



# EuRuKo '24

Sponsorship Proposal

## What is EuRuKo?

EuRuKo (European Ruby Konferenz) is the largest and longest running annual Ruby conference in Europe that brings you all the good news about Ruby and its friends. Every year it takes place in a different European city, the location being chosen by participants.

Year	Location	Dates
2024	Sarajevo, Bosnia & Herzegovina	11-13 September 2024
2023	Vilnius, Lithuania	21-23 September 2023
2022	Helsinki, Finland	13-14 October 2022
2021	Helsinki, Finland (Online only)	28-29 May 2021
2020	Helsinki, Finland (Postponed to 2021)	21-22 August 2020
2019	Rotterdam, Netherlands	21-22 June 2019
2018	Vienna, Austria	24-25 August 2018
2017	Budapest, Hungary	29-30 September 2017
2016	Sofia, Bulgaria	23-24 September 2016
2015	Salzburg, Austria	17-18 October 2015
2014	Kyiv, Ukraine (Cancelled)	20-21 June 2014
2013	Athens, Greece	28-29 June 2013
2012	Amsterdam, Netherlands	1-2 June 2012

## Info about EuRuKo

- ✓ Anticipating 700 in-person participants from Europe and beyond.
- ✓ A three-day conference scheduled for 2024, with a single track focus, potentially featuring a parallel track.
- ✓ A long-standing event within the community, spanning from 2003 and hosted various cities such as Amsterdam, Athens, Barcelona, Berlin, Budapest, Karlsruhe, Krakow, Munich, Prague, Rotterdam, Salzburg, Sofia, Helsinki, Vilnius and Vienna.
- ✓ Featuring some of the most esteemed speakers from the Ruby community.
- ✓ All presentations will be recorded, and subsequently published.

2011	Berlin, Germany	28-29 May 2011
2010	Krakow, Poland (Website restored from the Wayback Machine)	29-30 May 2010
2009	Barcelona, Spain	9-10 May 2009
2008	Prague, Czech Republic (Website restored from the Wayback Machine)	29-30 March 2008
2007	Vienna, Austria	10-11 November 2007
2006	Munich, Germany	4-5 November 2006
2005	Berlin, Germany	15-16 October 2005
2004	Munich, Germany	9-10 October 2004
2003	Karlsruhe, Germany	21-22 June 2003

## **Keep EuRuKo affordable**

There's a long tradition to keep EuRuKo tickets as affordable as possible to offer everyone the opportunity to attend and sponsors are an essential part of this.



## **Good for your company, good for the community**

Sponsoring EuRuKo gets you the opportunity to reach an international group of talented and passionate developers. EuRuKo is the biggest gathering of Ruby enthusiasts in Europe and one of the biggest in the world.

Are you looking to hire Ruby (and not just Ruby!) developers in your company or initiative? Then you've probably looked into hiring a headhunter to find you the talent that you need. And you saw how much it costs. Most headhunters are looking for half a years' salary! By sponsoring EuRuKo, you're not only investing a fraction of the price of a headhunter, but you're getting to meet enthusiastic developers in the flesh, and by the numbers!

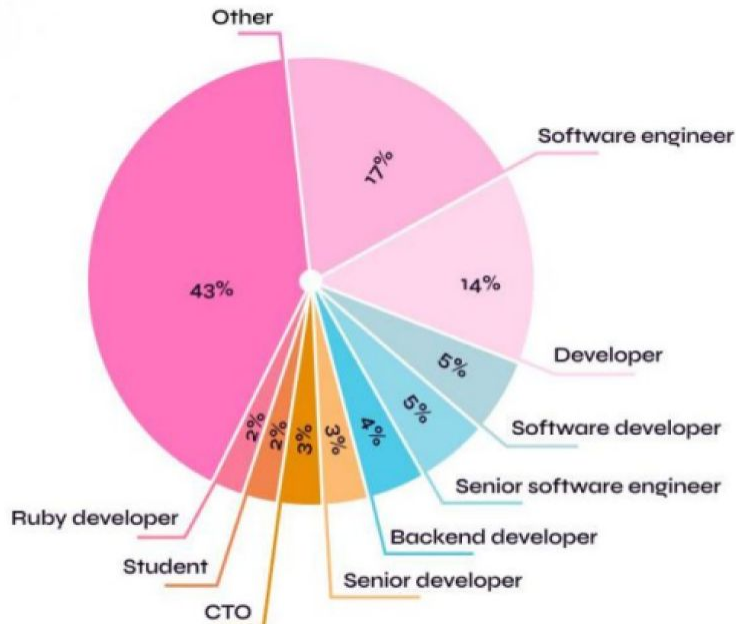
The above goes without saying how you'd contribute to a lively Ruby community from around Europe (and the world)!

## 🔴 Audience in previous years – Online

### Online format

- 743 Registrations
- 534 Attendees
- 496 Discord members
- 1962h Watch time

### Top attendee titles



### 50 countries coverage

Germany	26%
Finland	13%
Poland	6%
United Kingdom	6%
Spain	5%
Netherlands	4%
Portugal	3%
Czech Republic	3%
Canada	3%
Ukraine	3%
Sweden	3%
Japan	3%
Unknown	3%
Other	19%

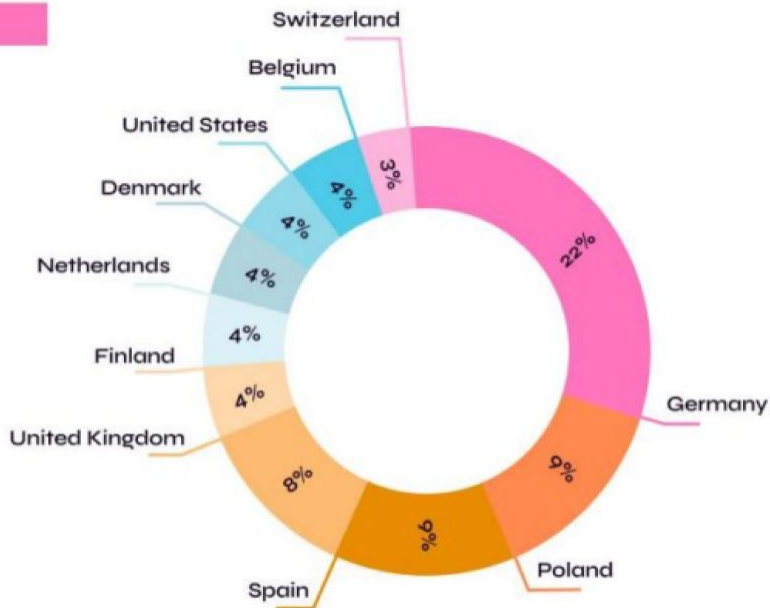
## Audience in previous years - Hybrid

### Hybrid format

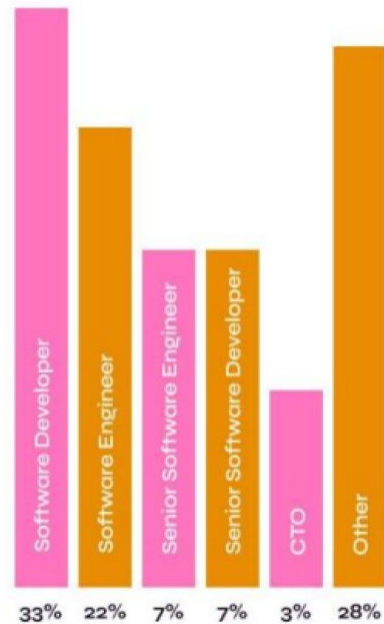
640 attendees

175 online viewers

### Top 10 from 49 countries



### Top Job Titles





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Packages

Package	Bronze Classic	Silver Classic	Gold Classic	Ruby Classic
Price	€3000	€5,000	€8,000	€12,000
Availability	unlimited (booth availability limited)	limited	limited	limited
Included tickets	1	3	6	10
10% discount on up to 10 additional regular tickets	✔	✔	✔	✔
Conference booth	+€1000 (small)	✔ (small)	✔ (medium)	✔ (large)
Roll-up banner in sponsors hall	✔ (if you buy a booth)	✔	✔	✔ (+next to main stage)
Virtual conference booth	✔	✔	✔	✔
Dedicated Discord Channel	+€500	+€500	✔	✔
Conference pack inserts (provided by sponsors)	+€500 (1 small)	✔ (1 small)	✔ (1 small, 1 medium)	✔ (3 small-large)
Logo on home page	✔ (small)	✔ (small)	✔ (medium+description)	✔ (large+description)
Logo on screen during breaks & between talks	+€500 (small)	✔ (small)	✔ (medium)	✔ (large)
Logo in all videos & conference emails footer	+€500 (small)	✔ (small)	✔ (medium)	✔ (large)
Social media promotion (from @euruko)	✔ (shared)	✔ (shared+once)	✔ (shared+2 times)	✔ (shared+3 times)
Job ads (website, discord, virtual platform)	1 job, 200 chars	2 jobs (200 chars)	3 jobs (200 chars)	5 jobs (600 chars)

Package	Bronze Online	Silver Online	Gold Online	Ruby Online
Price	€1000	€2,000	€4,000	€6,000
Availability	unlimited	unlimited	unlimited	unlimited
10% discount on up to 10 additional regular tickets	✓	✓	✓	✓
Logo on home page	✓ (small)	✓ (small)	✓ (small)	✓ (medium+description)
Logo on screen during breaks & between talks	+€500 (small)	+€500 (small)	✓ (small)	✓ (medium)
Logo in all videos & conference emails footer	+€500 (small)	+€500 (small)	✓ (small)	✓ (medium)
Social media promotion (from @euruko)	✓ (shared)	✓ (shared)	✓ (shared+once)	✓ (shared+2 times)
Optional add-ons				
Job ads (website, discord, virtual platform)	+€500 (1 job, 200 chars)	1 job (200 chars)	2 jobs (200 chars)	3 jobs (600 chars)
Included tickets	1	1	2	4
Virtual conference booth	✓	✓	✓	✓
Dedicated Discord Channel	+€500	+€500	✓	✓



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Sponsorship Proposal – Other Packages (VAT is not included)

Other	Price	Availability	Logo on Website	Social media promotion (from @euruko)	Announcement at the venue	Included tickets
1 x Lunch (calculated on basis of 700 participants)	€12,000	3	✓	✓ (shared+once)	✓	1
1 x Coffee Break (calculated on basis of 700 participants)	€6,000	3	✓	✓ (shared+once)	✓	1
(Any) Speaker Travel & Accommodation	€500+	unlimited	✓ (travel sponsor)	✓ (shared)	-	-
T-Shirt & Goodies	€5,000	4	✓ (goodies sponsor)	✓ (shared)	✓	1
Anonymous support	€500+	unlimited	-	-	-	1
Party & Drinks	€12,000	2	✓ (party & drinks sponsor)	✓ (shared+once)	✓	1

A large, dark, stylized graphic of a hand holding a globe is positioned on the left side of the slide. The hand is rendered in a dark grey or black color, and the globe is a lighter shade of grey. The background of the slide is a solid dark red color.

Sarajevo, Bosnia & Herzegovina  
11-13 of September

Sponsorship: [sponsors@euruko.org](mailto:sponsors@euruko.org)

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Other: [contact@euruko.org](mailto:contact@euruko.org)