RUBY AUSTRALIA SPONSORSHIP 2024 - EXECUTIVE SUMMARY

The Ruby Programming Language

Ruby is a computer programming language that is used by many software professionals around the globe. Invented in Japan in 1995, it was created for a novel purpose - to "optimise programmer happiness". Use of Ruby grew significantly when Ruby on Rails (a framework for developing web applications) was released in 2005. It is now a **2** mature and established language.

Ruby Australia (aka Ruby AU)

Ruby AU is an Australian not-for-profit organisation dedicated to supporting the community of Ruby developers in Australia. Regular community events are run by Ruby AU for the benefit of our members. The flagship event is RubyConf AU, our annual national conference. It features both domestic and international speakers, and attracts 300~500 attendees each year. Additionally, we also run Rails Camps (a twice-yearly code retreat), monthly Meetups in capital cities, and periodic Rails Girls events (an introduction to coding with Ruby).

Sponsorship of Ruby AU

These events are not without expense. Funds from tickets alone would mean lower quality events & prohibitive costs for our community. To allow for broader participation, and to provide engagement opportunities for organisations using Ruby, we invite sponsorship of Ruby AU, through our sponsor packages.

Each package comes with varying benefits and options - so our sponsors can select a combination that suits them best.

Sponsorship Levels & Benefits

2024 brings an new structure for our sponsorship arrangements. Ruby Level is our sponsorship package with the most benefits and promotional opportunities; followed by Sapphire, Opal and Amber Levels.

All Sponsor Levels include 4 Event Credits, which equate to **2 RubyConf AU tickets** or **4 Rails Camp tickets**. Additional Event Credits can be purchased in volume: greater discounts apply for both larger volumes and for higher-level sponsors.

Level	Ruby	Sapphire	Opal	Amber
Cost	$18700	$11000	$5400	$3300
Conf Add-on Option Availability	Priority Access	Where available	Where available	Where available
Conf Stage Time	Yes	-	-	-
Conf Stage Signage	Yes	-	-	-
Conf Hallway Signage	3	2	1	-
Conf Sponsor Table	Included	50% off	25% off	-

Regular "add-on" options at RubyConf AU include Sponsor Tables, Branded Social Events, Coffee Cart and a WNB.rb Event; and additional events (not listed in the prospectus) may be offered.

Full details & sponsor benefits (including specific prices) for these arrangements can be found in our _Ruby AU Sponsorship Prospectus 2024_.