



RustConf

Sept 2-4, 2025

Seattle,

Washington

**Sponsorship
Opportunities**



rustconf.com



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RustConf

contact: rustconfsponsors@rustfoundation.org

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RustConf is the most prominent gathering of the Rust programming language community.

Sept 2-4, 2025 | Seattle, Washington.

3 days

9 years running

1 community

The Rust programming language is built and championed by a thriving global community of open source maintainers and enthusiasts working across a vast array of industries and domains. These “Rustaceans” and their ideas are making Rust the most powerful rising tool in technology for a changing world.

Since 2016, Rustaceans have gathered each year at RustConf – the community’s most prominent annual conference dedicated to discussions and content about the Rust programming language and the open source software ecosystem. This year, the Rust Foundation looks forward to hosting RustConf in Seattle, Washington! Together with our sponsors, we’ll create an unforgettable 3-day conference centered around inspiring conversations about Rust.



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Why sponsor RustConf 2025?

We know that your organization has a number of competing demands on funds, talent, time, and other resources. Here's what makes RustConf 2025 sponsorship a truly valuable investment...

Brand Positioning & Goodwill

By aligning yourself with the Rust community's most prominent annual event, you'll demonstrate a conscious dedication to the health and future of the Rust programming language.

New Strategic Connections

As a sponsor of RustConf 2025, you'll be in good company. Past sponsors include some of the most influential tech organizations in the world, smaller startups, and every size in between.

Rust Foundation Benefits

Rust Foundation members receive a 10% discount on all RustConf 2025 sponsorship packages.

Open Source Talent Access

Looking to hire Rust talent in the future? RustConf is the best place to make connections with Rust developers across all levels of expertise.

Team-Building & Education

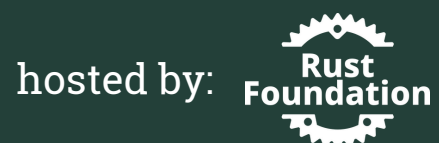
RustConf is an excellent way to gather your team for networking and learning opportunities. Many of our sponsorship tiers include passes for your team onsite so you can participate as attendees as well as event supporters.

Community Diversity

As a sponsor, your organization will play a direct role in funding event access for underserved groups, helping us ensure that the benefits of RustConf reach as many people in the Rust language community as possible.



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Host Information



The Rust Foundation is delighted to host RustConf for the second year in a row. As the nonprofit steward of the Rust programming language and community, the Rust Foundation will be using its expertise and resources to scale RustConf in order to suit the needs of the Rust programming language community.

RustConf has a long tradition of delivering content dedicated to authentic and independent discussions about the future of Rust. The Rust Foundation is thrilled to carry on that tradition in 2025 with help from our attendees, speakers, fellow organizers, and generous sponsors.

2025 Location & Travel

After hosting RustConf 2024 in Montreal, Canada to serve our community members living on the east coast and across the Atlantic, the Rust Foundation is thrilled to return to the West Coast of North America and will hold RustConf 2025 in Seattle, Washington! We selected Seattle for its reputation as a welcoming and international city that caters to visitors from all over the world. If you are interested in sponsorship but are based outside the United States and require a conference invitation letter, we can provide you with one promptly.

RustConf 2025 will take place at the modern and conveniently-located Hyatt Regency in downtown Seattle. Our venue is highly accessible, featuring both elevators and escalators throughout, floor-to-ceiling windows, wheelchair and scooter access throughout, high-speed wifi in all conference areas, a loading dock and freight elevator, a business center, and the ability to ship materials in advance for storage prior to RustConf.



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RustConf 2025 At-a-Glance

RustConf 2025 will be composed of four days:

- **Tuesday, September 2, 2025:** Workshops (add-on experience)
- **Wednesday, September 3, 2025:** Main conference day one & welcome reception.
- **Thursday, September 4, 2025:** Main conference day two.

2025 Projections

In 2025, we are anticipating over 800 attendees and sold-out tickets – the highest RustConf attendance rate to date! Last year, we were blown away by the interest in attending RustConf and even had to boost our capacity several times. As a RustConf sponsor, you can expect a high degree of brand recognition from an engaged Rust and open source-savvy audience.

RustConf 2025 will once again be free for all virtual attendees.



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Sponsorship Packages

Our available sponsorship opportunities are listed below.
For a complete breakdown and comparison of benefits, please visit page 9.

Diamond (limited to one organization)

As the highest tier of sponsorship, the RustConf 2025 Diamond Sponsor receives the most visible level of promotion on our website, social media, and email marketing during the event lead-up period – and throughout event programming. You will also have the opportunity to host a branded table in our sponsor expo hall, present a prominently-placed 10 minute-lightning talk, receive 10 attendee passes, provide swag for attendee distribution, and much more.



Gold

Gold Sponsors are integral to supporting our 2025 event. As a Gold Sponsor, you will receive prominent promotion during the event lead-up period and at RustConf. You will also have the opportunity to host a branded table in our sponsor expo hall, present a five minute-lightning talk, receive 6 attendee passes, provide swag for attendee distribution, and much more.

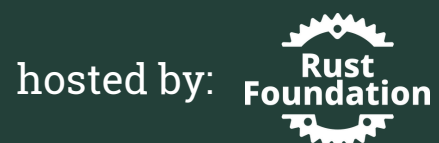


Silver

Silver Sponsors are promoted during the event lead-up period and at RustConf. As a Silver Sponsor, you will also have the opportunity to provide stickers for distribution to attendees, host a sponsor channel in our remote conference platform, receive 4 attendee passes, and more!



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Recruiter Sponsorship (limited to one organization)

This year, we are excited to offer a dedicated and exclusive sponsorship tier for a recruiter company interested in positioning their services to our audience, which includes Rust job-seekers. Our Recruiter Sponsorship comes with four attendee passes, a logo on our website and on-site materials and job listings on our remote conference platform.

Rust Global Track Sponsorship (limited to one organization)

In 2025, we are hosting Rust Global as a parallel track. Rust Global is an add-on experience dedicated to discussions about the use of Rust in global enterprise, government, and leadership settings. Our Rust Global sponsor will be promoted during the event lead-up period, receive a thank you during programming, have the opportunity to speak about their organization's use of Rust at Rust Global, and more.

A La Carte Sponsorships

We will also offer a variety of a la carte sponsorship opportunities that can either be added onto other tiers or stand on their own. These include:

- Drinks reception sponsorship (limited to 1 organization)
- Livestream sponsorship (limited to 1 organization)
- Lunch sponsorship (limited to 2 organizations)

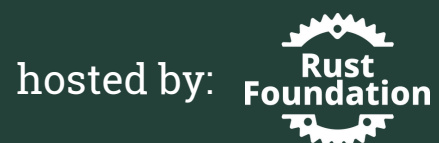


A la carte sponsor logos will be displayed at the event.

We might open up new a la carte sponsorship opportunities in the months ahead. Please contact us at rustconfspponsors@rustfoundation.org to inquire about new opportunities.



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Sponsorship Pricing

PACKAGES:	Silver	Gold	Diamond (limited to one)	Recruiter (limited to one)
Linked logo on rustconf.com	✓	✓	✓	✓
Org description on RustConf.com	✓	✓	✓	✓
Dedicated sponsor channel in conference Discord	✓	✓	✓	✓
Logo placement on conference signage	✓	✓	✓	✓
Sponsor designation in pre-event emails and social media marketing	✓	✓	✓	✗
Recognition in opening announcements	✗	✓	✓	✗
Opportunity to dispense swag in expo hall	✗	✓	✓	✓
Sponsor table in conference expo hall	✗	✓	✓	✓
Lightning talk	✗	5 minutes	10 minutes, prominent placement.	✗
Job postings in Discord during event period	2	3	4	4
Attendee passes	4	6	10	5
Cost	\$10,000	\$17,500	\$25,000	\$25,000



RustConf



Sponsorship Pricing (continued)

À La Carte Opportunities	Cost
Lunch (limited to 2)	\$5,000
Drinks Reception	\$10,000
Livestream	\$5,000
Rust Global Track Sponsor	\$10,000

* Note: Silver, Gold, Diamond, and Rust Global sponsors will have the opportunity to purchase up to 10 additional attendee passes (in addition to those included in their packages) for a 15% discount.

Interested in taking the next steps to becoming a sponsor of RustConf 2025?

Email us at rustconfspponsors@rustfoundation.org to get started! Thank you for your interest.



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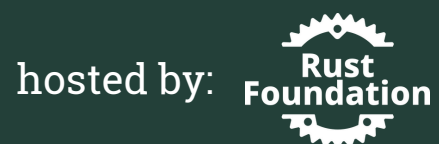
About Rust

Since its first stable release in 2015, awareness and usage of the Rust programming language has grown considerably. For eight years in a row, Rust has been named the most-loved or most-admired programming language by StackOverflow's annual Developer Survey and is among the top 20 programming languages ranked by the TIOBE Index. Rust advocacy and adoption are on the rise as well. In 2023, the U.S. Department of Commerce's National Institute of Standards and Technology (NIST) added Rust to its list of "Safer Languages" due to its considerable memory-safety benefits. The growth of Rust has no signs of slowing down.

There is so much for the Rust community to discuss about the language they love to build and work with. That's why the Rust Foundation is passionate about ensuring RustConf is an exciting, useful, and well-resourced opportunity for Rustaceans to learn and connect.



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