



# 2022

## Open Source Initiative

### SPONSORSHIP PROSPECTUS



# Introduction to Open Source Initiative

## Open Source Initiative by the numbers

### 3,300 members

OSI is a California public benefit corporation, with 501(c)3 tax-exempt status with a global reach of over 3,300 active members from more than 45 countries.

### Web traffic 200k

The monthly newsletter has an average open rate surpassing 40%. Our website receives over 200k unique visitors per month. Detailed statistics for our website traffic are publicly available.

The open source ecosystem relies on the Open Source Initiative to steward the Open Source Definition and the list of licenses compatible with it. For over 20+ years we have championed software freedom in society through education, collaboration, and infrastructure, stewarding the Open Source Definition (OSD), and prevented abuse of the ideals and ethos inherent to the open source movement.

## Our 2022 plans include:

- Reinforce how we publish and review licenses to improve transparency
- Increase engagement with standards-setting organizations to defend open standards
- Improve communication programs to educate stakeholders
- Continue improving our operational efficiency to bring more value to the community

Corporate use of, and participation in, open source development and communities is vital. Sponsoring OSI allows corporations to show support for open source software, its development, and the activities of the OSI.

*“For organizations using open source technologies, supporting the mission of the OSI is a way to remain aware of the unique interests and needs of those creating tomorrow’s open source solutions.”*

CodeSee  
OSI sponsor



Open Source Initiative

# Why sponsor the OSI?

Your support will guarantee the continuing innovation powered by Open Source.

In over 20 years, OSI's standardised licensing approach has catalyzed a revolution in how software is produced, distributed and integrated in IT solutions. Developers, users, corporations and governments rely on the [OSI Approved License Trademark](#) program to organize open source cooperation, manage software procurement and integration.

OSI's programs guarantee the validity of the Open Source Definition (OSD), and the certification of licenses that conform to it.

THE OSI APPROVED LICENSE MARK IS CITED IN NUMEROUS GOVERNMENT AND CORPORATE PROCUREMENT POLICIES.

Sponsorships allow OSI to proactively support de-jure standards bodies such as ETSI (European Telecommunications Standards Institute) to ensure that their specifications can be implemented in open source software. Our activities emphasize that open source is an existing term of art and not subject to mere descriptive use, with an existing and extensive body of experience and knowledge to inform updates.

Open Source is a multi-billion dollar ecosystem  
Built on licenses approved by the OSI

Legal teams rely on the OSI Approved License  
Simplify procurement

Engineering teams trust OSI Approved Licenses  
Accelerate innovation

Expanding software interoperability  
Work with standards-setting organizations to allow conforming implementations in Open Source software

## Reach out to the Open Source community

- **Promote your corporate brand** - Access OSI's digital network and reputation
- **Enhance your open source brand** - Promote your open source story case studies
- **Collaborate with industry leaders** - Join a network of professionals to understand industry outlooks and norms

OSI enables the open source ecosystem worth billions of dollars of software assets available to your development teams to reduce your time to market and increase the pace of innovation.

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.

## OSI Partners



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# Project plans for 2022

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## Tackling the stewardship of open source license approvals

For our most important program we are building an Approval Registry modernizing how the open source community identifies which licenses have gained OSI approval. This approach will provide a comprehensive and authoritative resource, together with the canonical approved text, the documentation of the discussion of the license and the consequent Board approval, and with information on any status transitions.

This Approvals Registry resource will be accessible both as a web application and via an API so that larger open source contributors and facilitators can use OSI's authoritative data as the base for their own approvals, compliance, categorisation and potential license development. OSI intends to use an agile, iterative approach that will result in early community engagement with a minimum viable deliverable so that community feedback can be secured as early as possible but without waiting for an extensive design consultation first.

### 1. Data-Driven "Licenses" Web Site

Additional funding will allow OSI to hire contractors to design and build a "draft" for a new [opensource.org/licenses](https://opensource.org/licenses) that is auto-generated from a new API service and mark it "experimental only" while we evolve it. The work will involve user experience design as well as web site and code development and we expect there to be an iterative approach. We also expect redesign work in the API and in the systems used to deliver it, resulting in a new Approval Registry that will be maintained within an appropriate process by OSI staff going forward.

### 2. Evidence Mining

While OSI is confident the license list is correct, there is no uniform record that supports that belief. For each license it will be necessary to study the e-mail archives for the last 20 years along with the Board minutes and collect firm evidence to support each approval. This is likely to be 4-5 months of work for a person with legal training. This evidence will then be lastingly archived and made available through the API. Going forward we expect to redesign the license approval process (in another work item) so that evidence is accumulated and archived as part of the workflow.

### 3. License Environment Project

OSI is aware that there are licenses that some community members believe to qualify as open source licenses but which OSI hasn't had the chance to approve. Accumulating all the evidence related to these licenses is too great a scope for a single project, so OSI intends to start by retaining a contractor for about 6 months to devise and populate a repository of unapproved licenses together with any contact they may have had historically with OSI. This initial collection will then be reviewed to determine which of those can be submitted to the license review process for approval, therefore creating a more comprehensive list of OSI-approved licenses.

*"By sponsoring the OSI, we want to advance its mission to protect open source software, boost development, and build bridges among various open source communities so they can organize open source cooperation."*

CrowdSec  
OSI sponsor



# Join the new Standards Policy Circle

Support consistent application of Open Source principles in standards organizations.

The Standards Policy Circle is a new program managed by OSI's Director of Standards and Policy. The objective of this circle is to ensure that the significance of open source as a generally-accepted term-of-art is not sidelined in pursuit of patent monetisation.

OSI HAS A LONG HISTORY OF DISTILLING THE COMMUNITY CONSENSUS OVER STANDARDS-ESSENTIAL PATENTS (SEPS) AND OPEN SOURCE, CULMINATING IN THE OPEN STANDARDS REQUIREMENT IN THE MID 2000S.

When the requirements-led standards world realized hybridisation with the implementation-led world was inevitable in the mid 2010s the debate reawakened. OSI continues engaging in various standards development organizations, including ETSI and ISO.

## Program description

Participants to the Standards Policy Circle program will gain access to the Roundtable Briefing and short-term Task Groups. The program is for invited standards and policy professionals from OSI's Sponsors and Affiliates. During the kickstart phase, inclusion is per-organization at the Standards Director's discretion rather than per-person.

### ROUNDTABLE BRIEFING

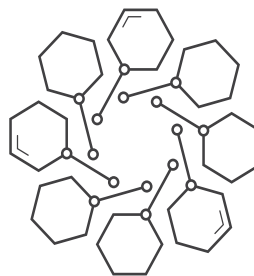
The Roundtable Briefing will meet quarterly. The meeting will be held under Chatham House Rules.

The agenda will include:

- OSI activity update
- SPC Task Groups update
- Attendee top concerns round-table

### TASK GROUPS

The Task Groups will be convened as required by OSI's Director of Standards and Policy who may invite relevant experts from the SPC to also participate. Tasks may include coordinating engagement at certain SDOs and drafting strawman documents to seed discussions.



OSI Partners



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# OSI Sponsorship Guide

OSI Benefits	Description	Anchor 100k	Innovator 70k	Premier 30k	Maintainer 10k	Supporter 5k	Partner 1k	Community 500
Logo & link on website	Acknowledgement of your company on OSI website (approx. 400k page views per month) on dedicated sponsors page	✓	✓	✓	✓	✓	✓	✓
Banner on website	Sponsor banner on opensource.org home page (Pending website redesign)	✓						
Sponsor Level Supporter Badge	Icon that can be displayed on sponsor website, social media accounts and events. A way to show support for the open source community.	✓	✓	✓	✓	✓	✓	✓
Brandeis University Open Source Technology Management (OSTM) program 15% off	Open Source Technology Management online courses at Brandeis University	✓	✓	✓	✓	✓	✓	✓
Social Media Promotion (Twitter)	Social Media Re-Share: The OSI Twitter account (45K followers) will re-tweet 1 post of your choosing. Timing determined by OSI.	✓	✓	✓	✓	✓	✓	
Social Media Promotion (LinkedIn)	Share news and activities related to your company's work in open source, that align with the OSI's mission on LinkedIn	✓	✓	✓	✓	✓		
Newsletter ads	Share news and activities related to your company's work in open source, that align with the OSI's mission in a dedicated section of the monthly newsletter. • Anchor - 4x/year • Innovator - 4x/year • Premier - 2x/year • Maintainer - 1x/year	✓	✓	✓	✓			
Newsletter mentions	Supporter: • Welcome New/Renewing Sponsor 1x/year • Link to news relevant to open source 2x/year Partner: • Welcome New Sponsor 1x/year • Link to news relevant to open source 1x/year Community: • Welcome New Sponsor 1x/year					✓	✓	✓
Open Source Case Study	Submit an article detailing work in open source software and/or communities. All submissions will be approved by OSI. Studies posted on the OSI blog. Promoted via Twitter.	✓	✓	✓	✓	✓	✓	✓
Guided Open Source Case Study	OSI will guide and edit your article detailing work in open source software and/or communities. Studies posted on the OSI blog. Promoted via Twitter and LinkedIn • Anchor - 4x/year • Innovator - 4x/year • Premier - 3x/year • Maintainer - 1x/year	✓	✓	✓	✓			



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OSI Benefits	Description	Anchor 100k	Innovator 70k	Premier 30k	Maintainer 10k	Supporter 5k	Partner 1k	Community 500
Interview Opportunities (text-only)	Blog post: Interview with community or open source-facing stakeholder at your company about your company's mission-facing work in open source. Appears on our main news feed and promoted via Twitter.. 2/year for Anchor & Innovator Levels 1/year for Premier Level.	✓	✓	✓				
Interview Opportunities (video)	Video Interview: Interview with key company contributors (1/ year) hosted on Youtube and also promoted via our blog	✓						
PR opportunities	Support for sponsor announcements through press release quotes & social media	✓	✓	✓				
Participation in OSI Standards & Policy Circle	Sponsoring members will join an exclusive group that will have direct interactions with OSI's Standards & Policy Director. The group will meet 3 times per year (in person, if circumstances allow). Some members may also be asked to assist with specific tasks from time-to-time. They will also be invited to attend any relevant public events, and would be given first option on any sponsorship opportunities.	✓	✓	✓				
Event Sponsorship	2022 Virtual Event - TBA 2022 In Person Event - TBA 20% Discount on Additional Conference Passes: For use by your customers, partners or colleagues.	✓	✓					
Project financing: Stewardship of Open Source license approvals	Data-Driven "Licenses" Web Site: Support the building of a new <a href="https://opensource.org/licenses">opensource.org/licenses</a> that is auto-generated from <a href="https://github.com/OpenSourceOrg/api">https://github.com/OpenSourceOrg/api</a> and mark it "experimental only" while we evolve it.	✓	✓					
Access to strategic marketing support and guidance	Sessions with OSI experts to provide feedback on your product, branding, positioning and other commercial assets in connection with their impact on open source. • Anchor - 2x year • Innovator - 1x year	✓	✓					
Meet with OSI Board of Directors	Sponsoring members will be invited to join the bi-annual Board plenary meetings (Q2 and Q4) to meet OSI Directors and discuss a topic of interest to your business in an informal setting. • 1x/year	✓						

## Community



FIND MY ELECTRIC



WordUnscrambler.me

## Add-On Benefits\*

## Project Financing

Add-on Benefits: Project financing	Description	\$20,000	\$10,000
Data-Driven "Licenses" Web Site	Fund the building of a new <a href="https://opensource.org/licenses">opensource.org/licenses</a> that is auto-generated from <a href="https://github.com/OpenSourceOrg/api">https://github.com/OpenSourceOrg/api</a> and mark it "experimental only" while we evolve it.		
Evidence Mining	Fund the research to study the e-mail archives for each license for the last 20 years along with the Board minutes and collect firm evidence to support each approval.		
License Environment Project	Fund the work needed to revise and populate a repository of unapproved licenses together with any contact they may have had historically with OSI and then promote community development to expand it.		
License Approval Work-flow Tools	Fund the OSI Licensing Committee's work to complete this project.		

## Add-On Benefits: Events

Diamond Platinum Gold Silver

Add-on Benefits: Events	Description	\$6,000	\$3,000	\$2,000	\$1,500
Event Sponsorship	Virtual Event TBA				
Event Sponsorship	In Person Event TBA				

\*Add-ons may be purchased independent of other sponsorship programs





# Sponsorship Signup Form

Thank you for supporting Open Source Initiative!

To set up a new sponsor, we request basic information about your company to set you up on our website and in our accounting system. We appreciate you taking a few minutes to fill out this form!

We will follow up with a sponsorship agreement listing all the benefits of your preferred level.

## Sponsorship level

Company name

Sponsorship start date

Company contact name

Company contact email address

Company address

(street, city, state, zip/postal code, country)\*

Billing contact name

(if different from Company Contact)

Billing contact email address

(if different from Company Contact)

Preferred link to company logo

Add ons

## Sponsorship Levels

Community

\$500 USD

Partner

\$1,000 USD

Supporter

\$5,000 USD

Maintainer

\$10,000 USD

Premier

\$30,000 USD

Innovator

\$70,000 USD

Anchor

\$100,000 USD

Add-ons

Please return this completed form by email to: [sponsors@opensource.org](mailto:sponsors@opensource.org) with a company logo in formats (jpeg, png, svg)

[Alternatively you may fill in our online form here](#)

For over 20 years the Open Source Initiative (OSI) has worked to raise awareness and adoption of open source software, and build bridges between open source communities of practice. As a global non-profit, the OSI champions 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.

Open source software is made by many people and distributed under an OSD-compliant license which grants all the rights to use, study, change, and share the software in modified and unmodified form. Software freedom is essential to enabling community development of open source software.

For more information about our sponsorship program, email [sponsors@opensource.org](mailto:sponsors@opensource.org)