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
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
  - 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
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

Apache Software Foundation Sponsorship Thanks!

The Apache Software Foundation could not exist without the continued generous support from the community. We would like to take this opportunity to thank our Sponsors. If you are interested in sponsoring the ASF, please visit our sponsorship page.

Platinum Sponsor(s)
The Apache Software Foundation would like to thank the following Platinum Sponsor(s):

Google

Yahoo!

Microsoft

Gold Sponsor(s)
The Apache Software Foundation would like to thank the following Gold Sponsor(s):

hp

jim@apache.org
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■ 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
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- Any questions?
The ASF Sponsorship Program

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