on



Sponsorship Packages

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A la carte Sponsorships



\$5,000

- RubyConf 5K
- Branded Charging Station [Limit 2]
- Keynote Livestream
- Video Recording
- Scholarship Program
- Hotel Room Key [Limit 1]
- Water Bottle *
- Lounge & Power Up Area

\$3,000

- Photo Booth
- Hacking Space
- Speaker Lounge
- Speaker Gifts
- Bags *

\$1,000

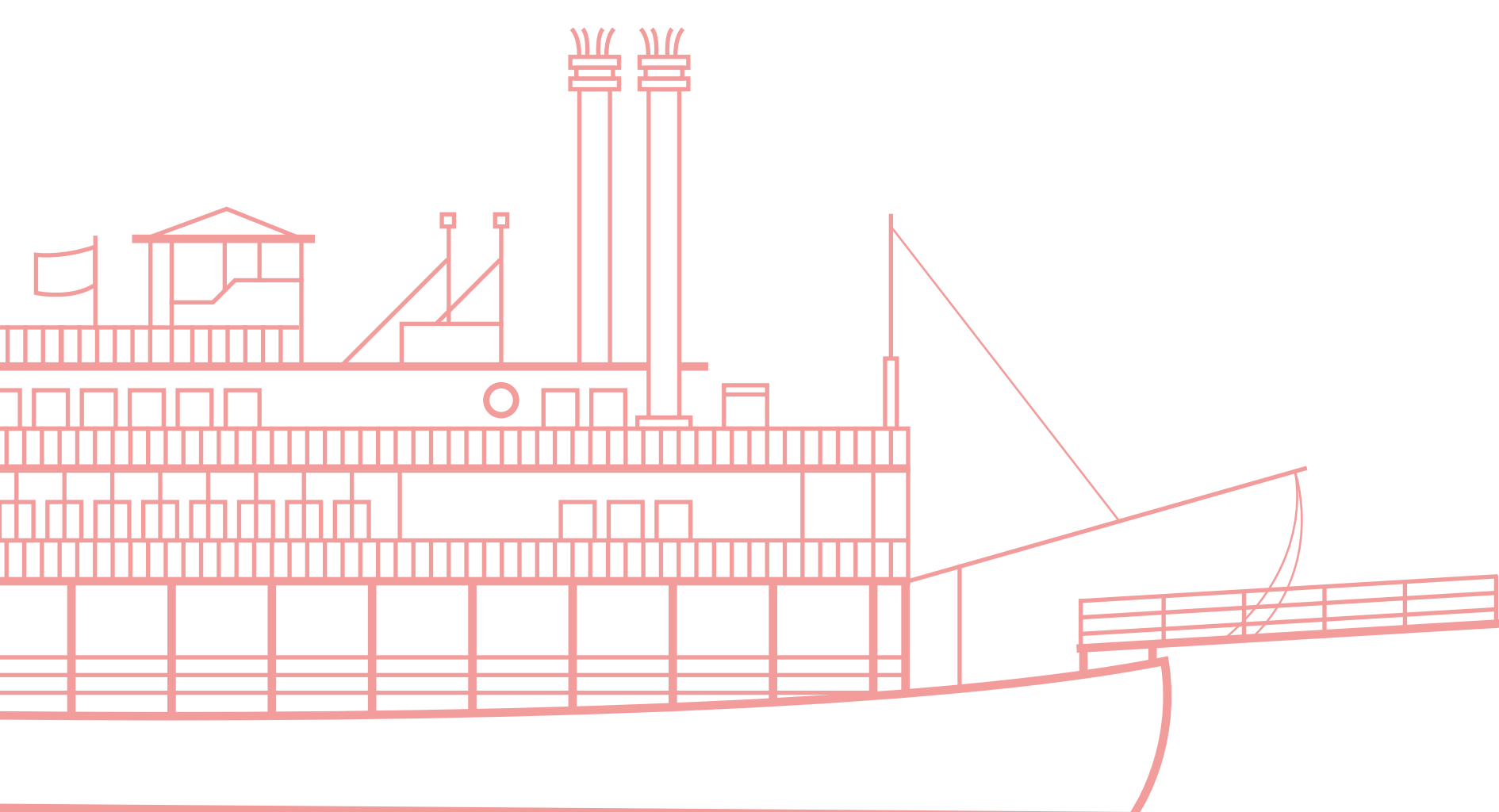
- Speaker Travel [Sponsor a single speaker]
- Video Sponsorship [Sponsor a single session]
- Opportunity Scholar Travel [Sponsor a single student]
- Lanyards *

Pricing Available Upon Request

- Refreshments sponsor [barista bar, juice bar, smoothie bar, etc.]
- Branded snacks [granola bars, fruit, etc.]
- Branded water coolers

* Sponsor responsible for manufacturing/shipping/event costs.
Diamond/Platinum sponsors have first right of refusal

Other ideas you want to share? Let us know:
rubyconf@rubycentral.org



This document serves as a Binding Agreement (“Agreement”), entered into by and between Ruby Central, Inc., a 501(c)(3) taxexempt nonprofit organization (“Organizer”) and _____ (“Sponsor”), collectively referred to as the “Parties.”

The specific terms of the Agreement are as follows:

Organizer will provide to Sponsor the benefits listed under the chosen Sponsorship level. All benefits solely apply to the 2016 International Ruby Conference (“RubyConf 2016”), taking place from November 10-12, 2016.

- Diamond Sponsorship
- Platinum Sponsorship
- Gold Sponsorship
- Silver Sponsorship
- Bronze Sponsorship
- A La Carte Sponsorship: _____

Any alterations to the list of benefits provided at the chosen level must be agreed upon in writing by both Parties, in a separate amendment to the Agreement.

As payment for the aforementioned benefits, Sponsor shall pay Organizer the listed amount within 30 days of receiving the Organizer’s invoice. Any alterations to the payment amount must be agreed upon in writing by both Parties; otherwise, this constitutes payment in full for benefits received.

The term of the Agreement shall begin upon full execution and shall continue through its termination date of November 30, 2016, or when all business related to RubyConf 2016 has been concluded as determined by the Organizer, whichever is later.

This Agreement may not be modified in any manner unless in writing and signed by both Parties. This document and any attachments hereto constitute the entire agreement between the Parties. This Agreement shall be binding upon the Parties, their successors, heirs, and assigns and shall be enforced under the laws of the State of California.

As evidenced by the signatures below, the Parties agree to be bound by the terms of the Agreement.

Ruby Central, Inc.

Sponsor: _____

Name: Abigail Phoenix

Signatory Name: _____

Title: Executive Administrator

Signatory Title: _____

Date: _____

Date: _____