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
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?

- ~34 Top Level Projects (PMCs)
- Over 180 Members
- ~1350 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 could go

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 could go

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, …
Current monetary support options

- **Direct donations**
  - Paypal
  - Checks

- **Indirect options**
  - JINX
  - kernel concepts
  - Rodent’s Cache

- **Car Donation Program**
Current 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
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 will have links to the ASF Sponsorship page
- PRC working on final logo and page design
The ASF Sponsorship Program

- Now Is A Perfect Time:
  - End of Year Donations
  - Keeping the ASF in mind for 2007-2008 budget

- 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!