



ruby *AU*

RUBY AUSTRALIA

Sponsorship Prospectus 2026

Document History

2024.01.17 - Initial 2024 release.

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

2025.03.24 - Initial 2025 release.

2026.04.28 - Updated sponsor benefits, ongoing visibility, newsletter advertising, and package positioning.

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 AU

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, Ruby Retreats, 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.

None of this would be possible without support from our Sponsors!

Sponsors gain not only event visibility, but ongoing access to a highly engaged national developer audience throughout the year.

We hope that you will consider supporting us in 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.

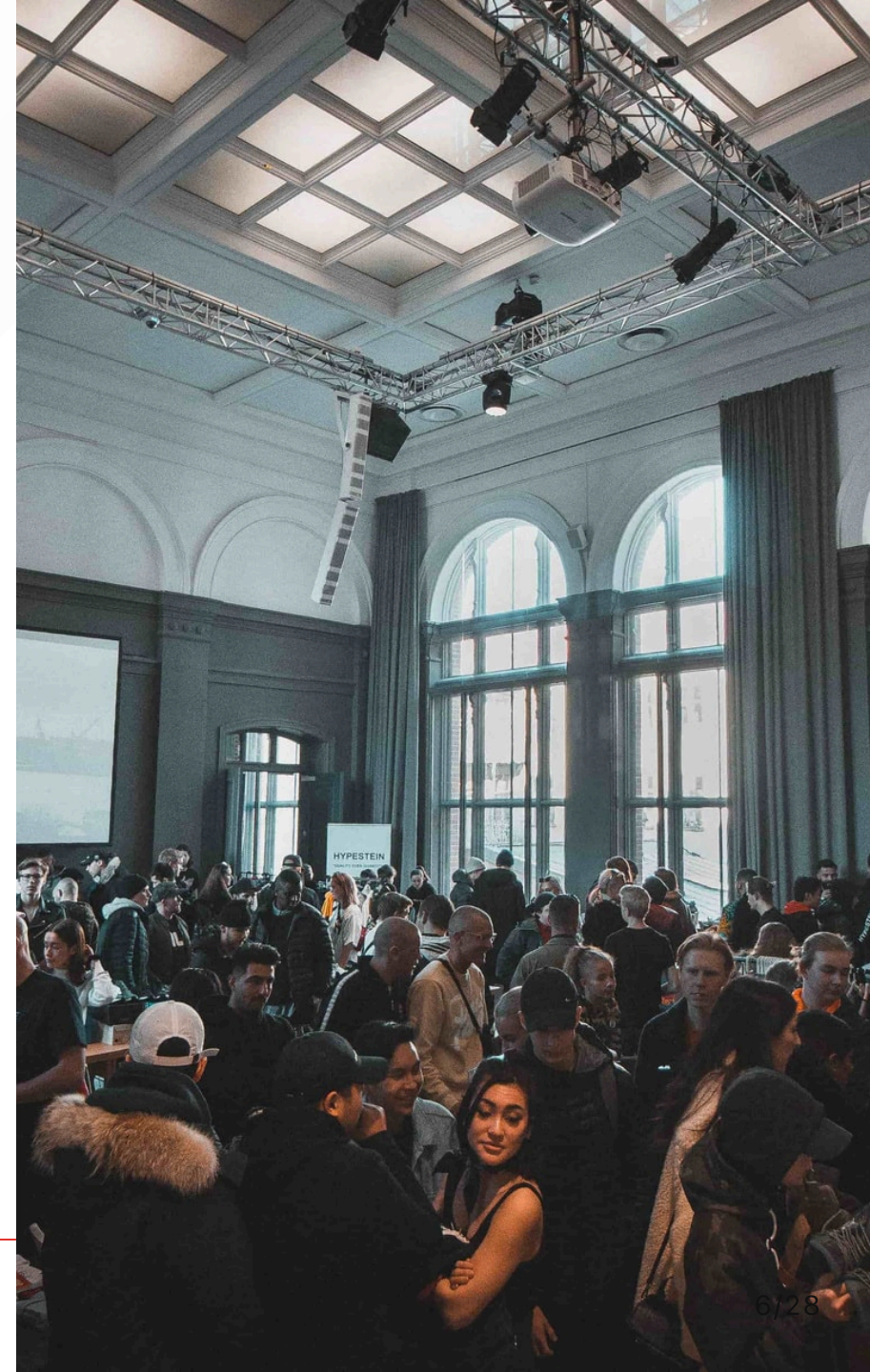
All this support helps make our events more accessible, more welcoming, and truly world-class. We're keen to have you join us in making our next set of events just as special. Have a read, and if you have any thoughts, questions or feedback, feel free to get in touch.

Nick Wolf
Ruby Australia President
president@ruby.org.au

WHY COMPANIES SPONSOR RUBY AU

Sponsors support Ruby Australia because it provides direct, credible access to a concentrated national audience of software professionals using Ruby, Rails, and adjacent technologies.

- **Hiring visibility** - promote roles and opportunities through trusted community channels
- **Employer brand** - build credibility within a respected developer ecosystem
- **Technical influence** - share engineering practices, tools, and stories with a highly relevant audience
- **Community support** - help keep events accessible, welcoming, and useful for developers across Australia
- **Consistent exposure** - maintain visibility through events, newsletters, digital channels, and community touchpoints



EVENT CALENDAR

RubyConf AU

Our national technical conference and flagship event - this is usually held annually in a capital city during late summer/Q1.

Ruby Retreat

Our casual coding retreats. We aim to hold two retreats per year, traditionally in autumn/Q2 and spring/Q4.

Meetups

Held monthly in most major cities, these are in-person, online or hybrid meetups.

Rails Girls

Introductory Ruby events held intermittently in major cities.

We are very grateful for all the volunteers and Sponsors that make these events possible for our community.





BECOMING A SPONSOR

SPONSOR LEVEL BREAKDOWN

Benefit	Ruby	Sapphire	Opal	Amber
Cost (inc GST)	\$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	-
Conf Sponsor Table	Included	50% discount	25% discount	-
Conf Sponsor Slide	Per Sponsor	Per Sponsor	Combined	Combined
Conf Break Slide	Logo	-	-	-
Conf In-Session Promotion	Yes	-	-	-
Retreat Sponsor Slide	Per Sponsor	Per Sponsor	Combined	Combined
Meetups Sponsor Slide	Per Sponsor	All Sapphire	-	-
Event Credits	4	4	4	4
Event Ticket Discount	5% off	4% off	3% off	2% off

ONGOING COMMUNITY VISIBILITY

Ruby Australia sponsorship extends beyond individual events.

Sponsors can build visibility across the year through Ruby Australia community channels, including:

- Monthly newsletter distribution to our national member base
- Active Slack community for Australian Ruby developers
- Meetup communications and event promotion
- Ruby AU website and event websites
- Community media and sponsor acknowledgements

Higher sponsorship tiers receive more frequent, more prominent, and more direct access to this audience.

NEWSLETTER ADVERTISING

Ruby Australia's newsletter provides sponsors with direct access to a national audience of Ruby developers, engineers, technical leads, CTO's and community members.

Newsletter advertising may include:

- Job postings and hiring announcements
- Engineering team updates or technical content
- Developer-focused initiatives or campaigns
- Sponsor messages relevant to the Ruby Australia community

Ruby Level sponsors receive **monthly newsletter advertising opportunities**. Sapphire Level sponsors receive **quarterly newsletter advertising opportunities**. Opal Level sponsors receive **one newsletter job posting per sponsorship year**.

CONFERENCE OPTIONS

Option	Cost (inc GST)	Availability
Sponsor Table	\$4,200	subject to venue capacity
Coffee Cart	\$8,000	1
Branded Social Event	\$8,000	2

Sponsor Table

- Minimum 2.5m x 2.5m area outside the main conference room
- Trestle table with table cloth, power supply and 2 chairs
- Opportunity for custom furnishings
- Opportunity to **collect attendee details** (attendee opt-in only)

Coffee Cart

- A very popular option with your brand front and centre during breaks
- Opportunity for branded cups and other marketing opportunities (subject to availability and additional cost)
- Opportunity to strategically position with a sponsor table to engage attendees while they wait for their drinks!

Social Event

- For these Social Events, we prominently advertise the Event as "Sponsored By" your organisation. This includes a mention in the official conference schedule.
- Signage opportunities and acknowledgment by event hosts at the event
- Your brand in all event communications!

** Ruby Level sponsors will be given priority access to these options.*

FAQS

How long is a Sponsorship interval?

A Sponsorship interval will end once all of the following benefits have been provided:

- **365 days of Sponsorship level benefits**
- **Sponsorship level benefits at RubyConf AU and at least one Ruby Retreat**

What are Event Credits?

Event Credits can be used for any Major Event run by Ruby AU. Any unused credits will roll over into your next Sponsorship interval.

- **2 Event Credits** can be converted to **1 RubyConf AU ticket**
- **1 Event Credit** can be converted to **1 Ruby Retreat ticket**

Are custom Sponsorship options available?

Yes - we would love to work together to bring your Sponsorship vision to life, so please get in touch and share your ideas!



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EVENTS



RUBYCONF AU

RubyConf AU is a 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.

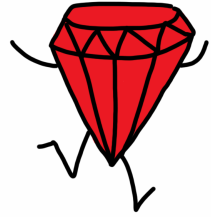
Speakers come from all across Australia and around the globe. We are also one of the few Ruby conferences to provide travel support to speakers, allowing us to ensure our speakers reflect a wide range of experiences and perspectives.

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 2024 was held during April 2024 in Sydney. Historically, attendance has been between 300~500 pax, and we expect similar numbers in future.

It is the **largest gathering in Australia of software professionals using Ruby**, giving sponsors the opportunity to meet, network, advertise, recruit and interact directly with attending Rubyists.





RUBY RETREAT

Ruby Retreat involves the Ruby Community sharing a weekend of fun and code at a semi-remote camp location, not too far from a major Australian city. Ruby Retreats are smaller, more casual events with an emphasis on communal coding and social interaction.

Traditionally, retreats are held biannually - usually in Autumn/Q2 and Spring/Q4.

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 with our most recent retreat being held in October 2025 in Warnambool, VIC.

At Ruby Retreat, Ruby AU sponsors are acknowledged and thanked during all "formal" retreat interactions (intro, closing, presentations, etc.)

There is also the opportunity for Sponsor signage as well as ad-hoc opportunities such as shuttle-bus services, a barista coffee cart or catering. If you have any ideas we would love to hear them!



Regular meetups enable our community to learn from each other, refine our craft and welcome new members into the industry.

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. Meetups in Perth also are resuming and we're hopeful to see the same in Adelaide and Canberra. 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

Rails Girls [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 everyone is welcome to register, folks of marginalised genders will be given priority attendance. 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.



SPONSORSHIP PACKAGES

RUBY LEVEL

\$22,000 (inc GST)

4 Event Credits included

5% Discount on additional Event Tickets

Ruby is the highest Sponsorship Level

Best for organisations actively hiring, growing developer brand presence, or seeking consistent visibility within the Ruby ecosystem

Available to 6 Ruby Level Sponsors

Ongoing Community Promotion

- Featured placement in Ruby Australia newsletter each month
- Monthly job posting or hiring announcement in the newsletter
- Priority inclusion in relevant community communications
- Opportunities to share relevant engineering, hiring, or developer-community content

Event Benefits

- **Major & Other Events:** Sponsor slide of standalone Logo; includes verbal company pitch and thanks
- RubyConf AU specific benefits:
 - Sponsor Table - **included** (\$4200 value)
 - 3 min in-session address to attendees (live, pre-recorded, or statement read by hosts)
 - Logo on RubyConf AU break slides
 - Priority access to add-on options
- Logo and blurb 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

\$13,200 (inc GST)

4 Event Credits included

4% Discount on additional Event Tickets

Designed for organisations seeking strong event presence with periodic ongoing visibility

Available to 6 Sapphire Level Sponsors

Community Promotion

- Inclusion in Ruby Australia newsletter on a shared basis
- Quarterly job posting or hiring announcement in the newsletter
- Grouped sponsor visibility in relevant community communications
- Occasional opportunities for community exposure

Event Benefits

- **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:
 - Sponsor Table - 50% discount
- Logo and blurb on Ruby AU website and Major Event websites
- Logo and text URL included in Major Event mailings to all Ruby AU members

OPAL LEVEL

\$6,000 (inc GST)

4 Event Credits included

3% Discount on additional Event Tickets

Available to 10 Opal Level Sponsors

- **Major Events:** Logo on combined slide with all Opal and Amber Level Sponsors
- RubyConf AU specific benefits:
 - Sponsor Table - 25% discount
 - Logo on RubyConf AU website
- Logo and blurb on Ruby AU website
- One newsletter job posting per sponsorship year

AMBER LEVEL

\$3,500 (inc GST)

4 Event Credits included

2% Discount on additional Event Tickets

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 blurb on Ruby AU website
- Entry-level sponsorship presence for organisations wanting to support the Ruby community



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GET IN TOUCH

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?

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 via email at sponsorship@ruby.org.au or through any of the various contact methods on the Ruby AU website www.ruby.org.au. You can also find a feedback form at www.ruby.org.au/feedback

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

DIGITAL PRESENCE

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:

