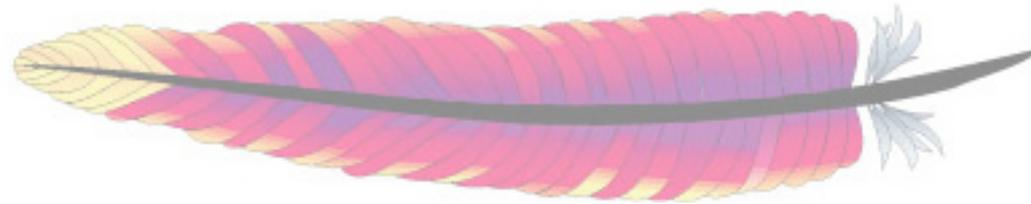


Introducing the ASF Sponsorship Program



How you can help sponsor
The Apache Software Foundation

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The **Apache Software Foundation**
<http://www.apache.org/>



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



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

Bronze Sponsor



The Apache Software Foundation



The Apache Software Foundation

<http://www.apache.org/>



The ASF Sponsorship Program

■ 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



The ASF Sponsorship Program

■ 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

Gold Sponsor



The Apache Software Foundation



The Apache Software Foundation

<http://www.apache.org/>



The ASF Sponsorship Program

■ 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

Platinum Sponsor



The **Apache Software Foundation**



The **Apache Software Foundation**

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The ASF Sponsorship Program

- 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*



The ASF Sponsorship Program

The screenshot shows a web browser window displaying the Apache Software Foundation's 'Thanks' page. The browser's address bar shows the URL <http://www.apache.org/foundation/thanks.html>. The page features the ASF logo and a banner for ApacheCon Europe 2008, held from 7-11 April in Amsterdam. The main content is organized into sections for different levels of sponsorship:

- Apache Software Foundation Sponsorship Thanks!**: A thank-you message to the community and sponsors.
- Platinum Sponsor(s)**: Lists Google and Yahoo! as Platinum Sponsors.
- Gold Sponsor(s)**: Lists HP as a Gold Sponsor.
- Silver Sponsor(s)**: Lists Covalent as a Silver Sponsor.

The page also includes a sidebar with a list of Apache Projects (e.g., HTTP Server, ActiveMQ, Ant, APR, Beehive, Cayenne, Cocoon, Commons, Continuum, DB, Directory, Excalibur, Felix, Forrest, Geronimo, Gump, Hadoop, Harmony, Hivemind, HttpComponents, IBATIS, Incubator, Jackrabbit, Jakarta, Jaxer, Labs, Lenya, Logging, Lucene, Maven, Mina, MyFaces, ODE, OFBiz, OpenEJB, OpenJPA, PDI, PDI, Portals, Roller, Santuario, ServiceMix, Shale, SpamAssassin, STDCXX, Struts, Synapse, Tapestry, TCL, Tiles, Tomcat) and a right-hand navigation menu with links to Foundation, How it works, Get Involved, Download, and Related Sites.

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The Apache Software Foundation
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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



The ASF Sponsorship Program

- Any questions?

The ASF Sponsorship Program

- And, as always, Thank You for supporting the ASF!

