



May 24-29, 2027
Utrecht, NL

2027.rustweek.org

- A full week of Rust
- World's biggest Rust event (950p)
- 200+ companies
- 3 conference tracks - 50 talks
- Hosting the Rust All Hands



Sponsorship

Details & pricing

	Package € 40 000	All-Hands € 35 000	Diamond € 25 000	Gold € 17 500	Silver € 10 000	Bronze € 5 000	Supporter € 2 500
Conference tickets	12	12	12	8	6	4	2
Workshop tickets	3	3	3	2	1	×	×
Booth	4m x 3m	4m x 3m	4m x 3m	4m x 3m	3m x 2m	2m x 1.5m	×
Logo in livestream	✓	✓	✓	×	×	×	×
Logo on badge and video recording	✓	✓	✓	✓	×	×	×
Hiring signage + TV at booth	✓	✓	✓	✓	✓	×	×
Acknowledgements by MC	✓	✓	✓	✓	✓	✓	×
Logo on break slide and website	✓	✓	✓	✓	✓	✓	✓
Social media post	✓	✓	✓	✓	✓	✓	✓
Rust All Hands partner	✓	✓	×	×	×	×	×
Unconference room sponsor	✓	×	×	×	×	×	×

Add-ons

Add on top of any sponsor tier. Contact us via sponsors@rustnl.org for custom options or to talk about your ideas to improve your RustWeek experience!

Coffee sponsor	€ 4 000
Rust All Hands partner - see <i>slide 7</i>	€ 12 000
Unconference room sponsor - see <i>slide 8</i>	€ 5 000 - € 15 000

Industry track Add-ons

Add on top of any sponsor tier. The Industry Track is organised by Tweede golf. Contact Hugo via industrytrack@tweedegolf.com to sponsor the Industry Track at RustWeek.

Expert Partner - see <i>slide 9</i>	€ 1000
Industry Partner - see <i>slide 9</i>	€ 500



Package deal

*** Support all of RustWeek 2027 ***

- Diamond sponsor
- Rust All Hands partner
- Unconference room sponsor

€ 40 000
(regular price: € 47 000)

Interested in supporting **RustWeek 2027?**
Reach out to us via sponsors@rustnl.org or to **Mara**, mara@rustnl.org, or **Erik**, erik@rustnl.org directly.

Why sponsor RustWeek?

- **Maximal reach:** we have the highest attendance (2026: 950) of all Rust events
- **Meet the industry:** we welcome representatives of **200 companies**, incl 75 organizations with 1000+ employees
- **Keep RustWeek accessible:** sponsorship funds low prices for individuals and students.
- **Real ecosystem progress:** 250 Rust maintainers in one place at the All Hands & unconf enables focused cross-team, cross-domain collaboration



2026 sponsors





Monday May 24

Kinepolis, Utrecht, NL
Pre-registration

Beatrixgebouw, Utrecht, NL
Workshops

Tuesday May 25

Kinepolis, Utrecht, NL
Conference day 1

Wednesday May 26

Kinepolis, Utrecht, NL
Conference day 2

Thursday May 27

Kinepolis, Utrecht, NL
Hackathon

DUS, Utrecht, NL
**Rust All-Hands &
Unconference**

Friday May 28

Utrecht, NL
Social activities

DUS, Utrecht, NL
**Rust All-Hands &
Unconference**

Saturday May 29

Utrecht, NL
Social activities

DUS, Utrecht, NL
**Rust All-Hands &
Unconference**

May 24-29, 2027
Utrecht, The Netherlands
2027.rustweek.org



Utrecht

Utrecht is one of the largest and most beautiful cities of the Netherlands. It is known for its medieval city centre and charming canals. Utrecht has excellent public transport and walkability, and it is also close to the national airport, Schiphol.



Rust All Hands

At the Rust All Hands, Rust Project members and invited guests work on Rust in person for several days, discuss its future, resolve blockers and build connections between teams and with other ecosystems.

RustWeek will host the All Hands for the 3rd time, after very successful and productive editions in 2025 and 2026. By sponsoring the All Hands you will support the amazing people building Rust and will help move Rust forward.

All Hands partner

€ 12 000*

** add-on on top of any sponsor tier, starting Supporter at € 2.500*



Unconference

RustWeek will host an unconference for selected Rust communities on May 27-29, in parallel to the All Hands.

By sponsoring you will help push the Rust ecosystem forward in the area you most care about.

Groups we expect to welcome include:

- C++ interop
- Rust Safety-Critical Consortium
- Bevy Engine
- Rust Embedded Working Group

Contact us at sponsors@rustnl.org to talk about communities you want to support.



Unconf room sponsor

€ 10 000

As Unconf room sponsor you will be the **name sponsor** of a unconf room and have the option to join the unconf group.

Benefits

- Name sponsor of a Unconf room
- Logo on Website, Break Slide
- Logo on unconf & room signage
- Acknowledgements by MC
- Option to join the unconf upon confirmation by the group leader(s)
- Social Media post

A note on pricing

The standard pricing is for a group of ~ 20 participants for two days. Pricing for one day is € 5 000, for 3 days € 15 000. For significantly smaller or larger groups we can provide a custom offer.

Unconf supporter

€ 2 000

Support your favorite maintainer or group, by covering travel & lodging costs and help make the unconf accessible for all to join.

Benefits

- Logo on Website
- Logo on room signage
- Shout-out to all Unconf supporters
- Social Media post

Industry Track

The Industry Track is dedicated to decision makers exploring the adoption of Rust in their organisation.

The talks in the morning are open to all conference attendees. The industry-exclusive afternoon offers Networking and Expert Table Sessions.

By sponsoring you can showcase your expertise and/or services.

The Industry Track is organised by Tweede golf. To inquire about sponsoring this track, please contact us at industrytrack@tweedegolf.com.

Expert partner

€ 1 000*

As Expert partner you will guide conversations on a topic of your expertise at the Expert Table Sessions on Tuesday 19 May.

Benefits

- Logo on Website, Break Slide
- Social Media post
- Expert Table Host
- Branded table
- Banner in Industry Room

Industry partner

€ 500*

As Industry partner you will be introduced at the Industry-exclusive afternoon as a special participant on Tuesday 19 May.

Benefits

- Logo on Website, Break Slide
- Social Media post
- Banner in Industry Room
- Introduction by MC



** add-on on top of any sponsor tier, starting Supporter at € 2.500*

All-Hands + Diamond

€ 35 000

Sponsor RustWeek at the highest tier (Diamond) and show your support for the Rust Project as a All Hands partner

Benefits

- Visibility as a Rust All Hands partner
- Acknowledgments during All Hands
- Logo on signage during All Hands event
- All benefits of Diamond

Diamond sponsor

€ 25 000

At the highest tier of sponsorship of the conference (May 25 & 26) you will get the most visibility & promotion, large booth and logo in the livestream.

Benefits

- Large Booth (4x3m)
- 12 Conference tickets
- 3 Workshop Tickets
- Logo in Livestream
- All benefits of Gold

Gold sponsor

€ 17 500

The Gold sponsors of the conference will receive prominent promotion incl logo on the badge and in video recordings and have a large booth.

Benefits

- Large Booth (4x3m)
- 8 Conference Tickets
- 2 Workshop Tickets
- Logo on Badge, in video recordings
- All benefits of Silver



Silver sponsor

€ 10 000

The Silver sponsors of the conference will benefit from promotion, incl logo in video recordings and signage, and have a medium booth.

Benefits

- Medium Booth (3x2m)
- 6 Conference Tickets
- 1 Workshop ticket
- Hiring signage + TV at booth
- All benefits of Bronze

Bronze sponsor

€ 5 000

The Bronze sponsors of the conference will receive 4 Conference tickets, on-stage acknowledgements and a small booth.

Benefits

- Small Booth (2x1,5m)
- 4 Conference Tickets
- Acknowledgements by MC
- All benefits of Supporter

Supporter sponsor

€ 2 500

As a Supporter sponsor you will receive 2 Conference tickets, logo placement and a social media post highlighting your support.

Benefits

- 2 Company Tickets
- Logo on Website, Break Slide
- Social Media Post

About RustNL

RustWeek is organized by Stichting Rust Nederland, RustNL for short, and a team of organizers and volunteers.

The first two editions of the event RustNL 2023 (275 attendees) and RustNL 2024 (450) provided a stepping stone towards the 2025 & 2026 events: a full week of Rust and hosting the Rust All Hands.

RustNL is a non-profit that promotes the Rust programming language and supports Rust's maintainers.

