



rubyfuza 2017

Sponsorship Prospectus



Started in 2011, Rubyfuza is still the only Ruby language conference in Africa and has been attracting top local and international Ruby developers for seven years now. Rubyfuza does not only focus on experienced programmers, but also on educating and training new, young programmers, with RailsBridge and Coderetreat being amongst the events we've brought to South Africa for the first time. Rubyfuza is a great place to network with passionate software engineers, to recruit talent, and to learn new and exciting techniques and technologies.

Estimated Attendance: ~160

This year we have secured Coraline Ada Ehmke for our keynote speaker. Coraline has been programming professionally in Ruby since 2007. She is the author of 25 Ruby gems and has contributed to major projects including Rspec and Rails. She is a frequent speaker at conferences around the world, including RailsConf. Coraline was a 2016 recipient of the Ruby Hero award.

Past speakers include:

Dave Hoover

Obtiva, Groupon (now Red Squirrel)

Sven Fuchs

Travis CI

Aaron Paterson

AT&T, Ruby/Rails Core (now Github)

Marc Bowes

Amazon

Sarah Mei

DevMynd

Aslam Kahn

Factor10 (now ThoughtWorks)

Rory McKinley

Hetzner (now Cape Fox)

René de Voursney

NIRD (now Travis CI)

Aaron Kalin

Treehouse (now DNSimple)

Jesse Newland

Github

Charlene Tshitoka

ThoughtWorks

Jacob Burkhart

Engine Yard

Terrence Lee

Heroku

Kevin McKelvin

Platform45 (now Resource Guru)

Charles Nutter

JRuby Core

2016 sponsors include:

Intellection Software

Platform45

Prodigy Finance

Google

Hetzner

Unboxed Consulting

Vulcan Labs

Zero One

African Travel Canvas

For more information contact:

Marc Heiligers | sponsor@rubyfuza.org | +1 480-849-7567

2 - 4 February 2017 | Cape Town, South Africa



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Sponsorship Packages

Sponsoring Rubyfuza is the number one way to get your message to South Africa's Ruby community. For any questions or to discuss a custom package, contact Marc Heiligers at sponsor@rubyfuza.org or +1 480-849-7567.

Rubyfuza is a break-even organisation. All the organisers are unpaid volunteers and no profit is taken by anyone involved. Any money left over at the end of the conference goes towards the next conference, RubyDCamp, and occasionally to help with events like RailsBridge.

Ruby level

R50k (~\$3,600)

Limited to 3 sponsors

- A large sized logo and blurb on the website
- A large sized logo in the program, and blurb at the front of the program and on other printed materials, such as banner, goodie bag, and so on
- Logo displayed first at the start of, as well as the end of conference videos

Sapphire level

R30k (~\$2,200)

Limited to 10 sponsors

- A medium sized logo and blurb on the website
- A medium sized logo in the program, and blurb at the back of the program and on other printed materials, such as banner, goodie bag, and so on
- Logo displayed second at the start of, as well as the end of conference videos

Topaz level

R15k (~\$1100)

- A small logo and blurb on the website
- A small logo in the program, and blurb at the back of the program and on other printed materials, such as banner, goodie bag, and so on
- Logo displayed at the end of conference videos

Sponsorship areas and events

This year we are encouraging every sponsor to choose one or more areas or events to sponsor. For example, you may choose to sponsor either of the conference days snacks and lunches, or one of the evening functions, or the printing. This will allow us to provide additional exposure to the sponsors during the conference with announcements about the sponsors for each area or event.

Additional items

Sponsors are encouraged to provide additional items like flyers, T-shirts, caps, stickers, and so on to add to the swag bag for delegates.

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