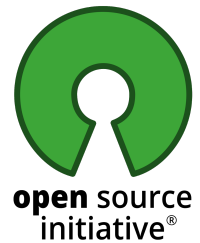


The Open Source Initiative

2019 Corporate Sponsorship Prospectus

855 El Camino Real, Ste 13A, #270, Palo Alto, CA 94301



Thank you for your interest in sponsoring the Open Source Initiative (OSI).

Below you will find more information about the OSI, and details on the many opportunities to engage with the global open source community through annual sponsorship.

We hope your company will join the growing number of corporations committed to the continued success of Open Source Software, and the critical work of the OSI as advocate and authority.



Indeed is committed to taking a more active role in the open source community. In 2018, we joined the Cloud Native Computing Foundation and began sponsoring the Python Software Foundation, the Apache Software Foundation, and Outreachy. We also began sponsoring the Open Source Initiative and are pleased to renew our sponsorship in 2019.

- Duane O'Brien, Head of Open Source, Indeed

About the Open Source Initiative

Founded in 1998 as a global non-profit, The Open Source Initiative protects and promotes Open Source Software: championing software freedom in society through education, collaboration and infrastructure; stewarding the Open Source Definition (OSD) and; preventing abuse of the ideals and ethos inherent to the open source movement. The Open Source Initiative is internationally recognized as the primary source for expertise on matters related to Open Source Software licensing and standards.

Open Source Software harnesses the power of distributed peer review and transparency of process. The promise of Open Source Software is higher quality, greater reliability, more flexibility, lower cost, and an end to predatory vendor lock-in. One of the OSI's most important activities is as a standards body, maintaining the OSD for the good of the community. The OSI Approved License trademark and program creates a nexus of trust around which developers, users, corporations and governments can organize open source cooperation.

Mission Statement

To educate about and advocate for the benefits of open source and to build bridges among different constituencies in the open source community.



How your Sponsorship will help the Open Source Community

The OSI recognizes corporate use of, and participation in, open source development and communities is vital to overall success. OSI Corporate Sponsorship provides an open and transparent mechanism to allow corporations to show support for Open Source Software, its development, and the activities of the OSI.

Corporate participation enables the OSI to:

- raise awareness, across industries and sectors, as to the benefits of Open Source Software, development and communities,
- educate those new to Open Source Software, development and communities in the principles and practices that foster authentic participation, and thus the greatest returns,
- advocate for best practices and standards to ensure a community-driven approach that enables the greatest level of collaboration, and thus contributions,
- increase the diversity of stakeholders and viewpoints within the OSI, and across the open source community.

Through the OSI's work, the entire Open Source Software community benefits, including:

- **Developers & End-Users**
 - Independent developers, as well as those working on open source within corporations.
 - End-users seeking information on finding and using open source applications.
 - Members of the press.
- **Government Agencies, Education & Non-profits**
 - Procurement offices assessing feasibility/adoption of Open Source Software.
 - Department managers seeking best practices in development and community.
 - IP portfolio managers releasing open source code, or taking in contributions.
 - Business analysts in search of peers, use cases, or case studies.
 - Government agencies, educational institutions & non-profit organizations.
- **Corporations & Business**
 - Companies with licensing questions, and addressing issues of stewardship.
 - Project/product managers in need of best practices, resources, and knowledge sharing.
 - Legal staff and contract managers using and maintaining Open Source Software.
 - HR and other administrative staff working to merge traditional policy and practice with open source models of development and operation.

Sponsorship Recognition and Benefits

Premium Sponsorship:

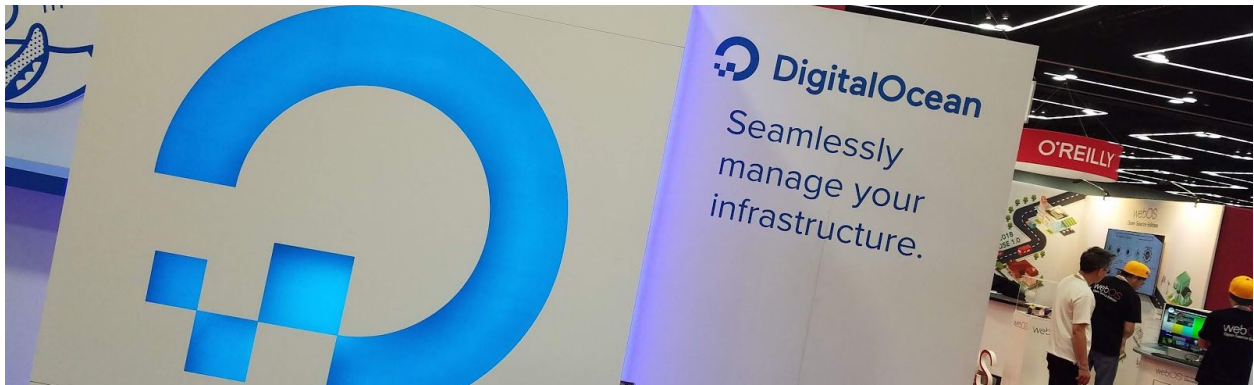
- produce featured content and drive community engagement via Opensource.net and Opensource.org to share your company's success in and with open source software development, practices, and projects, including: an organizational biography detailing your company's involvement with open source, video interviews of key company contributors (two/year), historical timelines highlighting open source accomplishments (one/year, open source specific), articles detailing work in open source software and/or communities (two/year), dedicated case studies (three/year: technology, community, other), blog posts (two/year at Opensource.org),
- invitation to your company's representatives to join the OSI as featured speakers, presenters, panelists in conjunction with OSI Board Directors,
- guest speaking/lecturer in Open Source Technology Management courses offered within Institutions of Higher Education.
- promote your company's events, activities, and related promotions (products and services, social activities, professional development, product trainings, etc.) to the OSI community, i.e. "OSI Membership Benefits," a community of 3,300 individuals and 70+ organizations (e.g. Drupal Association, Debian, Python Software Foundation, Wordpress Foundation, and many, many more),
- Work with your team to develop other opportunities that promote open source software, development and communities as they arise.



I want every developer to be an open source developer. Open Source means everyone can collaborate, learn from each other, and build good software, culture and great developers. - Alolita Sharma, Principal Technologist, Amazon Web Services

All sponsors:

- acknowledge your company--including branding and link(s) on all OSI publications, communications, promotions, etc. where corporate sponsorship is acknowledged, including the OSI website (approx. 200K page views per month),
- acknowledge your company's sponsorship in all marketing and promotion efforts, including all events the OSI participates in (30+ conferences, meet-ups, etc. per year),
- share news and activities related to your company's work in open source, that align with the OSI's mission, via our social media channels (e.g. 35K Twitter followers),
- provide your company partnership opportunities to participate in various OSI organized activities and events, e.g. blog posts, press, webinars, meet-ups, conference sessions/booths, presentations, etc.,
- provide company staff and teams contacts and networking opportunities with industry leaders and legal experts. OSI is well connected to top open source experts from around the world, from licensing and policy to technology and infrastructure,
- participation in OSI Working Groups and Incubator Projects. Examples include the Open Source and Standards Working Group, ClearlyDefined, and FLOSS Desktop for Kids.



One of our core company values is, "our community is bigger than just us." From our KVM-based hypervisors to our Go and Ruby applications running on our Kubernetes clusters, DigitalOcean is built on a foundation of open source. That's why it is so important for us to support the Open Source Initiative in its work promoting and protecting open source on behalf of the community." - Greg Warden, VP, Engineering at DigitalOcean

Sponsorship Tiers

Corporate support consists of annual donations to the OSI. Contribution amounts vary based on the annual corporate revenue of the contributing sponsor. Sponsorship tiers makes it affordable for smaller companies to show their support of the OSI as a Premium Sponsor. Our goal is to create a large and diverse corporate membership.

Annual Corporate Revenues	Premium Sponsorship
Greater than \$10 billion	\$100,000
Greater than \$1 billion	\$50,000
Greater than \$250 million	\$20,000
Greater than \$100 million	\$15,000
Greater than \$50 million	\$10,000
Greater than \$10 million	\$7,500
Greater than \$5 million	\$5,000
Greater than \$1 million	\$2,500
Less than \$1 million	\$1,000



The work that Open Source Initiative does is vital to the evolution and success of open source as a first-class element in the software industry. As Microsoft engages with open source communities more broadly and deeply, we are excited to support the Open Source Initiative's efforts,
- Jeff McAffer,
Director, Open Source Programs Office
Microsoft

Thank you again for your support of the OSI. It is only through the generous contributions of organizations like yours that the OSI can continue our important work to protect and promote open source software, development and communities, championing software freedom in society through education, collaboration, and infrastructure, stewarding the Open Source Definition (OSD), and preventing abuse of the ideals and ethos inherent to the open source movement.

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