



# **RUBY AUSTRALIA SPONSORSHIP PROSPECTUS 2024**

**Version: 2024.01.31**

## Document History

2024.01.17 - Initial 2024 release.

2024.01.31 - Fix typographical & grammatical errors; minor edits to improve clarity.

## Ruby Australia Limited

This is an official document of Ruby Australia Limited, an Incorporated Association registered in Victoria, Australia.

**ABN:** 58 789 561 496

**Registration Number:** A0056643H (Vic)

Ruby Australia - [Official list of contact information](#).

Ruby Australia acknowledges and pays respect to the past and present Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

**Errors & omissions excluded.**

# ABOUT RUBY AUSTRALIA

# RUBY AUSTRALIA: OUR PURPOSE

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 Ruby language and related technologies.

Ruby Australia achieves these goals through running our regular Events – including RubyConf AU, Rails Camps, Rails Girls workshops, and regular monthly meetups. We also provide online facilities for members of our national community to collaborate, communicate, and connect with one another.

To help make these events happen, **we ask our community for financial support through sponsorship of Ruby Australia.**

**We hope that you will consider supporting us in our objectives to continue building our Ruby community in Australia.**

# PRESIDENT'S MESSAGE

We are very lucky to have not just a Ruby industry in Australia, but a Ruby community. This community reaches throughout our states and territories, improving our collective skills and knowledge, and has helped to grow both businesses and friendships.

An essential ingredient to this has been the companies who have provided support to us - from event spaces, to employee time for community support, through to financial sponsorship and more.

All this support helps make our events more accessible, more welcoming, and truly world-class. We're keen to have you join us in making our next set of events just as special. Have a read, and if you have any thoughts, questions or feedback, feel free to get in touch.

**Nick Wolf**  
**Ruby Australia President**  
[president@ruby.org.au](mailto:president@ruby.org.au)

# Sponsor Supported Events

Ruby Australia aims to run a number of both regular and intermittent events each year.

All events provide a **range of promotional opportunities** for our sponsors.

Our in-person events will only run when it is considered safe to do so. Should an event require rescheduling, we commit to still meet (and hopefully exceed) our obligations to our sponsors.

# SPONSOR SUPPORTED EVENTS

Traditionally, we have run the following community events:

- **RubyConf AU** - our national technical conference and flagship Major Event. It is usually held annually in a capital city during late summer/Q1.
- **Rails Camps** - our casual coding camp retreats. We aim to hold two camps per year, traditionally in autumn/Q2 and spring/Q4.
- **Monthly Meetups** - held in most major cities, these are in-person, online or hybrid meetups.
- **Rails Girls** - introductory Ruby events held intermittently in major cities.

Together, **RubyConf AU and Rails Camps** are considered our “**Major Events**” – as national multi-day events, they require significantly higher time, cost and effort to organise and execute.

**All events that are not Major Events** are considered our “**Other Events**”.

**All these events could not happen without generous financial support from our sponsors.**

Our events also rely on **dedicated community members who volunteer their time and effort over many months to organise these events.**

**We are very grateful for all those who help make these events possible for our community.**

# **RUBYCONF AU: ANNUAL NATIONAL RUBY CONFERENCE**



# RUBYCONF AU

RubyConf AU is an annual national conference where we as a community gather to share knowledge about Ruby programming and Ruby-adjacent technologies, discuss issues in the broader tech industry, and celebrate the Australian and international Ruby community.

It is supported by and run under the auspices of Ruby AU, with the help of many generous volunteers from our community.

Speakers come from all across Australia and around the globe. We are also one of the few Ruby conferences to provide travel support to speakers, allowing us to ensure our speakers reflect a wide range of experiences and perspectives.

RubyConf AU has generally been held as a single-track conference running over two days, bookended by a variety of social events. Presentation recordings are also made available same-day on YouTube, gathering views from around the globe.

RubyConf AU 2023 was held during February 2023 in Melbourne; this was the first conference we were able to hold since early 2020 - attendance in 2023 was over 320 pax. Historically, attendance has been between 300~500 pax, and we expect similar numbers in future.

RubyConf AU 2024 will be held in Sydney, with the main conference days being 11-12 April 2024.

# RUBYCONF AU

RubyConf AU provides a number of avenues and opportunities for sponsors to interact with attendees and elevate their company profile with those in our industry.

It is the **largest gathering in Australia of software professionals using Ruby**. Because of their demonstrated support for the Ruby community, sponsors have the opportunity to meet, network, advertise, recruit and interact directly with attending Rubyists.

All Sponsors of all Sponsor Levels are promoted in various ways during the conference. Benefits for each Level are listed in the “Sponsorship Levels & Benefits” section.

For organisations that choose to have a physical presence at the conference, they can do so via a **Sponsor Table** option. This option is included in our highest Ruby Level package.

Some conference speakers have their organisations provide funds for their travel and accommodation. We thank them for their contribution, and those organisations are credited as **Speaker Sponsors**. This includes a verbal announcement and a Sponsor splash screen prior to the presentation, and Sponsor information included in the online video description.

**Some variations to the prior sponsorship model are being introduced for 2024. We expect this will increase flexibility for our sponsors, and anticipate it will enable more organisations to see concrete benefits through sponsorship of Ruby Australia.**

# **RAILS CAMP: CODING RETREAT**

# ABOUT RAILS CAMP

Each Rails Camp involves the Ruby Community sharing a weekend of fun and code at an Australian retreat not too distant from a major Australian city. Rails Camps are smaller, more casual events with an emphasis on communal coding and social interaction.

Some camps choose to have selected community members giving prepared talks and activities as a part of the camp schedule; other camps are more organic and unstructured, leaving camp activities mostly up to the attendees.

Traditionally, camps are held biannually - usually in Autumn/Q2 and Spring/Q4. They are held in semi-remote/non-urban locations and take place on a weekend, running from Friday through Monday. Although called a “camp”, accommodations are usually communal in nature (dormitory-style or similar).

Attendance varies on location and time of year - past attendee numbers have ranged from 30~170 pax, with higher numbers usually in south-eastern Australian locations. Typical attendance is approximately 70 pax.

Past locations have included: Adelaide, Perth, Melbourne, Hobart, Brisbane, Darwin, Canberra, Sydney and more, all back to 2007, and we were fortunate to be able to run Rails Camp 27 in Adelaide in early 2022.

Unfortunately, multiple efforts towards running both Rails Camps in 2023 were unsuccessful. But while 2023 proved challenging to hold camps at the usual cadence, we expect 2024 to bring a return to the regular camp schedule.

# RAILS CAMP – SPONSORSHIP

At Rails Camp, Ruby AU sponsors are acknowledged and thanked during all “formal” camp interactions (intro, closing, presentations, etc.) Sponsor signage (print and/or digital) is present when logistically possible.

Additional sponsorship opportunities have traditionally been available on an ad-hoc basis for each camp. These ad-hoc events and services are provided at the discretion of the volunteers organising each camp, and may or may not be sponsored - so we do not offer them as part of our standard Ruby AU sponsor packages.

Examples of ad-hoc sponsorship include the “airport to camp” shuttle-bus, barista coffee cart, and a “gourmet” meal service. If workshops and presentations are planned, support from sponsors may also be invited.

These sponsorship opportunities include branding rights, and sponsor announcements from camp organisers during the event. Historically, these sponsorship opportunities are generally more suited to smaller organisations.

# **MEETUPS: MONTHLY TECH GATHERINGS**

# MEETUPS

Ruby developers are passionate about developing some of the best, industry-leading software applications. We are also enthusiastic about our community and welcoming new members into our growing industry. Regular meetups with talks and networking help our community members grow in competence and confidence as experienced software professionals.

Meetups also provide avenues to promote job openings or those seeking new opportunities; to discuss industry changes and tech news; and to support each other with experiences in our industry and community.

Each month, speakers volunteer to give talks on topics including: software development using Ruby, Rails and adjacent technologies; software best practices; team work; open source software; tools & workflows; and more.

There are currently meetups being held regularly in Melbourne, Sydney and Brisbane. We are hopeful that meetups in Perth, Adelaide and Canberra will resume in 2024. Presentations from both Sydney and Melbourne meetups are recorded and uploaded each month to the Ruby AU YouTube channel.

Ruby AU sponsors are recognised during the opening remarks at each meetup – **putting your brand front-and-centre with professionals** who are passionate about using the best tools for solving technical problems.

Food & drinks are also provided through Ruby AU sponsorship. (Due to varying state laws, Ruby AU is only able to fund non-alcoholic drinks; organisers may choose to seek local sponsors for provision of alcohol.)

# **RAILS GIRLS: INTRODUCTORY RUBY WORKSHOPS**



# RAILS GIRLS

Rails Girls [[railsgirls.com](https://railsgirls.com)] was born in Finland, but is now a global non-profit volunteer community. It aims to give tools and a community for women to understand technology and to build their ideas. Each event provides an introduction to the Ruby language, and early steps in building a web app using Ruby on Rails.

Rails Girls events are run intermittently by community volunteers keen to advocate for Ruby, software development careers and better diversity in the tech industry.

Workshops can include introductory and/or next-level tasks, along with presentations from those already in the industry. Topics include securing first roles, career paths and using code for problem solving.

In Australia, these events are organised under the auspices of Ruby AU – our sponsors are thanked and mentioned both verbally, and in event slides. Additional promotional opportunities may also be available.

While anyone can register, women and non-binary people are given priority to attend. Events are held wherever there are people willing to volunteer and attendees interested in learning. Workshops are usually a single day, running 10am to 4pm with a formal introduction, followed by interleaved coding sessions and presentations.

Food and t-shirts (often a participant's first tech swag) are provided by Ruby AU.

# **RUBY AUSTRALIA DIGITAL PRESENCE**

# DIGITAL PRESENCE

## [www.ruby.org.au](http://www.ruby.org.au)

- Community and organisation information
- Information on our various events
- Information about all of our sponsors
- Details for our monthly city-based meetups
- Links for everything Ruby Australia does online

The Ruby Australia community is also active on these platforms:



# **SPONSORSHIP OF RUBY AUSTRALIA**

# SPONSORSHIP PACKAGES

In 2018, Ruby AU sponsorship packages were introduced to allow annual sponsorship of all Ruby AU events: these were packages lasting for 12 months, and sponsorship included benefits at all our usual events over a single financial year.

In 2020 and 2021, we were unable to run our usual events; even now, we cannot be certain that in future all our Major Events (RubyConf AU and Rails Camps) can be run within a single calendar year or 365 day period.

Consequently, we adjusted our sponsorship packages in 2022. All packages are now based on the provision of specific *events*, rather than a fixed timeframe. It also means sponsorship can be commenced at any time of the year. We believe this is a more equitable arrangement for the future.

If, during your sponsorship, your organisation wishes to move to a higher level of sponsorship, please contact Ruby AU and we will customise an updated sponsorship package for you.

# SPONSOR INTERVALS

Since 2020, we are conscious of the need to protect the safety of our community members at in-person events, while also allowing for potential rescheduling of events.

In 2022, we introduced **Sponsor Intervals** to ensure that our sponsors will receive all agreed-on package benefits, regardless of circumstances.

A **Sponsor Interval** is defined as the duration of your specific organisation's sponsorship, and it is specific to each sponsoring organisation.

Each Sponsor Interval commences on the date that an organisation is "accepted" as a sponsor – this will usually be the date we issue our invoice.

The Sponsor Interval expires when the following benefits have been provided:

- Sponsorship level benefits at all Ruby AU events for *at least* 365 days; and
- 1 RubyConf AU event; and
- 1 or more Rails Camp events

At our discretion, we may offer incentives for our Sponsor organisations to adjust their Sponsor Intervals to provide mutual benefit to both parties.

# SPONSORSHIP EVENT CREDITS

In the past, some sponsorship levels have included a set number of tickets to RubyConf AU and/or Rails Camp. Depending on the package, ticket types could sometimes be swapped between Major Events.

In 2022, we introduced **Event Credits** as a more flexible way of including event access in our sponsorship packages. In 2024, all sponsorship levels now include 4 Event Credits, with the option to purchase more as needed by your organisation.

Event Credits can be used for any Major Event run by Ruby AU.

- **2 Event Credits** can be converted to **1 RubyConf AU ticket**
- **1 Event Credit** can be converted to **1 Rails Camp ticket**

Sponsors with available Event Credits may choose to allocate their credits entirely towards RubyConf AU tickets, entirely towards Rails Camp tickets, or some combination of both. Sponsors may also choose to use Event Credits in promotional activities - such as a conference or camp ticket give-away promotion.

At its sole discretion, Ruby AU may offer alternative options to existing and new sponsors for obtaining or using Event Credits, at any time.

If any Event Credits remain unused at the end of a Sponsor Interval, they will roll over into the next Sponsor Interval (conditional on contiguous sponsorship).

# SPONSORSHIP LEVEL CHANGES

In 2017, we commenced offering Sponsorship packages at 5 different levels. These packages have been largely unchanged in the last 6 years - *including no price increases since 2017*.

For 2024, we are adjusting the sponsorship levels and benefits to provide improved value and flexibility at all levels. The most notable change is that Emerald Level is now deprecated - **Ruby and Emerald Level benefits are now combined in the new Ruby Level, but at the former Emerald price point**. The various sponsorship levels now range from the highest level as Ruby; followed by Sapphire, Opal and Amber.

Additionally, **some high-profile benefits are now add-on options**, with commensurate price adjustments to relevant Levels. Consistent with other similar conferences, our conference Branded Events and Branded Services sponsors are now options that sponsors can elect to support, rather than automatic inclusions. Priority will be given to our highest level Sponsors to access these high-profile options.

We are also introducing a new **Onyx Sponsorship Level**, for **“in-kind” sponsorship**. Due to the wide range of potential “in-kind” sponsorships, benefits for this level are strictly on a case-by-case basis, in negotiation with the Ruby AU committee. Example “in-kind” sponsors can be found on the Ruby AU website; we expect that list to grow during 2024. **If you have a proposal for the Onyx Sponsorship Level, please contact us.**

Finally, please note that all pricings are now listed *inclusive* of GST. (Sponsors outside of Australia should contact Ruby AU directly for sponsor package pricing.)



# SPONSORSHIP LEVEL CHANGES

What are the main changes for our updated sponsor packages?

- Previously, sponsors would have requested a sponsorship package at a certain level (eg. Ruby Level)
  - That package would have included a fixed set of benefits and a certain number of event credits
- Now, sponsors will be able to request a *base* sponsorship package with minimal Event Credits included
  - All sponsor packages now include only 4 Event Credits
  - Sponsors can purchase extra Event Credits (with discounts) that match their specific needs
  - Event Credit discounts are increased for both higher-level sponsors and for larger size groups
- High profile events/services at RubyConf AU (such as the Branded Social Event or Coffee Cart) are now optional add-ons
- All sponsor package costs have been adjusted to reflect these modifications
- We have deliberately not increased any costs to “counter” inflationary rises

In the lead-up to RubyConf AU, we will seek expressions of interest from sponsors for the various add-on options. To ensure a level of equity for all sponsors, we will not be offering the add-on options for purchase before that time. (Should there be multiple sponsors with interest in a particular option, sponsors will be selected at random.)

# **SPONSORSHIP LEVELS: BENEFITS**

# BENEFITS

Ruby Sponsors will be acknowledged by name and thanked at Major Events and Other Events, with a single slide per sponsor and verbal description for each sponsor organisation.

Sapphire Sponsors will be acknowledged by name and thanked at Major Events, with a single slide per sponsor and verbal description for each sponsor organisation. Sapphire Sponsors are also credited with a composite Sapphire Sponsor slide at Other Events.

Opal and Amber Sponsors are acknowledged and thanked in a composite sponsor slide at our Major Events only (RubyConf AU and Rails Camps).

Acknowledgment of sponsors includes:

- **RubyConf AU:** during the introduction and conclusion of each conference day; slides shown during breaks will also feature the logos of all Ruby Level Sponsors
- **Rails Camps:** during the opening and closing remarks (and before formal presentations, if held)
- **Rails Girls** and **Meetups:** Ruby And Sapphire slides during the introduction of each event
- **Email messaging:** Ruby And Sapphire logos and URLs are included at the end of all emails about Major Events

# BENEFITS

**Print Signage** (pullup/popup banners) can be used by sponsors for brand promotion at our Major events. Placement and permitted banner count varies by Sponsor Level. *Sponsors are responsible for providing their own Print Banners for use at events.*

**Digital Signage** showing sponsor logos and other information is an ideal option for Ruby AU events. Digital signage for all sponsors will be used at our events where possible, but at present it is (still) expensive and highly dependent on venue facilities. Consequently, we cannot guarantee it will be available at any particular event - we hope it becomes less expensive and more common. If it is available at our events, we expect all Digital Signage benefits to be commensurate with stated Print Signage benefits.

**Online Logos** – all sponsor logos will be included on the RubyConf AU website and on Rails Camp websites. The Ruby AU website was recently updated to improve access to sponsor information and increased sponsor logo visibility.

All sponsors have the right to use the Ruby AU logo in emails, printed material and online (in the context of demonstrating support for the Ruby community).

# RUBY LEVEL

## \$18700 (inc GST)

**4 Event Credits included**

**Discount on additional Event Credits**

**Ruby is the highest Sponsorship Level**

**Provides exclusive benefits and marketing opportunities**

**Available to 6 Ruby Level Sponsors**

*Includes all former Emerald benefits*

- **Major & Other Events:** Sponsor slide of standalone Logo; includes verbal company pitch and thanks
- RubyConf AU specific benefits:
  - Sponsor Table - **included** (\$4000 value)
  - **(New)** 3 min in-session address to attendees (live, pre-recorded, or statement read by hosts)
  - **(New)** 1 Stage Print Banner
  - **(New)** 3 Hallway Print Banners
  - Logo on RubyConf AU break slides
  - Priority access to banner placement & add-on options - Branded Social Events, Coffee Cart, WNB.rb etc.
- Rails Camp: **(New)** 1 Print Banner
- Logo and text description on Ruby AU website and all event websites
- Logo and text URL included in Major Event mailings
- Credited as Ruby Sponsor in Ruby AU media posts

# SAPPHIRE LEVEL

**\$11000 (inc GST)**

**4 Event Credits included**

**Discount on additional Event Credits**

**Available to 6 Sapphire Level Sponsors**

- **Major Events:** Sponsor slide of standalone Logo; includes verbal company pitch and thanks
- **Other Events:** Sponsor slide with all Sapphire Level sponsor logos (combined)
- RubyConf AU specific benefits:
  - **(New)** 2 Hallway Print Banners
  - Sponsor Table - 50% discount
- Logo and text description on Ruby AU website and Major Event websites
- Logo and text URL included in Major Event mailings to all Ruby AU members

# OPAL LEVEL

## \$5400 (inc GST)

**4 Event Credits included**

**Discount on additional Event Credits**

**Available to 10 Opal Level Sponsors**

- **Major Events:** Logo on combined slide with all Opal and Amber Level Sponsors
- RubyConf AU specific benefits:
  - **New:** 1 Hallway Print Banner
  - Sponsor Table - 25% discount
  - Logo on RubyConf AU website
- Logo and text description on Ruby AU website

# AMBER LEVEL

**\$3300 (inc GST)**

**4 Event Credits included**

**Discount on additional Event Credits**

**Available to 20 Amber Level Sponsors**

- **Major Events:** Logo on combined slide with all Opal and Amber Level Sponsors
- RubyConf AU specific benefits:
  - Option to purchase Sponsor Table
  - Logo on RubyConf AU website
- Logo and text description on Ruby AU website



# SPONSOR LEVEL COMPARISON TABLE

Benefit	Ruby	Sapphire	Opal	Amber
<b>Cost</b> (inc GST)	\$18700	\$11000	\$5400	\$3300
<b>Sponsors per level</b>	6	6	10	20
<b>Event Credits</b>	4	4	4	4
<b>RubyConf AU Sponsor Slide</b>	Per Sponsor	Per Sponsor	Combined	Combined
<b>RubyConf AU Break Slide</b>	Logo	-	-	-
<b>RubyConf AU Branded Events/Services</b>	Priority Access	If available	If available	If available
<b>RubyConf AU In-Session Promotion</b>	Yes	-	-	-
<b>RubyConf AU Stage Print Signage</b>	Yes	-	-	-
<b>RubyConf AU Hallway Print Signage</b>	3	2	1	-
<b>RubyConf AU Sponsor Table</b>	Included	50% discount	25% discount	-
<b>Rails Camp Sponsor Slide</b>	Per Sponsor	Per Sponsor	Combined	Combined
<b>Meetups - Sponsor Slide</b>	Per sponsor	All Sapphire	-	-
<b>Other Events - Sponsor Slide</b>	Per sponsor	All Sapphire	Combined	Combined
<b>Mailing List Event Emails</b>	Large Logo	Small logo	-	-

# CONFERENCE SPONSORSHIP OPTIONS

# CONFERENCE OPTIONS

From 2024, we are offering a number of “add-on” options, whereby **sponsors can have additional impact by sponsoring specific events or services**. These events and services have **both high visibility and extended attendee exposure to your brand and product**.

These options will be available to sponsors of any Level; however, **Ruby Level sponsors will be given priority access**.

Some options were previously included in the higher level sponsor packages, but allocation of those options was occasionally inconsistent. Now, **your organisation can choose specific promotional options that serve you best**, while also providing support for the Ruby Australia community.

Regularly-offered options are detailed in the following pages. Additional add-on options (as arranged by event organisers) may also be offered - sponsors will be appraised of these options when details become available.

# OPTION: EVENT CREDIT BUNDLES

All our sponsors receive discounts on volume purchases of Event Credits for our major events. **Larger discounts apply for both our higher level sponsors and for larger volumes.**

## Event Credit Bundle Pricing (inc GST)

Bundle Name	Small	Medium	Large	Grand
Event Credits	10	20	30	40
<b>Equivalent RubyConf AU Tickets</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
For Ruby Level Sponsors	3090	6110	8970	11700
For Sapphire Level Sponsors	3120	6180	9070	11830
For Opal Level Sponsors	3160	6280	9270	12090
For Amber Level Sponsors	3220	6410	9460	12350

**Note: 1 RubyConf AU ticket = 2 Event Credits; 1 Rails Camp ticket = 1 Event Credit.**

*Packages larger than 40 Credits (20+ conference tickets) can be arranged. These will be invoiced at the Grand unit price per ticket – please contact us directly for this custom package.*

# OPTION: BRANDED SOCIAL EVENT

## \$8000 (inc GST)

We expect our conference speakers to engage our attendees in interesting, novel and maybe challenging ways. We also recognise the importance of being able to step back at the end of each busy conference day – to reflect and discuss the content of the day, while relaxing in the company of other Rubyists and friends. These Social Events are popular and well-attended, and **offer the opportunity for your organisation to engage with attendees in a more relaxed setting.**

For these Social Events, we prominently advertise the Event as “Sponsored By” your organisation:

- in the official conference schedule
- on stage (announcements by event hosts and on-screen slide announcements)
- in promotional media messaging

We expect opportunities for prominent Print Signage to be available and featured at the Event venue.

An opportunity to briefly address attendees at your Social Event will be available (at your discretion).

# CONF OPTION: COFFEE CART

## \$8000 (inc GST)

The Coffee Cart Sponsor provides conference attendees with quality barista-made coffee-to-order across both days of the conference, with your organisation's branding on the cart. Coffee Carts see **very high traffic** from attendees - you can be assured that your brand is noticed by our attendees.

If your organisation also chooses to have a Sponsor Table, organisers will arrange for your Table to be in close physical proximity to the Cart and attendees obtaining coffee.

Please note that you will need to provide your own branded materials for placement on/near the cart; conference organisers will discuss exact logistics with you in the lead-up to the conference. Other marketing opportunities (such as branded cups) may be possible (at additional cost).

# CONF OPTION: SPONSOR TABLES

## \$4000 (inc GST)

**Number of Tables offered is subject to venue capacity limits**

Some sponsors want the capacity to engage directly with attendees in the conference environment. This opportunity is provided through the Sponsor Table option.

Each Sponsor Table will be provided with:

- Minimum 2.5m x 2.5m area, allocated in areas outside the main conference room where attendees will congregate during meals and breaks
- Trestle table with table cloth, power supply and 2 chairs
- Added/custom furnishing only by advance arrangement with organisers
- This is the **only way for Sponsors to collect attendee details** (attendee opt-in only)

*Note: In 2023, we offered Sponsor Tables in exchange for Event Credits; that arrangement is no longer available.*

# CONF OPTION: WNB.RB EVENT SPONSOR

## \$2200 (inc GST)

WNB.rb is “a virtual community for women and non-binary Rubyists.” – [www.wnb-rb.dev](http://www.wnb-rb.dev)

For RubyConf AU 2024 onwards, we will be holding a conference event **dedicated specifically and only for women and non-binary people** in the Ruby community and the broader tech industry.

In previous years, similar but informal gatherings have taken place. **From 2024, we will be including this as a regular Event in the official conference schedule.** We therefore invite sponsorship to support this initiative.

The exact nature of the event will depend on the volunteer organisers coordinating the WNB.rb event. The WNB.rb Sponsor will be noted on the official conference programme, recognised in media messaging, and will be acknowledged by event organisers during the event. (Signage may be possible at the event, but cannot be guaranteed.)

Sponsor funds not used at this event will be reserved for future events with similar objectives (including, but not limited to, Rails Girls workshops); and the WNB.rb sponsor will also be acknowledged at those events.



# COMPARISON: UPDATED SPONSOR PACKAGES

The 2024 changes to our sponsorship arrangements are the most significant since the introduction of Ruby Australia sponsorship packages over 7 years ago. Comparing the “old” sponsor levels with a similar new package - new levels are more flexible and granular; most are now at a lower price point compared to pre-2024:

Pre-2024 Level	Main Benefits	Old Cost	New Level with <i>Similar Benefits</i> <sup>[1]</sup>	New Cost
“Old” Ruby	30 Event Credits; 1x Event	\$38500	Ruby + 26 Event Credits + 1x Event	<b>\$34305</b>
“Old” Emerald <sup>[2]</sup>	20 Event Credits; 1x Event	\$27500	Ruby + 16 Event Credits + 1x Event	<b>\$31510</b>
“Old” Emerald <sup>[2]</sup>	20 Event Credits	\$27500	Ruby + 16 Event Credits	<b>\$23510</b>
“Old” Sapphire	12 Event Credits	\$16500	Sapphire + 8 Event Credits	<b>\$13535</b>
“Old” Opal	6 Event Credits	\$5500	Opal + 2 Event Credits	<b>\$6040</b>
“Old” Amber	4 Event Credits	\$2200	Amber	<b>\$3300</b>

<sup>1</sup>Ruby, Sapphire and Opal Levels also include additional new benefits in 2024 that are included in the "New Cost" figures.

<sup>2</sup>Emerald Event allocation was sometimes inconsistent; hence the comparison both with and without an included Event option.

# TALK TO US



# TALK TO US

Do you:

- Have queries about this document?
- Have ideas for sponsorship we may be interested in?
- Have a particular sponsorship focus you want to emphasise?
- Need inclusions which aren't listed here?
- Want an adjustment that you would find preferable?

## LET US KNOW WHAT YOU THINK

We aim to be flexible, and want to accommodate where we can, while remaining fair to all our sponsors and our community.

You can reach us either via email at [sponsorship@ruby.org.au](mailto:sponsorship@ruby.org.au), or through any of the various contact methods on the Ruby AU website [www.ruby.org.au](http://www.ruby.org.au).

**We appreciate your interest in supporting our community through sponsorship of Ruby Australia — thank you!**