rubyfuza 2019
Sponsorship Prospectus

7 - 8 February 2019 | Cape Town, South Africa

Started in 2011, Rubyfuza is still the premier Ruby language conference in Africa and has been attracting top local and international Ruby developers for eight 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, recruit top talent, and learn new and exciting techniques and technologies.

Estimated Attendance: ~140

Rubyfuza has a history of attracting great international keynote speakers. In 2018 we traveled to space with Nate Berkopec. In 2017 we had Coraline Ada Ehmke, in 2016 Sarah Mei, in 2015 Charles Nutter and Aaron Patterson, all recipients of Ruby Hero awards.

Past speakers include

Aslam Khan ThoughtWorks	**Kir Shatrov** Shopify	**Aaron Paterson** Github
Grant Speelman JobReady Solutions	**Sarah Mei** DevMynd	**Eliza de Jager** ZappiStore
Brad Kingon MWR InfoSecurity	**Daniel Schierbecky** Zendesk	**Matias Korhonen** Internet Astronaut
Clarice Bouwer DStv Digital Media	**Ruberto Paulo** Prodigy Finance	**Jacob Burkhart** Engine Yard
Dane Balia Hetzner	**Kevin McKelvin** Resource Guru	**Charles Nutter** JRuby Core

Past sponsors include

ThoughtWorks	**Jumo**	**ZappiStore**
Offer Zen	**Prodigy Finance**	**Vulcan Labs**
Amazon	**Resource Guru**	**Google**

rubyfuza 2019 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 Angus Miller at sponsor@rubyfuza.org or +27 (0) 21-851-6968.

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 (~$3,750)

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 (~$2,250)

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 (~$1120)

- 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

Opal level — R10k (~$750)

- A small logo and blurb on the website

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.

Sponsor presence

Starting in 2019 we are welcoming sponsors to setup their own presence at the conference venue. Sponsors are welcome to have a table with prominent branding, supporting staff and an assortment of "swag" to share with the attendees. Sponsors have a great opportunity to engage with the attendees in person, share what they're doing and get contact details from attendees.

Community Job Board

Starting in 2019 we'll have a community job board at the event. Sponsors have preferential access to the board and can place custom designed recruitment banners (A5 size) on the board. The attendees will only discover the board on the day of the conference and sticky notes & pens will be provided for them to add their postings. This is a great opportunity for sponsors to stand out from the crowd.

Influence our CFP messaging

The organisers would love to know what technologies you're using in your organisations, and which technologies you would hope to see be represented at the conference. Rubyfuza is still a Ruby-centred conference at its heart, and we're embracing other technologies that eschew the same values of community, productivity, and inclusivity.

This does not however guarantee that we'll be accepting any talks at a sponsor's request. We'll clearly indicate in our marketing efforts that submissions for the technologies are encouraged. The organisers are very proud of their anonymous CFP process and work hard to accept a good balance of talks to make for an engaging two days for our attendees.