

# **JOIN RAILS WORLD AS A SPONSOR**

*Sponsorship Opportunities*

**RAILSWORLD 2023** *October 5&6  
Amsterdam*

***Join Rails World as a sponsor to showcase your commitment to Rails, support the community who relies on Rails, and gain exposure to industry professionals and job seekers. On the sponsorship menu:***

## ***About Rails World***

Rails World is a platform for Rails enthusiasts to discuss the latest trends, share best practices, and explore advancements in Rails development through keynotes, talks, hands-on workshops, panel discussions, and networking opportunities.

With Rails World, our goal is to create a fun and affordable space for the Rails ecosystem to connect, learn, and build lasting professional relationships.

## ***Rails World facts***

**Date** October 5 & 6, 2023

(pre-conf activity possible on Oct 4)

**Location** Beurs van Berlage, Amsterdam, NL

**Website** [rubyonrails.org/world](https://rubyonrails.org/world)

**Goal** 650 attendees

### **Organized by**

Rails World is organized by the Rails Foundation with the support of its Core members Cookpad, Doximity, Fleetio, GitHub, Intercom, Procore, Shopify, and 37signals and Contributing members AppSignal, Cedarcode and Planet Argon.

### **More information**

[sponsors@rubyonrails.org](mailto:sponsors@rubyonrails.org)

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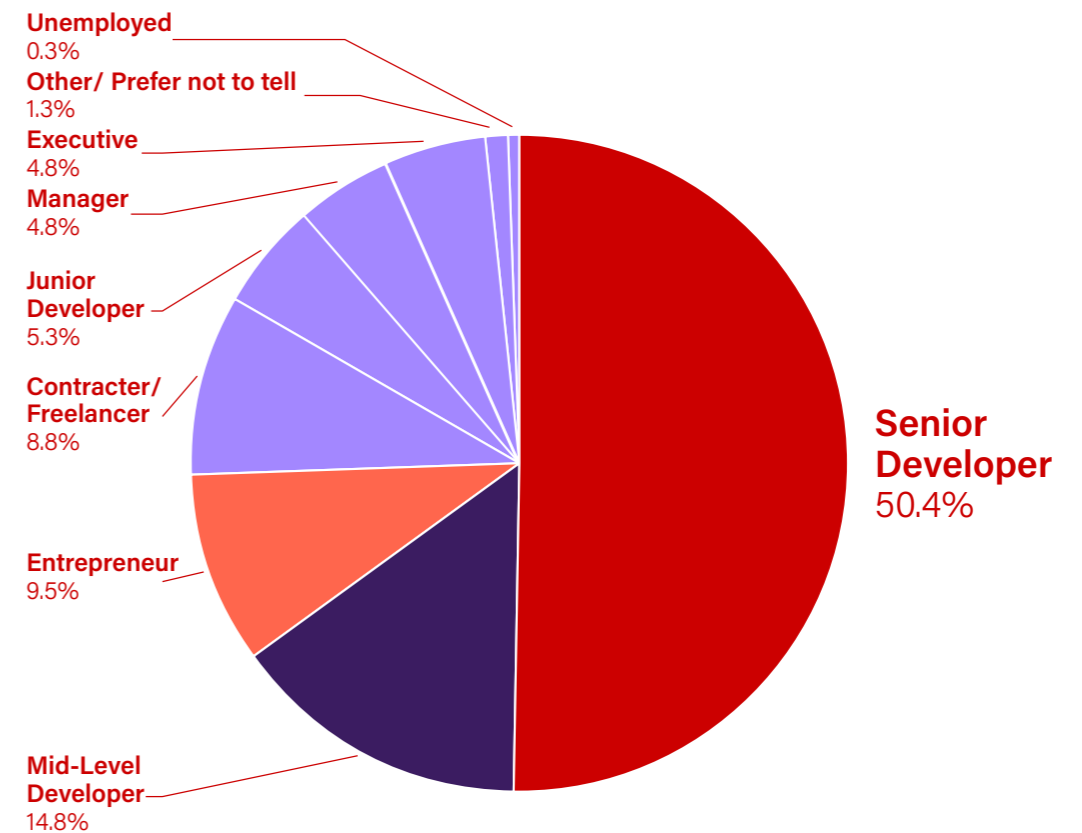
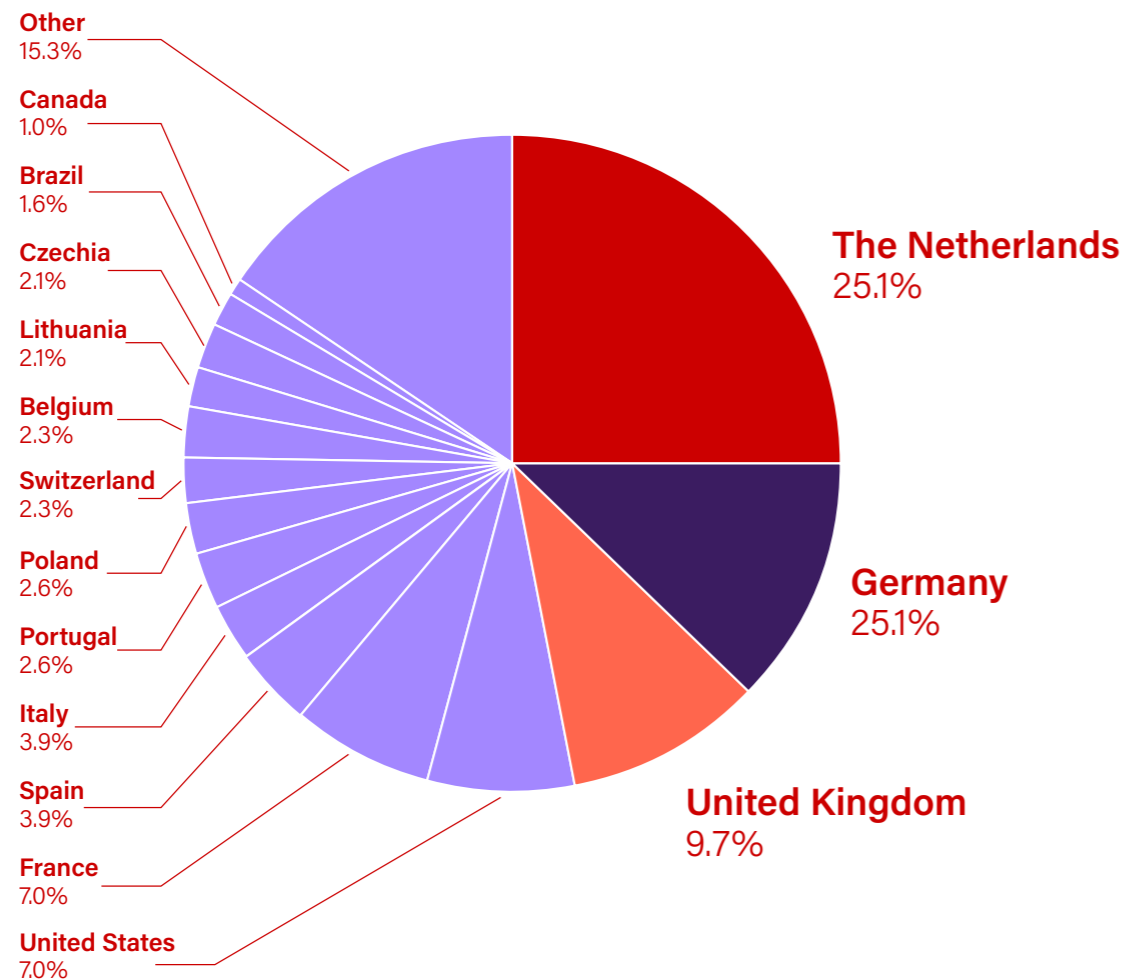
## **BOOTH SPONSORSHIPS**

*We offer three booth sponsorship levels: Silver, Gold, and Platinum.  
Booth mockups and design TBD.*

<b>ITEM</b>	<b>SILVER (12) € 10,000</b>	<b>GOLD (8) € 20,000</b>	<b>PLATINUM (1) <b>SOLD</b></b>
Sponsor booth in the Lounge	YES 2 x 2 meters	YES 2 x 4 meters	YES apr. 12 m2
Logo on the Rails World website	YES	YES	YES
Logo displayed on sponsor signage	YES	YES	YES
Logos on screen in the daily opening announcements	YES	YES	YES
Shout out in a pre-conference attendee email		YES	YES
Shout out in a post-conference attendee email		YES	YES
Swag bag item		YES	YES
Option to include a high-quality branded swag item in the Rails World raffle			YES
Social media shout out on Rails handles		YES named all together	YES named individual
Rails World tickets	YES 1 ticket	YES 2 tickets	YES 4 tickets
10% discount code for your network		YES good for 5 tickets	YES good for 10 tickets
Logo on back of conference bag		YES	YES
20% discount on additional experience sponsorships	YES	YES	YES

## ATTENDEE DEMOGRAPHICS

- Rails World will host 650-700 attendees this year.
- 38% of attendees who answered the question of whether they were looking for a new role have indicated that they are actively looking or keeping an eye open for new positions.
- 65% of attendees are mid-level or senior developers.
- The majority of Rails World attendees are based in the EU or UK, with the highest number of attendees coming from the Netherlands (25%), Germany (12%), and the United Kingdom (10%).



## **PROGRAM SPONSORSHIPS**

*Help us curate unique and engaging programs, activities, activations, or networking events that align with your company's USP, expertise, values, or brand and allow attendees to get the most out of Rails World. If you have other fun ideas than those below, we would love to hear them.*

### **Scholarship program**

**Variable** *Depends on your budget. Let's chat!*

**What it is** Financial support to allow Rails community members who may lack the financial sponsorship or means to attend Rails World. The amount of your contribution will determine how many scholarship recipients we are able to accept. A €1800 contribution covers Rails World tickets for one scholarship recipient, a 3-night hotel stay, and a €400 travel stipend to offset the cost of travel to Amsterdam.

**What you get as a sponsor** A role on the scholarship committee, logo on conference signage, two Rails World tickets for your team, and an invitation to the pre-Rails World Scholarship networking event (date, location TBD).

**What you provide:** Support in choosing scholarship recipients.

**Would be good for** Any company that values making Rails accessible for all, especially new community members.

### **Speaker support**

**€ 20,000**

**What it is** A travel stipend to support Rails World speakers and help offset the cost of travel to Amsterdam. This contribution would provide 40 speakers with a € 500 euro stipend.

**What you get as a sponsor** All of the benefits of a Gold sponsorship (except the booth), as well as an invitation to the Speaker dinner with all speakers, Rails Core, and Rails Foundation members on October 5.

**Would be good for** xxx

## **PROGRAM SPONSORSHIPS**

### **Podcast booth**

**€ SOLD**

**What it is** A program to enable 4 podcasters from the Ruby, Rails, and greater tech industry to record podcasts with Rails World speakers or guests live on site in Amsterdam. Your contribution covers the branded space, Rails World tickets for the podcasters, 3-nights hotel stay for the podcasters, and a small travel stipend for the podcasters.

**What you get as a sponsor** Logo on conference signage, ad in the conference newsletter, branding on or outside the podcast studio, a 30-45 second ad spot in each podcast recorded onsite in Rails World, a thank you by name from the podcaster in each episode recorded onsite in Amsterdam, and 2 free tickets to Rails World for your team.

**What you provide** Direction on which podcasts you would like to work with for this sponsorship. This is a collaboration between you and the podcasters, but the podcasters have full creative control of who they interview and the content that they produce.

**A good option for** Media-adjacent companies, podcast platforms, companies looking for exposure to a wide Ruby and Rails developer base, developer tool companies.

### **Coffee carts**

**€ SOLD**

**What it is** Arguably one of the most important aspects of a conference: caffeine. Good caffeine. Baristas-serving-lattes-out-of-a-Vespa caffeine. Need we say more?

**What you get as a sponsor** Logo on conference signage, branded coffee cups with the message "Rails World 2023 is fueled by <LOGO>", plus one ticket to Rails World for your team.

**What you provide** Logo.

**Would be good for** Any company who would rather go without than go with bad coffee. Rails World attendees will thank you for it.

## **PROGRAM SPONSORSHIPS**

### **Networking events € 4,000**

**What it is** Enabling any of the events where Rails World attendees gather to network and allowing Rails World to reach beyond the event venue. These events will be listed on the official Rails World agenda and can take place on October 4, 5, 6 or 7.

- Oct 4: Early registration & welcome drinks
- Oct 5: Day 1 Happy Hour
- Breakfast at the Rails World venue
- TBD: WNB.rb (Women & Non-binary Ruby group) meetup
- TBD: Community event (tbd): dates TBD

**What you get as a sponsor** Acknowledgement on the official Rails World agenda, logo on sign at the networking event, plus one ticket to Rails World for your team.

**Would be good for** Any company.

### **Recruiting program €5,000 (max 5 available)**

**What it is** Connect with job-seeking attendees, share job vacancies, and arrange private meetings in a dedicated meeting room on site during the event.

**What you get as a sponsor** A dedicated, private meeting room to conduct interviews and chats with interested applicants during Rails World, promotion of your open roles in the conference Slack, and a ticket to Rails World for your recruiter.

**What you provide** Your own booking system for booking time in the meeting room (ie: Calendly)

**Would be good for** Companies looking to recruit mid to senior level Rails developers

## **COMMUNITY SPONSORSHIPS**

*If you are a volunteer-run, community-based organization or group in the Ruby or Rails community, and would like to contribute to the Rails World official program by hosting an event or activation, we would love to hear from you!*

*This could be: networking drinks, hosting karaoke, moderating a panel discussion, organizing a boat trip through the Amsterdam canals... whatever you have in mind.*

*Let's chat [sponsors@rubyonrails.org](mailto:sponsors@rubyonrails.org)*

## **GET INVOLVED**

*To discuss any of the options above, please contact our Sponsorship team at [sponsors@rubyonrails.org](mailto:sponsors@rubyonrails.org).*

*Otherwise, to submit your interest in one of the sponsorships, please fill in this form by July 15 and we will be in touch as soon as possible.*

**[Go to form](#)**



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