

EXECUTIVE SUMMARY: RUBY AUSTRALIA SPONSORSHIP 2026

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 Ruby Retreats (formerly Rails Camp), monthly Meetups in capital cities, and periodic Rails Girls events (an introduction to coding with Ruby).

Why Sponsor Ruby AU?

By sponsoring Ruby AU, you're helping to enable events such as RubyConf AU, Ruby Retreats and Meetups while placing your brand front and centre with the Ruby AU community.

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

Sponsorship Levels & Benefits

All levels include 4 Event Credits, which equate to **2 RubyConf AU tickets** or **4 Ruby Retreat tickets**. Additional Event Credits can be purchased at a discounted rate. Regular "add-on" options at RubyConf AU include Sponsor Tables, Branded Social Events and the coveted Coffee Cart

Level	Ruby	Sapphire	Opal	Amber
Cost	\$22,000	\$13,200	\$6,000	\$3,500
Newsletter Sponsor Presence	Monthly featured	Monthly shared	Monthly shared	Monthly shared
Newsletter Job Advertising	Monthly	Quarterly	1 per year	-
Event Credits	4	4	4	4
Event Credit Discount	5% off	4% off	3% off	2% off
Conf Sponsor Table	Included	50% off	25% off	-
Conf Stage Time	Yes	-	-	-

Full details & sponsor benefits can be found in our [Ruby AU Sponsorship Prospectus 2026](#).

Talk to us

Get in touch and share your ideas - we look forward to working together to bring your Sponsorship vision to life in 2026!

email: sponsorship@ruby.org.au

website: www.ruby.org.au

feedback: www.ruby.org.au/feedback