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# **RAILS**<sup>2024</sup> **WORLD**<sup>24</sup>

**SEPT 26 & 27, TORONTO CA**

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## **SPONSORSHIP PROSPECTUS**

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

***Choose from: Booth or Program sponsorships.***

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





# ABOUT RAILS WORLD

## **DATE**

Sept 26 & 27, 2024

(pre-conf activity possible on Sept 25)

## **WEBSITE**

<https://rubyonrails.org/world>

## **LOCATION**

Evergreen Brickworks

Toronto, CA

## **GOAL**

1,000 attendees

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, 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.

See last year's recap [HERE](#).

***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, Big Binary, Cedarcode, Planet Argon and Renuo.***

# WHAT ATTENDEES HAD TO SAY ABOUT THE LAST RAILS WORLD

"Great atmosphere, people, energy. In general, **outstanding conference.**"

"It was my first Rails conference and I really enjoyed: the talks, speakers, the organization and the venue (everything was well organized), the atmosphere, and meeting new people from the community. Thanks a lot again for the organization, **it was awesome!**"

**"Best conference** I've been to in years."

"Speakers, venue, all the little details which made it **special**. Organization was **outstanding** and food too. I like the setting which supported networking."

"Everything was well organized. The venue was fantastic, very relevant topics were presented, catering was super tasty. The **atmosphere was just great.**"

# WHAT PREVIOUS SPONSORS HAD TO SAY ABOUT THE LAST RAILS WORLD

"Rails World 2023 was **more than just a conference**; it was a deep dive into the incredibly energetic Rails community. Rails has given us so many opportunities throughout our careers and we were proud that our participation in some small way contributed to the experience of attendees. Weighing the costs against the benefits, RailsWorld 2023 was **invaluable** to us. The Rails-specific insights and networking opportunities have prepared us well for the coming year. And yes, we're excited for RailsWorld 2024 in Toronto!"

**- Wafris** (read their recap [here](#))

"Looking back on Rails World, we're happy we made new friends while putting our brand front and center. It's not just about sponsorships, swag, side events, and what it all costs. It's about **growing the community and being a part of that growth**. We're taking all we've learned into our next event; we can't wait!"

**- AppSignal** (read their recap [here](#))

# BOOTH SPONSORSHIPS

## BOOTH SPONSORSHIPS:

We offer three booth sponsorship levels: **Silver, Gold, and Platinum.**

Prices are in \$ USD.

*Note: The cost of booth fabrication is included in pricing. Booth sponsors will not need to fabricate their own booths. Booth mockups and design TBD, but all booths will include your logo on the booth wall, a monitor, a table, and stools.*

	<b>SOLD OUT</b> <b>Platinum:</b> <b>Track 1: \$40,000</b> <b>Track 2: \$35,000</b>	<b>Gold: \$24,000 (6)</b>	<b>Silver: \$12,000 (5)</b>
Branding on one of the 2 main stages	•		
Sponsor booth in the Lounge	• 6x12 feet	• 6x12 feet	• 6x6 feet
Logo on the Rails World website	•	•	•
Logo displayed on sponsor signage	•	•	•
Logos on screen in the daily opening announcements	•	•	•
Featured ads on the Rails Job Board	• Unlimited ads in 2024	• 2 ads in 2024	
Shout out in a pre-conference attendee email	•	•	
Shout out in a post-conference attendee email	•	•	
Swag bag item	•	•	
Option to include a high-quality branded swag item in the Rails World raffle	•		
Social media shout out on Rails handles	• Platinum sponsor(s) named in individual posts	• All Gold sponsors named together	
Rails World tickets	• 6	• 4	• 2
10% discount code for your network	• Good for 10 tickets	• Good for 5 tickets	
Logo on back of conference bag	•	•	
10% discount on additional experience sponsorships	•	•	•





# **PROGRAM SPONSORSHIPS**



# 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 alongside, we would love to hear them!

Prices are in \$ USD.

## ~~LIGHTNING TRACK SPONSOR~~ **SOLD OUT**

**What it is:** We have the opportunity to create a smaller, 3rd community stage which will open during lunch and the breaks to allow for attendees to present their Lightning Talks at Rails World.

**What you get as a sponsor:** Logo on conference signage and the Lightning Talk screen, and the opportunity to fully host and run the Lighting Track. Three tickets for your team.

**Would be good for:** Any outgoing, fun company that is not afraid to get on stage and lift the community up with them.

## ~~SPEAKER SUPPORT~~ **SOLD OUT**

**What it is:** This contribution would provide support to speakers via a max \$400 USD stipend to cover the cost of travel to Toronto, and would cover the speaker dinner with Rails Core and Rails Foundation members and the speaker prep lounge at the event venue.

**What you get as a sponsor:** All of the branding benefits of a Gold sponsorship (except the booth), two tickets to Rails World, and an invitation to the Speaker dinner with all speakers, Rails Core, and Rails Foundation members on September 26.

## PROGRAM SPONSORSHIPS

### **NETWORKING EVENTS: VARIES \$12,000 - \$50,000**

**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. Co-sponsoring events is possible.

*Sept 26: Day 1 Happy Hour*

*Other adjacent events (let's chat!)*

**What you get as a sponsor:** Acknowledgement on the official Rails World agenda, logo on sign at the networking event. The number of tickets included in this sponsorship depends on the event you sponsor.

**Would be good for:** Any company.

### ~~COFFEE CART~~ **SOLD OUT**

**What it is:** Arguably one of the most important aspects of a conference: caffeine. Good caffeine. Need we say more?

**What you get as a sponsor:** Logo on conference signage, branded coffee cups with the message "Rails World 2024 is fueled by <LOGO>", plus one ticket to Rails World for your team.

**What you provide:** Logo.

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



## PROGRAM SPONSORSHIPS

### **VIDEO SPONSORSHIP** **SOLD OUT**

**What it is:** This package offers an excellent opportunity for a sponsor who does not need a booth to support Rails World while also having their branding prominently displayed on 20 recorded videos of Rails World sessions.

**What you get as a sponsor:** Your logo is displayed at the beginning and end of every recorded Rails World video; your brand message is in the description of every video. Videos will be posted to the official Rails YouTube channel within 2 weeks after the event. One ticket to Rails World.

**Would be good for:** Companies looking for a widespread and longer-term branding opportunity with the Rails and greater tech communities. Companies who don't necessarily need an on-site presence but want to be involved.

### **FINANCIAL SPONSOR PROGRAM: \$2,500**

**What it is:** Financial support to allow Rails community members who may lack the financial sponsorship or means to attend Rails World. A \$2,500 contribution covers Rails World tickets for one recipient, a 3-night hotel stay, and a \$400 travel stipend to offset the cost of travel to Toronto.

**What you get as a sponsor:** Logo on conference signage. Note that this does not include a Rails World ticket for the sponsor.

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

### **SECRET SPONSORSHIPS: FROM \$8,000 AND UP**

**What it is:** If none of the above ideas sounds right for you, let's chat. We have a few more ideas that involve more of a collaboration, but we don't want to reveal all of the surprises just yet.



# GET INVOLVED

To discuss any of the options above or your ideas, 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 **May 15** and we will be in touch as soon as possible.



# FAQS

## FAQs

### ***I have an idea - are you open to hearing it?***

We love ideas. Get in touch and we can discuss all options. [sponsors@rubyonrails.org](mailto:sponsors@rubyonrails.org)

### ***Do sponsors have speaking slots?***

To maintain the technical and community focus of the event, we do not grant automatic sponsored speaking slots to any level of sponsor. Sponsors and their employees are of course welcome to submit to the CFP and join the selection process. Talks are chosen based on the technical aspect and message of the talk.

### ***Do you work with a preferred booth fabrication vendor?***

We will work with a booth fabrication vendor to create turnkey booths for Rails World, and booth fabrication is already included in the sponsorship cost. A booth sponsor will only need to provide their

logo and preferred brand color - we will take care of the rest so that you can focus on the important things - the content, swag, and staffing of your booth.

### ***Can I pay in euros/Canadian dollars?***

All prices in this prospectus are in US Dollars, and the Rails Foundation can only accept US dollar payments for Rails World 2024. Any exchange or transfer fees will need to be covered by the sponsor.

### ***If Rails World sells out, will I still get my sponsorship tickets?***

You may have heard that we sold out quickly last year, but don't fret. All sponsorship tickets are set aside before general availability goes public, so you will receive the tickets and discounted tickets that are included in your sponsorship package.

### ***Do you work with lead scanners?***

Our badges do not have barcodes, and we do not offer lead scanners. Sponsors benefit the most when they bring engineers and employees to the conference who interact with the attendees during the event rather than scanning badges at the booth for later engagement. It is the responsibility of the sponsor to collect attendee information at their booth. This can be via a raffle, a landing page, a sign up form, etc.

### ***As a sponsor can I receive an attendee list?***

For attendee privacy reasons, we do not share attendee details.



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