

## What is Ruby Australia?

Ruby Australia was founded in 2011. 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 language and related technologies.

## Conferences and Events

### RubyConf AU

RubyConf AU is Australia's premiere Ruby programming conference, bringing together leading Ruby developers from around the world to share, inspire and learn.

RubyConf AU was founded by Ruby Australia in 2013 to promote and grow the Ruby community in Australia, and has gone from strength to strength. Held in a different city each year, RubyConf AU is the largest and most popular Ruby Conference in the ANZ region, attracting between 400-500 developers from all around Australia, New Zealand and beyond each year.

RubyConf AU 2017 was held in Melbourne, attracting 500 developers from across Australia and New Zealand, and was extremely well received by the attendees with a lot of positivity generated on social media.

### Rails Camps

Rails Camps are smaller, more informal events held throughout the year. They are held in remote locations close to major Australian cities, and take place from Friday – Monday.

Rails camp attendance:

- Sydney 2015: 170
- Canberra 2015: 60
- Adelaide 2016: 120
- Brisbane 2016: 60
- Darwin 2017: 50
- Melbourne 2017: 130 (expected)

### RORO (Ruby On Rails Oceania) Meet ups and Hack Days

Ruby Australia holds sponsored meet ups in Adelaide, Brisbane, Melbourne, Perth and Sydney, where 150+ Ruby developers come together every month to enjoy food and drink, socialising and short talks.

### Rails Girls

Rails Girls is an international organization, with independent groups running Rails Girls and Rails Girls Next workshops on a regular basis across the world. Ruby Australia currently supports Rails Girls in Brisbane, Melbourne and Sydney, with around 10 mentors and up to

60 attendees at each event. Rails Girls events are free for attendees, and happen over a Friday night and Saturday, usually twice a year in each location.

## **Membership**

Membership of Ruby Australia is free and open to everybody. From 2016, Ruby Australia has maintained a membership database used for mailing important information about upcoming events.

## **Sponsorship Opportunities**

Sponsorship packages have traditionally been for individual events, but these have now expanded to allow companies the opportunity to sponsor Ruby Australia for 12 months at a time.

Sponsorship for 2017-18 will cover Rails Camp in September 2017, a second Rails Camp in March 2018, and RubyConf 2018 in February.

The location of RubyConf is currently under discussion, but is likely to be either in Sydney or Melbourne in order to encourage a larger attendance.

All sponsorship packages include the right to use the Ruby AU logo in company emails, printed material and on the company website in the context of sponsorship; additionally, all sponsors will have the opportunity to sponsor additional tickets such as RubyConf Assist and Diversity tickets.

All sponsors will be thanked at RubyConf AU during the introduction and concluding thank yous – major sponsors will have their own slide, with smaller sponsorships grouped together.

Major (Ruby + Emerald) sponsors will be mentioned and thanked at Rails Camps, smaller sponsors will be included on sponsorship slides and the website.

## **Packages**

**Ruby - \$40,000 ex-GST (\$44,000 inc GST) – one available**  
**Promotion at RubyConf, Rails Camps, RORO and Rails Girls**

- Ruby AU
  - o Prominent logo and company description on website
  - o Logo in all mailings
  
- RubyConf AU
  - o Ten tickets
  - o Sponsor slide
  - o Prominent logo on website
  - o Naming rights to your choice of one social event at RubyConf AU

- Mentions in conference mailings and social media
- Opportunity to distribute handouts and swag at RubyConf AU
- RailsCamps
  - Five tickets (each camp) OR five additional conference tickets
  - Dedicated sponsor slide at every Rails Camp
  - Mention as Ruby sponsor in all mailings
  - Logo on website
- Other
  - Sponsor slide of every RORO meeting in every city
  - Sponsor slide at Rails Girls

**Emerald - \$25,000 ex-GST (\$27,500 inc GST) – three available  
Promotion at RubyConf, RailsCamps, RORO and Rails Girls**

- Ruby AU
  - Prominent logo and company description on website
  - Logo in all mailings
- RubyConf AU
  - Five tickets
  - Sponsor slide
  - Prominent logo and company description on website
  - Naming rights to your choice of one social event at RubyConf AU
  - Mentions in conference mailings and social media
- RailsCamps
  - Five tickets to (each camp) OR five additional conference tickets
  - Dedicated Sponsor slide at every Rails Camp
  - Mentions in conference mailings and social media
  - Logo on website
- Other
  - Sponsor slide at your local RORO (Choose between Adelaide, Brisbane, Melbourne, Perth, or Sydney)
  - Sponsor slide at Rails Girls

**Sapphire - \$12,500 ex-GST (\$13,750 inc GST) – five available  
Promotion at RubyConf and RailsCamps**

- Ruby AU
  - Logo and company description on website
  - Logo in all mailings
- RubyConf AU

- Six tickets
- Sponsor slide
- Logo on website
  
- RailsCamps
  - Sponsor slide
  - Logo in all mailings
  - Logo on Website

**Opal \$5,000 ex-GST (\$5,500 inc GST) – 10 available**  
**Promotion at RubyConf only**

- Ruby AU
  - Logo and company description on website
  - Logo in all mailings
  
- RubyConf AU
  - Six tickets
  - Sponsor slide
  - Logo on website

**Amber \$2,000 ex-GST (\$2,200 inc GST) – 20 available**  
**Promotion at RubyConf only**

- Ruby AU
  - Small logo on website
  
- RubyConf AU
  - Three tickets
  - Inclusion on Amber sponsor slide
  - Small logo on website