

Introducing the ASF Sponsorship Program



How you can help sponsor
The Apache Software Foundation

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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:

- Produce software for the public good
- 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?

- ~70 Top Level Projects (PMCs)
- ~300 Members
- ~1900 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
 - Shane's/others Cafepress store
- Car Donation Program



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



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



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



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

10 YEARS OF
The ASF
Celebrating a Decade of
Open Source Leadership

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*

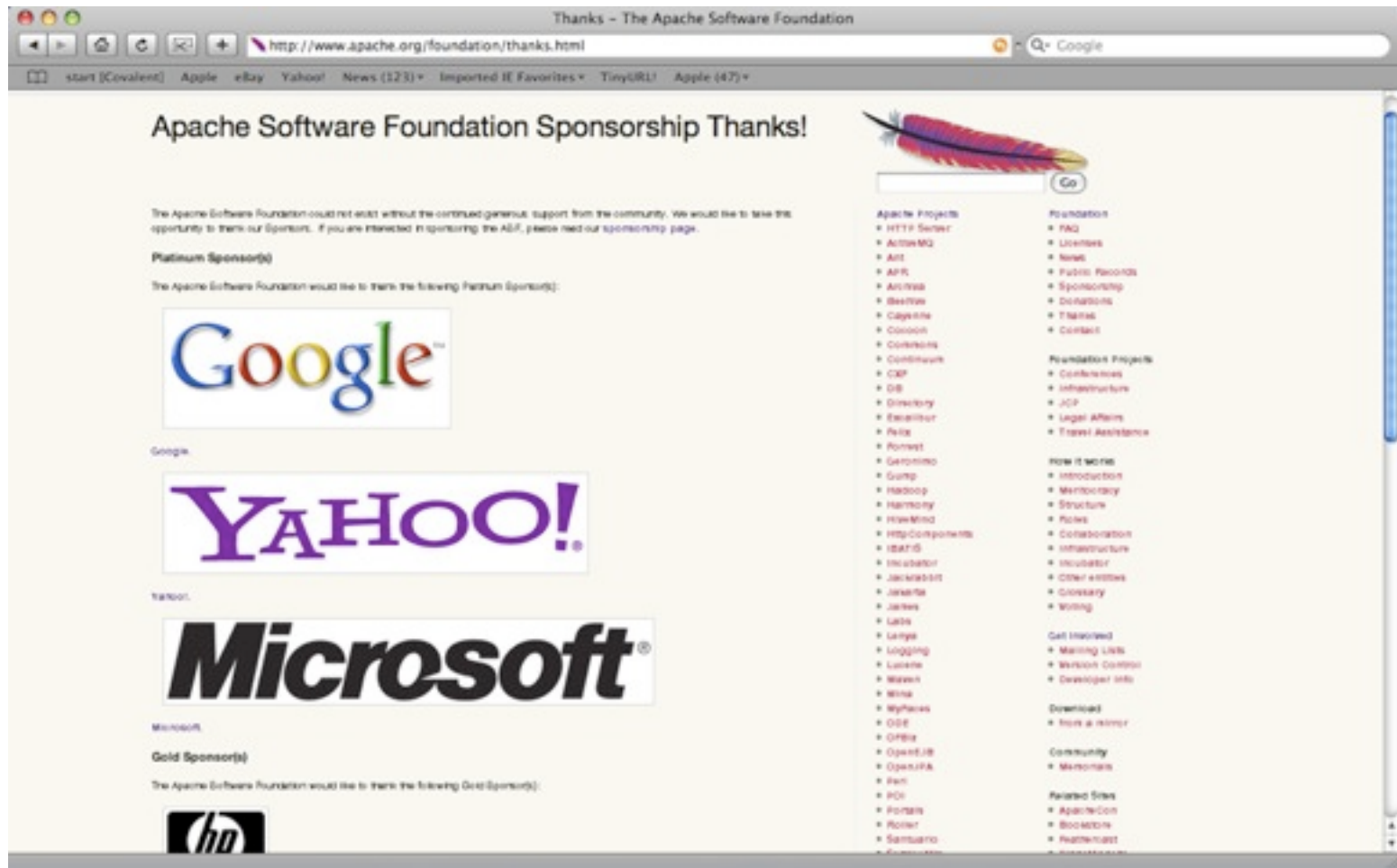


■ ASF Sponsorship Program (*== charter sponsors, *italics* == new this last year)

- 3 Platinum Sponsors:
 - Google* , Yahoo! and *Microsoft*
- 1 Gold Sponsor:
 - HP*
- 2 Silver Sponsors:
 - SpringSource* & Progress
- 7 Bronze Sponsors:
 - Airplus International, Matt Mullenweg, Tetsuta Kitahata* , Two Sigma Investments, *BlueNog*, *Intuit*, *Joost*



The ASF Sponsorship Program



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



The ASF Sponsorship Program

- Now Is A Perfect Time:
 - When creating budgets
 - Keeping the ASF in mind for 2010-2011 budget
 - Any end-of-year funds
 - Repressed economy is good for Open Source
- 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!