



May 18-23, 2026
Utrecht, NL

2026.rustweek.org

- A full week of Rust
- 900+ attendees (2025)
- **World's largest Rust conference**
- 3 conference tracks - 50 talks
- Hosting the Rust Project 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	4x3	4x3	4x3	4x3	3x2	2x1,5	×
Logo in livestream	✓	✓	✓	×	×	×	×
Logo on badge and video recording	✓	✓	✓	✓	×	×	×
Hiring signage at booth	✓	✓	✓	✓	✓	×	×
Acknowledgements by MC	✓	✓	✓	✓	✓	✓	×
Logo on break slide and website	✓	✓	✓	✓	✓	✓	✓
Social media post	✓	✓	✓	✓	✓	✓	✓
Rust Project 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!

Rust Project All-Hands partner - see slide 7	€ 12.000
Unconference room sponsor - see slide 8	€ 10.000
Unconference supporter - see slide 8	€ 2.000
Hackathon head sponsor	€ 7.500
Industry track sponsor - organized by Tweede golf	Contact: industrytrack@tweedegolf.com



Package deal

* Support all of RustWeek 2026 *

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

€ 40.000
(regular price: € 47.000)

Interested in supporting **RustWeek 2026**?
Reach out to us via sponsors@rustnl.org



World's largest Rust conference

RustWeek is a full week of Rust: one day of workshops, a 2-day conference with 50+ talks, a hackathon, the unconference and the Rust Project All-Hands.

Rust conferences top list

1. RustWeek 2025 - 900 attendees
2. RustConf 2024 - 650 attendees
3. EuroRust 2024 - 550 attendees
4. RustNation 2025 - 500 attendees



Last year's sponsors





Monday May 18

Kinepolis, Utrecht, NL

Pre-registration
optional

TBD, Utrecht, NL

Workshops
150 attendees

Tuesday May 19

Kinepolis, Utrecht, NL

Conference day 1
800 attendees

Wednesday May 20

Kinepolis, Utrecht, NL

Conference day 2
800 attendees

Thursday May 21

TBD, Utrecht, NL

Hackathon
200 attendees

DUS, Utrecht, NL

**Rust All-Hands &
Unconference**
250 attendees

Friday May 22

Utrecht, NL

Social activities
in small groups

DUS, Utrecht, NL

**Rust All-Hands &
Unconference**
250 attendees

Saturday May 23

Utrecht, NL

Social activities
in small groups

DUS, Utrecht, NL

**Rust All-Hands &
Unconference**
250 attendees

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Utrecht, The Netherlands
2026.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 Project All-Hands

RustWeek will host the Rust Project All-Hands for the second time, after a very successful first edition in 2025.

By sponsoring the All-Hands you will support the amazing people building Rust and help move Rust forward.

All-Hands partner

€ 12.000



Unconference

RustWeek will host an unconference for selected Rust communities on May 21-23, 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:

- Bevy Engine
- UI & application development
- 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 (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

€ 2.000

Support your favorite maintainer or room, 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

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 Project All-Hands partner
- Acknowledgements during All-Hands event
- Logo on slides and signage during All-Hands event
- All benefits of Diamond

Diamond sponsor

€ 25.000

At the highest tier of sponsorship of the conference (May 19 & 20) 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 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

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 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.

