Introducing the ASF Sponsorship Program

How you can help sponsor
The Apache Software Foundation
Agenda

- Brief overview of the ASF
- Where our money goes
- Current monetary support options
- The ASF Sponsorship Program
What is the ASF?

- Our mission:
  - The Apache Software Foundation provides support for the Apache community of open-source software projects. The Apache projects are characterized by a collaborative, consensus based development process, an open and pragmatic software license, and a desire to create high quality software that leads the way in its field. We consider ourselves not simply a group of projects sharing a server, but rather a community of developers and users.
What is the ASF?

- Our mission:
  - Community over code
  - Our code should be exceptional
What is the ASF?

- Non-profit corporation founded in 1999
- 501(c)3 charity
- Exists to provide the organizational, legal, and financial support for various OSS projects
What is the ASF?

- >60 Top Level Projects (PMCs)
- Over 259 Members
- ~1650 Committers
- Countless contributors and users
- Millions and millions of lines of code
What is the ASF

- Lots of code
- Lots of machines
Where our money goes

- Despite being a volunteer-based organization, we have growing expenses
  - Bandwidth costs
  - Servers and hardware
  - Legal and Accounting
  - Normal office expenses
  - Marketing and PR
  - Sub-contractors to “fill in the holes” (never for development)
The “A-ha!” moment

- The ASF is important to the user, developer and OSS community
- We can still be humble and volunteer based, while extending the foundation
- There is existing desire for people and companies to donate
Where our money goes (present and future)

- But we are limited to what we can do
  - Pro-active hardware procurement
  - More community outreach
    - Hackathons
    - User Groups
  - Non-code related improvements to projects
    - Documentation!
    - Websites
Where our money goes (present and future)

But we are limited to what we can do

- More autonomy
  - Proactive
  - Long range
  - “I have always depended on the kindness of strangers”
- e.g.: concalls, legal advice, …
Traditional monetary support options

- Direct donations
  - Paypal
  - Checks
- Indirect options
  - JINX
  - kernel concepts
- Car Donation Program
Traditional monetary support options

- ApacheCon
- "Hey, how can we donate?"
- In all cases, however:
  - Although gratefully accepted, not "sponsored" or "approved" via the ASF
The ASF Sponsorship Program

- Fully approved via the ASF
- Official avenue for substantial, non-directed monetary contributions to the ASF
- In return, ASF will make official acknowledgement and thanks for the donation
The ASF Sponsorship Program

- Closest and most direct method for a corporation to support the ASF
- Four levels, defined by donation and in-return benefits of sponsorship
- No more than 25% of value can be based on “in-kind” services
The ASF Sponsorship Program

Why sponsor the ASF?
- Support and sustain a vibrant organization
- Show your support for Open Source
- “Give back” to the community
- Tax benefits
The ASF Sponsorship Program

- **Bronze Sponsorship**
  - Donation level: $5k / year
  - Text mention on ASF Sponsorship page with link
  - Location: bottom section, alphabetical placement, shared row
  - Provided ASF Sponsorship logo for your site
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Silver Sponsorship

- Donation level: $20k / year
- Your logo (max size: 75x38) on our ASF Sponsorship page with link
  - Location: lower section
  - Alphabetical placement
  - Shared row
- Provided ASF Sponsorship logo for your site
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- **Gold Sponsorship**
  - Donation level: $40k / year
  - Your logo (max size: 150x75) on our ASF Sponsorship page with link
    - Location: middle section
    - Alphabetical placement
    - Possible shared row
  - Provided ASF Sponsorship logo for your site
  - Personal provided quote for your PR
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- Platinum Sponsorship
  - Donation level: $100k / year
  - Your logo (max size: 250x125) on our ASF Sponsorship page with link
    - Location: top section
    - Rotating placement
    - Your own row
  - Provided ASF Sponsorship logo for your site
  - Joint press release
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- All ASF sites have links to the ASF Sponsorship page
- Healthy and active since June 2007
- Charter Sponsors:
  - Platinum - Google
  - Gold - HP
  - Silver - Covalent (now a division of SpringSource)
  - Bronze - Tetsuya Kitahata
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The ASF Sponsorship Program

- Now Is A Perfect Time:
  - When creating budgets
  - Keeping the ASF in mind for 2009-2010 budget
  - Any end-of-year funds

- For more information:
  - See someone from the PRC or board while at AC
  - fundraising@apache.org

- If not a good fit, let’s talk
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- Any questions?
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- And, as always, Thank You for supporting the ASF!