



Ruby Central

Partnership Guide 2026

RUBY CENTRAL

More Than Just Events

**From Conferences to
Ecosystem Leadership**

**Steward of
Bundler and
RubyGems.org**

Critical infrastructure relied
on by GitHub, Stripe,
Shopify, Airbnb, and
millions of developers

**RubyConf,
regional events,
and meetups**

Convene with the global
Ruby community

**Supporting
community
growth**

Fiscal sponsorships, Scholars
& Guides, and inclusive
education programs



223 BIL.

GEM DOWNLOADS WITH NO
MAJOR OUTAGES SINCE 2013

\$1.2 M

IN OPEN SOURCE FUNDING
INVESTED IN 2024

Strategic Direction – Looking Toward **2029**

**A Clear Path for
Ruby Central's Future**

**AT THE 2025 BOARD RETREAT,
WE DEFINED WHAT RUBY CENTRAL
SHOULD BE BY 2029:**

SECURE, RELIABLE INFRASTRUCTURE WITH
BEST-IN-CLASS UPTIME.

INCLUSIVE, GLOBAL COMMUNITY ENGAGEMENT
SUPPORTED BY MEETUPS, REGIONAL EVENTS,
AND SPONSORSHIPS.

THOUGHT LEADERSHIP MAKING RUBY
RELEVANT IN THE AI ERA.

SUSTAINABLE FUNDING MODEL
WITH MULTI-YEAR PARTNER COMMITMENTS.

ADOPTED A NEW MISSION:

"Promote, advance, and shape the future of Ruby through open-source stewardship, inclusive education, and global community engagement"

Why Your Partnership Matters

Invest in the Future of Ruby

Help us sustain and grow critical infrastructure (RubyGems, Bundler).

Support education, scholarships, learning tracks, and career pathways.

Expand global reach — 100+ meetups, regional events, and fiscal sponsorships worldwide.

Enable a **\$10M** sustainable budget that secures Ruby's future.

PARTNER WITH
RUBY CENTRAL TODAY
—
HELP US SHAPE THE
RUBY ECOSYSTEM
FOR 2029 AND
BEYOND.



FUNDING PARTNERSHIPS



Alpha-Omega



shopify

FLAGRANT



cedarcode

dnsimple

fastly®

gusto



Honeybadger



SENTRY

Just to name a few!

PROGRAMS

Ruby Central Corporate Sponsorship Program

WHO IT’S FOR:

Companies and organizations that benefit from the Ruby ecosystem and want to invest in its long-term growth through brand visibility, community engagement, and event sponsorship.

WHAT MAKES IT DISTINCT:

This program provides strategic visibility at Ruby Central’s flagship events (RubyConf), public recognition across platforms, and opportunities to collaborate on community programs. It’s designed for organizations looking to demonstrate industry leadership and support a thriving Ruby community year-round.

	ANNUAL CONTRIBUTION	EVENT ACCESS	ANNUAL SUPPORTERS' DINNER	VISIBILITY & RECOGNITION	COMMUNITY ENGAGEMENT	PROGRAM INTEGRATION	COMMUNITY WORKFORCE SUPPORT
CATALYST	\$250,000+	Up to 10 full passes to RubyConf	5 VIP tickets (premium seating)	Premier logo placement across all event and program sites. Joint press release. Custom brand integration.	Invitation to strategy briefings with Board and Executive Director. Recognition in Ruby Central Annual Report.	Invitation to Scholars & Guides launch meeting. Strategic input into future program design. Ruby Central Advisory Circle Invitation	Priority access to RubyConf job fair booth placement. Premium placement near high-traffic zones. Four sponsored job post in newsletter per year.
VISIONARY	\$100,000	Up to 6 full passes	3 tickets	Featured sponsor tier listing. 4 social media features/year. Logo in quarterly newsletter.	Public thanks at events. Name listed in program materials and blog.	Opportunity to co-host Scholars & Guides event. Notification of pilot programs.	Two sponsored job post in newsletter per year.
BUILDER	\$50,000	Up to 4 full passes	2 tickets	Logo on homepage and sponsor pages. 2 newsletter mentions.	Early access to event sponsorship opportunities.	Listed supporter of Meeting Organizer Grant program. Opportunity to support future inclusion efforts.	Invitation to participate in job fair (space permitting). One sponsored job post in newsletter per year.
COMMUNITY PARTNER	\$25,000	2 full passes	1 ticket	Logo on Ruby Central support pages. Blog feature option.	Recognition in year-end sponsor post.	Acknowledged supporter of Meeting Organizer Grants.	Eligible for job fair participation upon request.
COMMUNITY ALLY	\$5,000	1 discounted ticket	Optional add-on	Name listed on RubyCentral.org	Thank-you in donor communications.	Acknowledged in donor communications.	No talent or recruiting benefits at this tier.

PROGRAMS

Ruby Central Open Source Sponsorship Program

WHO IT’S FOR:

Technical teams, infrastructure funders, and organizations that want to directly support Ruby’s core tooling—especially RubyGems.org and Bundler.

WHAT MAKES IT DISTINCT:

This program focuses on the stability, security, and long-term health of Ruby’s open source infrastructure. Sponsors are recognized for sustaining critical systems and may participate in technical briefings and roadmap conversations. It’s ideal for those prioritizing direct impact over public visibility.

	ANNUAL CONTRIBUTION	SCOPE OF SUPPORT	TECHNICAL ENGAGEMENT	STRATEGIC ACCESS & COLLABORATION	TRANSPARENCY & IMPACT
OSS STEWARD	\$250,000+	Strategic investment in RubyGems.org, Bundler, and related ecosystem infrastructure	2 dedicated 1:1 sessions per year with core maintainers (RubyGems & Bundler)	Executive seat at OSS Roadmap Summit . Invitation to Ruby Central OSS Advisory Circle . Option to co-fund strategic gem ecosystem improvements aligned with community roadmap.	Premier logo placement on RubyGems.org footer. Featured in OSS Annual Report and “Impact Spotlight” blog series.
INFRASTRUCTURE LEADER	\$100,000	Major support for Bundler, RubyGems.org ops, and security tooling	Group roadmap feedback sessions (2x/year)	Early access to roadmap drafts. Invitation to OSS feedback forum. OSS Advisory Circle	Logo in RubyGems README. Named in OSS annual updates.
BUNDLER CHAMPION	\$50,000	Targeted support for Bundler features, tooling, or audit work	Contributor briefings (1x/year)	Opportunity to suggest feature enhancements (not guaranteed) OSS Advisory Circle	Logo in Bundler docs and OSS blog.
SECURITY STEWARD	\$25,000	Funds RubyGems.org resiliency, vulnerability scans, audit tools	Security roadmap updates and alerts	Optional feedback on security priorities.	Rotating logo on RubyGems.org footer. Mention in security blog.
RUBYGEMS SUPPORTER PLUS	\$5,000	Supports RubyGems.org operations & infrastructure	N/A	Annual donor email summary.	Name listed on RubyGems.org and RubyCentral.org OSS Supporter pages.
RUBYGEMS SUPPORTER	\$2,500	General support for RubyGems.org operations	N/A	Annual donor email summary.	Name listed on RubyGems.org and RubyCentral.org OSS Supporter pages.

PROGRAMS

RubyConf 2026 – Conference Sponsorship Program

WHO IT’S FOR:

The RubyConf 2026 Conference Sponsorship Program is designed for companies that want to engage directly with the global Ruby developer community. Whether you're a startup hiring your first engineering team, a scaling tech company seeking visibility, or a major employer looking to invest in Ruby’s future, our program offers flexible options for all engagement levels.

WHAT MAKES IT DISTINCT:

Unlike traditional tech conferences, RubyConf brings together not just talent, but culture. Sponsors don’t just gain brand visibility, they become part of a tightly connected, values-driven community. RubyConf’s curated experiences, robust technical content, and grassroots appeal make it an ideal venue to build authentic relationships with developers, showcase technical leadership, and support the long-term health of the Ruby ecosystem.

	INVESTMENT	AVAILABILITY	EVENT VISIBILITY	BRANDING & RECOGNITION	ENGAGEMENT & ACTIVATION	ATTENDEE ACCESS
RUBY	\$50,000	5 Available	Logo on site & signage, job fair, event email footer, opening announcements	Exclusive recognition, spotlight session (45 min), premier logo placement	20x20 activation space, Lightning Talk (1)	5 full passes
PLATINUM	\$35,000	4 Available	Logo on site & signage, job fair, event email footer, opening announcements	Spotlight session (45 min), premium logo placement	10x20 activation space	4 full passes
GOLD	\$25,000	Open	Logo on site & signage, job fair, event email footer, opening announcements	Mid-tier logo placement	10x10 activation space	3 full passes
SILVER	\$5K–\$15K (based on FTE count)	Open	Logo on site & signage, job fair	Recruiter Package (branding + hiring support)	10x10 activation space or tabletop	2 full passes
RECRUITER PACKAGE	\$3,500	50	Logo on site, job fair, job board advertisement post-conference	Website listing	Tabletop only	1 full pass

PROGRAMS

Add-On Opportunities

WHAT IT’S FOR:

These can be paired with any Corporate or Open Source Sponsorship tier or stand-alone as an individual donation.

CONFERENCE ADD-ON SPONSORSHIPS

These opportunities offer high-visibility, event-specific enhancements designed to increase your presence at RubyConf and create memorable experiences for attendees. Whether you’re aiming to boost brand awareness, support community gathering spaces, or engage directly with conference-goers, selecting from these add-on opportunities ensures your impact reaches even further. Each one directly advances the Ruby ecosystem.

	ADD-ON	CONTRIBUTION	DESCRIPTION
ONSITE EXPERIENCE	RubyConf Reception Sponsor	\$25,000	Brand placement at conference networking receptions; includes signage and verbal recognition.
ONSITE EXPERIENCE	Coffee Stand	\$10,000	Sponsor our coffee stations with branded signage and optional sleeves/cups. Includes website and app mention.
ONSITE EXPERIENCE	Game Night	\$15,000	Sponsor a fun night of food, drinks, and games. Includes branding at the event and digital recognition.
BRANDING & VISABILITY	RubyConf T-Shirt Sponsorship	\$15,000 sole / \$7,500 each (2 available)	Your logo on the sleeve of every conference T-shirt. Includes website recognition and on-site signage.
BRANDING & VISABILITY	RubyConf Tech Sponsor	\$10,000	Your brand on all Wi-Fi signage, login screens, and instructions. Includes event website and app recognition.

PROGRAMS

Add-On Opportunities - Continued

	ADD-ON	CONTRIBUTION	DESCRIPTION
BRANDING & VISABILITY	Hackspaces Tech Sponsor	\$10,000	Your brand on all Wi-Fi signage, login screens, and instructions. Includes event website and app recognition.
BRANDING & VISABILITY	Name Badge Lanyards	\$5,000	Sponsor our coffee stations with branded signage and optional sleeves/cups. Includes website and app mention.
BRANDING & VISABILITY	Video Sponsor	\$7,500	Your logo featured in event videos and recaps. Includes recognition on event site and video platforms.
TALENT & RECRUITING	Hackday Sponsorship	\$7,500	Support our hands-on developer Hackday. Includes branding on-site and in Hackday promotions.

PROGRAMS

Other Opportunities

WHAT IT’S FOR:

These can be paired with any Corporate or Open Source Sponsorship tier or stand-alone as an individual donation.

ORGANIZATIONAL & PARTNERSHIP ADD-ON SPONSORSHIPS

These add-ons extend beyond the conference. They are ideal for sponsors looking to support Ruby Central’s mission year-round through inclusion programs, open source funding, or co-branded storytelling. These opportunities offer sustained recognition, long-term community value, and strategic alignment with the Ruby ecosystem’s growth and equity goals.

	ADD-ON	CONTRIBUTION	DESCRIPTION
INCLUSION & ACCESS	Scholarship or Travel Grant Supporter	\$2,500+	Directly fund attendance for underrepresented community members at Ruby Central events.
OPEN SOURCE SUPPORT	OSS Feature Funding	Varies	Your brand on all Wi-Fi signage, login screens, and instructions. Includes event website and app recognition.
INCLUSION & MENTORSHIP	Scholar & Guide Program Support	\$5,000	Help fund mentorship and inclusion programming at conferences.
COMMUNITY ENGAGEMENT	Silent Auction Donor	In-kind	Donate goods or experiences to our community fundraising auction. Recognition included.
ANNUAL RECOGNITION & COMMUNITY ENGAGEMENT	Annual Fundraising Dinner Sponsor	\$15,000	Demonstrate year-round commitment to Ruby Central by sponsoring our premier donor recognition event. Includes brand visibility at the dinner, a brief acknowledgment during the program, and name/logo in Ruby Central’s Annual Report. Does not include a ticket bundle, see Corporate Sponsorship tiers for access.
CUSTOM INITIATIVES	Custom Collaboration Opportunity	TBD	Have an idea? Reach out. We’re open to co-developing impactful projects together.

Becoming a Sponsor

Review the sponsorship guide and submit an interest form.

Ruby Central staff will contact you to confirm benefits and goals.

Once the agreement is signed, sponsorship benefits begin immediately.

Sponsorship vs. Donation

Sponsorship includes benefits such as branding, recognition, and event tickets.

Donations are philanthropic and support the mission without benefit valuation.

Tax Deductibility

Ruby Central is a 501(c)(3) nonprofit organization.

Contributions may be tax-deductible; sponsors should consult a tax advisor regarding valuation of benefits.

Fund Allocation

Most of your contribution goes directly to the program you've selected.

A portion supports essential overhead:

- Corporate Sponsorship includes organizational and administrative costs.
- Open Source Sponsorship includes infrastructure and management costs for RubyGems, Bundler, and related projects.

Ruby Central ensures every dollar strengthens the Ruby ecosystem while maintaining sustainable operations.

Flexibility & Customization

If no tier is the right fit, Ruby Central can customize a sponsorship path aligned with your goals.

Continues on next page



PARTNERSHIP– KEY INFORMATION

Open Source Sponsorship

Supports Ruby infrastructure projects like RubyGems and Bundler, with technical benefits and recognition.

Companies may choose to participate in both programs for broader impact.

Programs & Participation

Corporate Sponsorship focuses on brand visibility, community engagement, and event presence.

Event Sponsorship

RubyConf and other events can be sponsored separately as stand-alone opportunities or added to annual sponsorship.

Open Source Engagement

Certain tiers include invitations to roadmap briefings, security updates, and optional one-on-one consultations with the RubyGems and Bundler teams.

Add-On Opportunities

Sponsorship tiers provide bundled, year-round benefits.

Add-ons are stand-alone opportunities — such as branded swag, T-shirts, or program support — that can be purchased separately or layered onto an existing sponsorship.

Add-ons include both Conference Add-Ons (event-based) and Organizational Add-Ons (year-round).



CALL TO ACTION

Let's Shape Ruby's Future TOGETHER

REACH 1,500+ DEVELOPERS
AT RUBYCONF

AMPLIFY YOUR BRAND ACROSS
A GLOBAL ECOSYSTEM

FUEL CRITICAL OPEN SOURCE
INFRASTRUCTURE TRUSTED BY MILLIONS

WANT TO TALK?

Your sponsorship isn't just visibility —
it's impact.

Be part of the community that sustains Ruby
today and builds its future for 2029 and beyond.

**Partner with Ruby Central.
Let's Talk.**



**Tom
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[Schedule a call](#)