Introducing the ASF Sponsorship Program
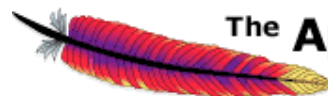
How you can help sponsor
The Apache Software Foundation

jim jagielski
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http://www.apache.org/

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Agenda

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

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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.
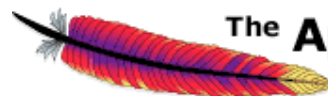
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What is the ASF?

- **Our mission:**
  - Community over code
  - Our code should be exceptional

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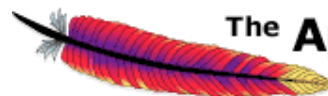
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What is the ASF?

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

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What is the ASF?

- >63 Top Level Projects (PMCs)
- 270 Members
- ~1900 Committers
- Countless contributors and users
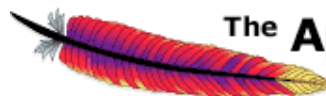- Millions and millions of lines of code

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What is the ASF

- Lots of code
- Lots of machines

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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
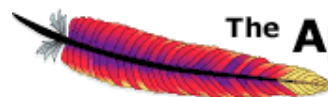 - Sub-contractors to "fill in the holes" (never for development)

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
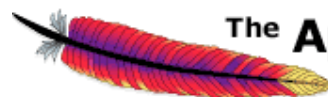- There is existing desire for people and companies to donate

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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
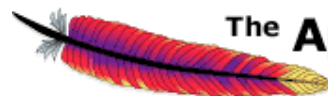   - Documentation!
    - Websites

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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, …

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Traditional monetary support options

- **Direct donations**
  - Paypal
  - Checks
- **Indirect options**
  - JINX
  - kernel concepts
  - Shane's/others Cafepress store
- **Car Donation Program**

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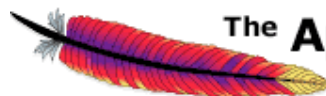http://www.apache.org/

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Traditional monetary support options

- ApacheCon (this is a For Profit entity)
- "Hey, how can we donate?"
- In all cases, however:
  - Although gratefully accepted, not "sponsored" or "approved" via the ASF

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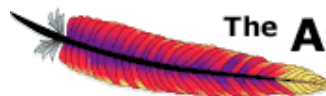http://www.apache.org/

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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

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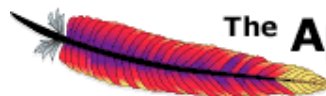http://www.apache.org/

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- 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

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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

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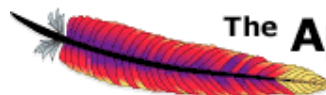**US 2008**

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- **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

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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
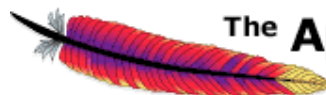
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- **Gold Sponsorship**
  - Donation level: $40k / year
  - Your logo (max size: 150x75) on our ASF Sponsorship page with link
    - Location: middle section
    - Alphabetical placement
    - Possible shared row
  - Provided ASF Sponsorship logo for your site
  - Personal provided quote for your PR
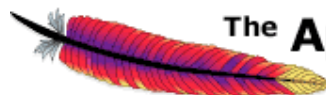
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- **Platinum Sponsorship**
  - Donation level: $100k / year
  - Your logo (max size: 250x125) on our ASF Sponsorship page with link
    - Location: top section
    - Rotating placement
    - Your own row
  - Provided ASF Sponsorship logo for your site
  - Joint press release

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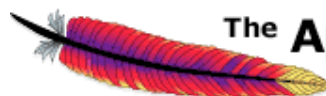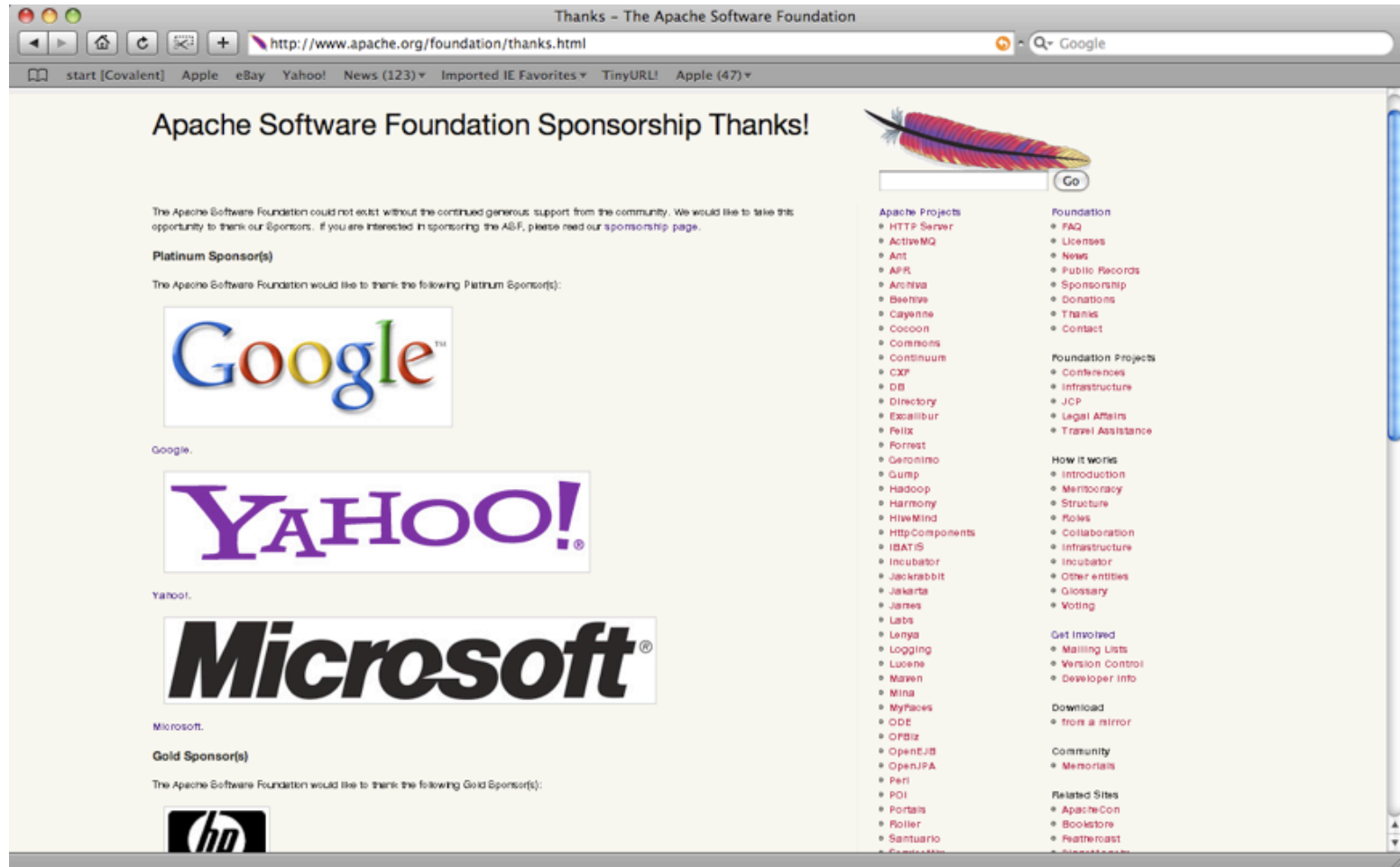
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The ASF Sponsorship Program

- 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)*
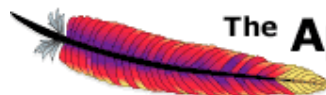 - Bronze – *Tetsuya Kitahata*

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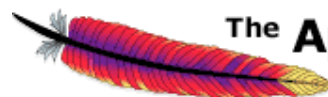http://www.apache.org/

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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!

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