["#BackTheStack on Gratipay" logo]

Promotional Partner Prospectus

Gratipay is the easiest way for companies to pay for open source. Over the past five years, we have moved over $1M from dozens of companies to hundreds of projects.

Companies *want* to pay for open source, but it can be hard to do so in a rigorous and impactful way. Gratipay makes it *technically* easy by giving companies a single place to pay for all of the projects they actually use, while promoting their contribution and reporting on impact.

Now, Gratipay is making it *socially* easy by starting a campaign for open source. On October 2, 2017 we are launching "#BackTheStack on Gratipay," a month-long crowdfunding campaign for the open source community. We would love for you to be involved!

How?

1. Pay for open source.

Of course, we invite your company to pay for open source on Gratipay, but …

2. Promote the campaign.

We are especially looking for partners to help us promote this campaign. **Our ask:**

- Promote the "#BackTheStack on Gratipay" campaign on your social media, email, and/or other marketing channels during the month of October, 2017.
- Allow us to use your name and logo in connection with our own promotional efforts.

Ready to #BackTheStack? Please let me know by Friday, September 29 to be part of our launch announcement.

Thank you, and I look forward to your decision to proceed!

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FAQ

Why pay for open source? The volunteer open source community [adds tremendous value](#) to the global economy but is not well-funded. This stifles innovation and creates risk for companies that rely on open source software. By paying for open source we ensure a strong foundation for our companies and the economy as a whole.

Why Gratipay? Gratipay is the easiest way for companies to pay for open source. Gratipay is itself open source, and has a proven track-record and a strong reputation for transparency, openness, and service to the open source community.

Where does the money go? For this campaign, Gratipay will keep 10% of the money to cover costs, and distribute the remaining 90% based on five factors:

- Input from companies about what ecosystems and projects they depend on.
- Metrics about project health from Libraries.io, CHAOSS, etc.
- Interest and ability of projects to receive funds.
- OSI approval of project licenses.
- General community input.

What happens after the campaign? We aim to distribute money to projects some time in December, 2017, and to publish a report in January, 2018 on where the money went. If this campaign is successful we expect to run additional campaigns in 2018.