

— **RailsConf**

**2025**

**THE FAREWELL TOUR**



## INTRO

Get ready for the grand finale!  
Presented by Ruby Central Inc., the last-  
ever RailsConf will take place in

# PHILADELPHIA, PA, JULY 8-10, 2025.

This historic event marks the final chapter in a legendary series, bringing together Ruby on Rails enthusiasts for product launches, groundbreaking announcements, and unparalleled networking opportunities.

Whether you're recruiting, promoting your latest innovations, or diving deep into the world of Ruby, ***RailsConf 2025*** is a can't-miss opportunity. Join us in Philadelphia as we close out ***RailsConf*** with an epic celebration of the Rails community's journey!



## WHY ATTEND?

**RailsConf 2025 is not just any event—it's the last RailsConf ever! Join us to celebrate the end of an incredible era and be part of Rails history one final time!**

*INTERACT WITH THE ENTIRE RUBY ON RAILS COMMUNITY, INCLUDING THE RAILS CORE TEAM*

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**CONNECT WITH RUBYISTS FROM AROUND THE WORLD**

Showcase and educate the community on your latest projects.

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IN 2024 THERE WERE OVER

**600**

ATTENDEES, WITH MORE THAN 600 EXPECTED IN 2025, THE BIGGEST YET!

# TARGET AUDIENCE



— **60%**

of attendees are  
Senior Dev 4+ years

**20%**

Mid-Level

**20%**

Junior

## **WHY SPONSOR**

### **Boost Your Visibility**

Make a splash in the Ruby and software development world! By sponsoring, you'll showcase your brand to a dynamic crowd of developers, engineers, and potential customers eager to see what you have to offer.

### **Talent Oasis**

Searching for top talent? RailsConf is the ultimate talent pool! Promote your company culture, values, and career opportunities to a passionate audience. Whether you're hiring or just want to spotlight your team, this is where the magic happens.

### **Community Champions**

Show your love for open-source! Elevate your brand's reputation and connect with enthusiasts, collaborators, and future partners. Sponsoring RailsConf is your chance to demonstrate your commitment to the Ruby and software development community.

### **Powerful Networking**

Get ready to rub elbows with the best! RailsConf brings together speakers, sponsors, and attendees in one place, giving you unmatched opportunities to create valuable connections that could transform your business.

### **Thought Leadership**

Position your company as a trailblazer in the industry. RailsConf is your platform to share insights, showcase expertise, and solidify your status as an industry leader!

# SPONSORSHIP OPTIONS

	<b>Ruby</b> \$50,000 3 Available	<b>Platinum</b> \$35,000	<b>Gold</b> \$25,000	<b>**Silver</b> \$15,000
<b>Booth</b>	<b>20x20</b>	<b>10x20</b>	<b>10x20</b>	<b>10x10</b>
<b>Conference Passes</b>	<b>12</b>	<b>8</b>	<b>4</b>	<b>2</b>
<b>Logo on Website</b> <small>With blurb</small>	●	●	●	●
<b>Job Fair</b>	●	●	●	●
<b>Welcome Keynote Slides</b>	●	●	●	
<b>Logo on Attendee Emails</b>	●	●	●	
<b>Sponsor Talk</b>	●	●		
<b>Opt-in Attendee List</b>	●			
<b>2-3 Min Keynote Intro</b>	●			

\*\*Silver: 21-50 FTE: \$12,500,  
 11-20 FTE: \$7500, 1-10 FTE: \$5000

## SPONSOR ADD-ONS

### Scholars & Guides Reception Sponsor — HOLD

Welcome the future stars of the Ruby community! This reception is the ultimate kickoff for our scholars and guides, giving them a chance to connect before the conference even begins. Be the sponsor who starts their journey off with a bang!

### Video Recording Sponsor — SOLD

Get your brand in the spotlight long after the event ends! Your company logo will be featured on-screen in every session video, archived on YouTube for the world to see. This is the gift that keeps on giving!

### Reception Sponsorship — \$25,000

Host the party everyone will be talking about! With this exclusive sponsorship, your brand will shine at the event and across our website. Get ready to be the center of attention!

### Speaker Reception Sponsor — \$10,000

Rub shoulders with Ruby royalty! This private event is the ultimate opportunity to show your support and network with the conference speakers. Enjoy delicious food, drinks, and an exclusive vibe that only you can sponsor.

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## SPONSOR ADD-ONS *CONTINUED*

### Scholarship Sponsor — \$5,000-\$10,000

Champion diversity and inclusion by giving underrepresented members of the Ruby community the chance to attend RailsConf! We'll work with you to customize this sponsorship, helping bring more voices to the table.

### Swag Sponsor

Conference Give-Aways— **\$5,000**: Get your logo on the go as attendees carry your brand throughout the event. (Item TBD)

Name Badge Lanyards — **SOLD**: Let everyone wear your brand with pride—literally!

T-Shirt Sponsorship — **SOLD**: Recognized as the official T-Shirt Sponsor. T-Shirts will be wrapped with twine and tagged with your logo.

Coffee Sponsor- **SOLD**

*Got another swag idea? Let's make it happen! Send us a message.*

### Job Fair — \$3,000

Be where the action is! The job fair is always buzzing with excitement, and with over 800 attendees looking for new opportunities, it's the perfect place to showcase your company. Set up your table however you like (chairs included!), and enjoy one complimentary event ticket—with the option to grab one more. **(Included with sponsorship of any level)**

