



RustWeek

by RustNL

10 year birthday
of Rust 1.0!

Monday 12 May

Utrecht, NL

Social activities

in small groups

12:00–22:00

City tour
Ferris sticker hunt
Bouldering
Bowling
Laser tag
...

Organize your own activity!

Tuesday 13 May

Kinepolis Jaarbeurs, Utrecht, NL

Conference day 1

800 attendees

09:00–18:00

Main stage
Industry track
Rust Project track
Embedded expo

Social activities

18:00–22:00

To be announced

Organize your own activity!

Wednesday 14 May

Kinepolis Jaarbeurs, Utrecht, NL

Conference day 2

800 attendees

09:00–18:00

Main stage
Critical infrastructure track
Rust Project track
Embedded expo

Social activities

18:00–22:00

To be announced

Organize your own activity!

Thursday 15 May

DUS, Sophialaan 1, Utrecht, NL

Workshops

100 attendees

09:00–13:00

To be announced

10 Years of Rust Celebration

400 attendees

14:00–20:00

Live release of Rust 1.87!

Friday 16 May

DUS, Sophialaan 1, Utrecht, NL

Rust All-Hands & Unconference

200 attendees

09:00–18:00

Invitation only

TBD, Utrecht, NL

Hackathon

200 attendees

09:00–18:00

Collaborative coding

Promote your own project!

Saturday 17 May

DUS, Sophialaan 1, Utrecht, NL

Rust All-Hands & Unconference

200 attendees

09:00–18:00

Invitation only

Utrecht, NL

Social activities

in small groups

09:00–22:00

To be announced

Organize your own activity!

a full week of Rust – 800 attendees

May 13 – 17, 2025 – Utrecht, The Netherlands

Contact us: sponsors@rustnl.org / more on rustweek.org

Utrecht

Utrecht, one of the largest and most beautiful cities of the Netherlands. Utrecht is known for its medieval city centre and lovely canals, and has excellent public transport and walkability.



Sponsorship

details & pricing

	Diamond € 24.000	Gold € 16.000	Silver € 8.000	Bronze € 4.000	Supporter € 2.000
Conference tickets	12	8	6	4	2
Workshop tickets	3	2	1	×	×
Booth	L	L	M	S	S
Logo in livestream	✓	×	×	×	×
Logo on badge	✓	✓	×	×	×
Logo in video recording and signage	✓	✓	✓	×	×
Logo on break slide	✓	✓	✓	✓	×
Logo on Website	✓	✓	✓	✓	✓
Acknowledgements by MC	✓	✓	✓	✓	×
Social media post	✓	✓	✓	✓	✓
Option to be a celebration sponsor	✓	✓	×	×	×

Add-ons & opportunities

Celebration sponsor (only available for Platinum & Gold sponsors)	€ 8.000
Unconf room - name sponsor	€ 10.000
Unconf room - supporter	Contact us: sponsors@rustnl.org
Hackathon & Social activities	Contact us: sponsors@rustnl.org
Industry track - organized by Tweede golf & RustNL	Contact: industrytrack@tweedegolf.com



Package deal

* Support all of Rust Week 2025 *

- Diamond sponsor
- Celebration sponsor
- Unconf room sponsor

€ 35.000

(regular price: € 42.000)

Interested in supporting **Rust Week 2025**?
Reach out to us via sponsors@rustnl.org

Diamond sponsor

€ 24.000

At the highest tier of sponsorship of the conference (May 13 & 14) you will get the most visibility & promotion, large booth and logo in the livestream.

Benefits

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

Gold sponsor

€ 16.000

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

Benefits

- Large Booth
- 8 Conference Tickets
- 2 Workshop Tickets
- Logo on Badge
- Option to be a celebration sponsor
- All benefits of Silver

Celebration add-on

€ 8.000

Join the party and celebrate 10 years of Rust with project members and alumni on Thu May 16. Includes live release on stage of Rust 1.87!

Benefits

- Add-on for Diamond & Gold
- 8 Celebration party tickets
- Celebration lightning talk (5 min)
- Be part of the press coverage of 10 years of Rust

Silver sponsor

€ 8.000

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
- 6 Conference Tickets
- 1 Workshop ticket
- Logo in Video recordings & Signage
- All benefits of Bronze

Bronze sponsor

€ 4.000

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

Benefits

- Small Booth
- 4 Conference Tickets
- Logo on Website, Break Slide
- Acknowledgements by MC
- All benefits of Supporter

Supporter sponsor

€ 2.000

As a Supporter sponsor of the conference you will receive 2 Conference tickets, logo on the website and a small booth.

Benefits

- Small Booth
- 2 Company Tickets
- Logo on Website
- Social Media Post

Rust Week unconference

Rust Week will host an **unconference** for Rust maintainers on Fri May 16 and Sat May 17 in parallel to the All Hands.

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

Groups we expect to welcome:

- Rust for Linux
- UI & application development
- Rust Embedded
- And more to come!

Contact us at sponsors@rustnl.org to talk about your ideas!

Unconf room sponsor

€ 10.000

As Unconf room sponsor you will be the name sponsor of a unconf room (of ~ 15 maintainers) and be able to suggest unconf participant(s).

Benefits

- Name sponsor of a Unconf room
- Logo on Website, Break Slide
- Logo on unconf & room signage
- Acknowledgements by MC
- Social Media post

Unconf supporter

Contact us

Support your favorite maintainer or room, for example 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

About

Rust Week 2025 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 this year's event: a full week of Rust and hosting the first Rust project All Hands since 2019.

RustNL is a registered non-profit that strives to promote the implementation of the Rust programming language.

RustNL is an Associate Member of the Rust Foundation.



RustNL

