

# **Balkan Ruby 2026**

## **SPONSORSHIP PROSPECTUS**

Balkan Ruby was about the hot takes

*May 15-16, 2026 in Sofia, Bulgaria*

May 15 - May 16, 2026

Earth and Man museum, 1421 Sofia, Bulgaria Cherni Vrah Blvd. 4

We had a gem of a venue, a great treasure-hunt game, and superb talks. Let me leave you with a take from Jean's talk that stuck with me.

*\_Hot takes are fun and all, but we're engineers\_*

For sponsorship inquiries, contact:

**[hi@balkanruby.com](mailto:hi@balkanruby.com)**

# Sponsorship Packages

By sponsoring Balkan Ruby 2026, you are helping us make a great event while promoting your brand to the passionate Ruby developers in Bulgaria, the Balkans, and beyond!

## Sponsor

- Mini Ruby: €500.0
- Ruby: €1500.0
- Exhibition: €2500.0

## Exclusive

Exclusive packages are in limited availability and can sell out.

- Legendary: €10000.0 **Sold out**
- Food: €1500.0 (1 available)
- Coffee: €1500.0 (1 available)
- T-shirt: €2000.0 **Sold out**
- Video: €2000.0 (1 available)
- Party: €2500.0 (1 available)

## Add-ons

- Company branding: €500.0
- Banner: €420.0
- Job posting: €386.0
- Speaker travel: €0.0
- Swag: €0.0

*See detailed information about each package on the following pages.*

# Sponsor

Name	Price	What's Included	Availability
<b>Mini Ruby</b>	€500.0	<p>Every little gem counts. A simple way to support the conference and get your name out there.</p> <ul style="list-style-type: none"><li>• Social media promotion</li><li>• Your logo on the conference website</li><li>• Your logo in the footer of conference emails</li><li>• Your logo on screens during breaks</li><li>• Your logo in the intro of all conference videos</li><li>• Your swag on a shared table near the registration</li><li>• A heartfelt thank you from the stage</li><li>• 5% discount on additional tickets purchased</li></ul>	Unlimited

## Ruby

€1500.0

Your banner stands beside our speakers near the stage for the whole duration of the presentations.

Unlimited

- Social media promotion
  - Your logo on the conference website
  - Your logo in the footer of conference emails
  - Your logo on screens during breaks
  - Your logo in the intro of all conference videos
  - Your swag on a shared table near the registration
  - A heartfelt thank you from the stage
  - 5% discount on additional tickets purchased
  - 2x1m roll-up banner near the stage
  - 2 tickets for your team or to giveaway
  - Your company logo integrated with the conference branding during the whole duration of the videos
  - Your logo and blurb as part of the special museum treasure hunt
-

**Exhibition**

€2500.0

A dedicated space where you can meet and connect with our attendees.

Unlimited

- Social media promotion
  - Your logo on the conference website
  - Your logo in the footer of conference emails
  - Your logo on screens during breaks
  - Your logo in the intro of all conference videos
  - A heartfelt thank you from the stage
  - 5% discount on additional tickets purchased
  - 3×2m exhibit booth + banner
  - 2 tickets for your team or to giveaway
  - Your logo and blurb as part of the special museum treasure hunt (your booth is a special stop)
-

# Exclusive

Name	Price	What's Included	Availability
<b>Legendary</b>	€10000.0	<p>Help us bring the best event possible!</p> <ul style="list-style-type: none"><li>• Social media promotion</li><li>• Your logo on the conference website</li><li>• Your logo in the footer of conference emails</li><li>• Your logo on screens during breaks</li><li>• Your logo in the intro of all conference videos</li><li>• A heartfelt thank you from the stage</li><li>• 10% discount on additional tickets purchased</li><li>• 2x1m roll-up banner near the stage</li><li>• 3x2m exhibit booth + banner</li><li>• Your company logo integrated with the conference branding during the whole duration of the videos</li><li>• 5 tickets for your team or to giveaway</li><li>• Job posting on the conference website</li><li>• Your logo and blurb as part of the special museum treasure hunt</li></ul>	Sold out

<b>Food</b>	€1500.0	<p>Help us keep everyone fed with good food throughout the day.</p> <ul style="list-style-type: none"> <li>• Social media promotion</li> <li>• Your logo on the conference website</li> <li>• Your logo in the footer of conference emails</li> <li>• Your logo on screens during breaks</li> <li>• Your logo in the intro of all conference videos</li> <li>• A heartfelt thank you from the stage</li> <li>• 5% discount on additional tickets purchased</li> <li>• Your logo on a branded signage at the catering area</li> <li>• Special mention during break announcements</li> </ul>	1 available
<b>Coffee</b>	€1500.0	<p>Help us bring specialty coffee and a real barista to keep the energy up.</p> <ul style="list-style-type: none"> <li>• Social media promotion</li> <li>• Your logo on the conference website</li> <li>• Your logo in the footer of conference emails</li> <li>• Your logo on screens during breaks</li> <li>• Your logo in the intro of all conference videos</li> <li>• A heartfelt thank you from the stage</li> <li>• 5% discount on additional tickets purchased</li> <li>• Your logo on a branded signage at the catering area</li> <li>• Special mention during break announcements</li> </ul>	1 available



<b>T-shirt</b>	€2000.0	<p>We meet Rubyists with vintage Balkan Ruby t-shirts everywhere in the world. Your logo on the sleeves of shirts that attendees wear long after the conference ends.</p> <ul style="list-style-type: none"> <li>• Social media promotion</li> <li>• Your logo on the conference website</li> <li>• Your logo in the footer of conference emails</li> <li>• Your logo on screens during breaks</li> <li>• Your logo in the intro of all conference videos</li> <li>• A heartfelt thank you from the stage</li> <li>• 5% discount on additional tickets purchased</li> <li>• Your company logo printed on the sleeves of attendee t-shirts</li> <li>• Special mention in the registration instructions</li> <li>• 2 tickets for your team or to giveaway</li> </ul>	<b>Sold out</b>
<b>Video</b>	€2000.0	<ul style="list-style-type: none"> <li>• Your logo on the video recordings</li> <li>• Logo on the website</li> <li>• Brand promotion on social media</li> <li>• Mentions from the stage</li> </ul>	<b>1 available</b>

**Party**

€2500.0

Be part of our epic parties with your signature cocktail and a special signage at the bar.

1 available

- Social media promotion
  - Your logo on the conference website
  - Your logo in the footer of conference emails
  - Your logo on screens during breaks
  - Your logo in the intro of all conference videos
  - A heartfelt thank you from the stage
  - 5% discount on additional tickets purchased
  -  Branded signage at the party
  - Signature cocktail named after their company
  -  Special mention in the official party announcement
  - 2 tickets for your team or to giveaway
-

# Add-ons

Name	Price	What's Included	Availability
<b>Company branding</b>	€500.0	Your company logo integrated with the conference branding throughout the duration of the videos.	Unlimited
<b>Banner</b>	€420.0	2×1m roll-up banner near the stage	Unlimited
<b>Job posting</b>	€386.0	Job posting on the conference website.	Unlimited
<b>Speaker travel</b>	€0.0	Sponsor a speaker's travel, and we'll feature your logo among the sponsors.	Unlimited
<b>Swag</b>	€0.0	Provide free swag for attendees, and we'll feature your logo among the sponsors.	Unlimited

# Frequently Asked Questions

## **Do I have to provide the banners and roll-up posters?**

If you have existing printed materials, feel free to bring them along. Otherwise, our team will be handling everything regarding the banner material (printing, setup). Of course, we expect you to provide for the artwork (logos, graphics, etc.) that may be needed. The cost of the banners is included in the package price.

## **Do I have to provide my own stand for the sponsors hall?**

The exhibit space is a large table (1×2m), provided by us.

## **Do the prices include VAT?**

The prices do not include VAT, which will be added where applicable.

## **Do you have any other sponsorship options?**

We are open to discuss other opportunities and bespoke packages to ensure you get the best out of your investment.