The 20\textsuperscript{th} Anniversary of Open Source

Overview

The Open Source Initiative will celebrate its 20\textsuperscript{th} Anniversary in 2018. In the true open source spirit, we would like to invite everyone in the open source community to participate, and in particular your organization.

This is a great opportunity to highlight your company’s adoption and support of open source software. Please join and help us make this celebration a true representation of the passion, diversity, and creativity of the open source software community!

Key Opportunities:

1. Celebrate the 20\textsuperscript{th} Anniversary of Open Source Software
   \textit{[Multiple locations globally, throughout 2018]}
   Commemorate the success of open source (your successes) and the Open Source Initiative’s role in building awareness, adoption and communities over 20 years.

2. Share Your Open Source Success Story
   \textit{[Online via Opensource.net, throughout 2018]}
   Highlight the significant accomplishments and contributions that have made open source software a valued asset and community for your organization.

3. Join the Open Sources Network
   \textit{[Online via Opensource.net, in 2018 \& ongoing]}
   Connect with a global network of highly qualified peers to exchange ideas and create solutions. Your experience and leadership will help build the “next 20 years” of open source.

4. Benefit from Media Coverage
   \textit{[Multiple channels, multiple media outlets, throughout 2018]}
   Take advantage from the media attention given to this important milestone for everyone involved with open source.
Background

Open Source Software — *yes, in fact we did coin the term, and started the movement* — is now ubiquitous, recognized across industries as a fundamental component to infrastructure, as well as a critical factor for driving innovation. But it wasn't always so...

The “open source” label was created at a strategy session held on February 3rd, 1998 in Palo Alto, California. That same month, the Open Source Initiative (OSI) was founded as a general educational and advocacy organization to raise awareness and adoption for the superiority of an open development process. One of the first tasks undertaken by OSI was to draft the Open Source Definition (OSD). Till this day, the OSD is considered a gold standard of open-source licensing.

Although adoption of the term “Open Source” had support from many, including the founders of Linux, Sendmail, Perl, Python, Apache, and representatives from the Internet Engineering Task Force, and Internet Software Consortium, interest in the late 90’s from industry was… well, less than enthusiastic.

The OSI’s focus for the past 20 years has been to address open source F.U.D., while promoting best practices in community, collaboration, and co-creation. Now that so many agree, “Open Source has Won,” we think we’ve been successful.

More importantly to recognize at this point in our shared history, is the remarkable success of the open source software movement, and the inspiring fellowship of developers, maintainers, businesses and communities engaged in innovative efforts across so many technology sectors, supporting just about every company and community.

*Our 20th Anniversary is a celebration of the open source software movement itself. We hope you’ll join us in celebrating the code and communities.*
Celebrate the 20th Anniversary of Open Source Software

The 20th anniversary of open source is a huge milestone, impacting the global tech community. Celebrations will be held worldwide, in conjunction with the leading open source conferences, as well as standalone community-led events.

The OSI Official Celebrations

The Open Source Initiative is working towards organizing 6 official events in conjunction with the following open source conferences around the world:

<table>
<thead>
<tr>
<th>Location</th>
<th>Conference</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney, Australia</td>
<td>Opening Ceremony</td>
<td>January, 2018</td>
</tr>
<tr>
<td></td>
<td>In conjunction with linux.conf.au 2018</td>
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<tr>
<td>Brussels, Belgium</td>
<td>In conjunction with FOSDEM 2018</td>
<td>February, 2018</td>
</tr>
<tr>
<td>São Paulo, Brazil</td>
<td>In conjunction with Campus Party Brasil 2018</td>
<td>February, 2018</td>
</tr>
<tr>
<td>Singapore</td>
<td>In conjunction with FOSSASIA Summit 2018</td>
<td>March, 2018</td>
</tr>
<tr>
<td>Africa</td>
<td>To be confirmed</td>
<td>To be confirmed</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>Closing Ceremony</td>
<td>July, 2018</td>
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<tr>
<td></td>
<td>In conjunction with OSCON 2018</td>
<td></td>
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</tbody>
</table>

Community-Led Celebrations

Besides the OSI official celebrations, local open source communities will also be able to organize community-led celebrations. Our anniversary website will support volunteer organizers to hold events in their own cities. The Open Source Initiative will provide small grants to these community-led events and will promote them to the broader community. As an OSI sponsor, you get to select up to 10 cities worldwide which you would like to support (first come, first served, tiered).
Share Your Open Source Success Story

As part of our mission, we want to promote the success stories of companies like yours that are investing in open source software and community in order to increase adoption and development even more broadly.

In our anniversary website, supporters will be able to feature events, videos, interviews, articles, and social media — and we want to feature you! We want to start collecting these profiles to share throughout the 2018 celebration.

You are encouraged to share your own story of open source adoption, development and success. Some open source themes you might want to explore include:

1. **Development**: How has open source benefited code development at your company in terms of costs, quality, customization, security, support, and interoperability? How does your company manage open source development/contributions?
2. **Business**: What business practices align best with open source? How does your company collaborate with others to enhance products and services while creating new business opportunities?
3. **Brand Awareness**: How has your company's commitment to open source helped promote your brand among the open source community, your market, and your industry?
4. **Community Building**: How has open source helped your company connect with developers, businesses, non-profits, government, and/or educational institutions.
5. **Talent Nurturing**: How has participation in the open source community helped your company attract and retain the best talent?
6. **Innovation**: How has open source, both from a legal perspective (e.g. the OSI-approved licenses) and social perspective (culture of collaboration), helped your company to embrace open innovation?
7. **Leadership**: What's the future of open source? What are the challenges and opportunities for the next 20 years? How will open source shape your industry and what role will you play?
Join the Open Sources Network

To celebrate the 20th Anniversary of Open Source Software, the Open Source Initiative is launching the Open Sources Network (online via Opensource.net), which will serve both as a community of practice and a mentorship program. The goal is to further promote adoption of open source software over the next twenty years as issues shift from open source’s viability/value to issues around implementation and authentic participation.

The Open Sources Network connects those that “get it” and “did it” with a global network of highly qualified peers across industries. We are specially interested in bringing together organizations that have:

1. leveraged open source software for their own use (e.g. infrastructure),
2. found open source creates added value for their business (i.e. as a product or service, recruiting talent, driving innovation), and/or
3. are actively engaged with open source development communities.

Your experiences as an exemplar in the community will help others address common (or unique) issues: why did your company embrace open source? How do you manage your open source development/contributions? What are the business practices/models employed by your organization that align best with your open source projects?

The Open Sources Network will help:

- managers and executives with licensing questions and issues of stewardship,
- project/product managers in need of best practices, resources, information & knowledge sharing,
- legal staff and contract managers understand and engage with open source software,
- HR and other administrative departments transition to supporting open source models,
- procurement and acquisition officers investigate and assess the feasibility of open source software, and/or viability of open source communities of practice,
- department managers find best practices in development and community,
- IP portfolio managers release code under open source licenses, take in or make contributions,
- business analysts find peers, use cases and case studies,
- developers work on open source software within corporations.
Benefit from Media Coverage

The Open Source Initiative has established a solid relationship with major media outlets, including both online and print media, as well as prominent blogs. Please see below for a non-exhaustive list of media contacts who the Open Source Initiative will be working with to cover the 20th Anniversary of Open Source:

Agence France Presse  Huffington Post  TechCrunch
AnandTech  IDG  Techhive
Arstechnica  InfoTech  Techmeme
Associated Press  InfoWorld  Techradar
BBC  Linux Journal  TechRepublic
Betanews  Linux Magazine  TechWorld
BGR  Linux Voice  Telegraph
Bloomberg  Linux.com  The Economist
Boing Boing  LWN.net  The Financial Times
Business Insider  Macworld  The Guardian
Buzzfeed  Mashable  The Inquirer
CBS Interactive  New York Times  The Next Web
CIO  Newsweek  The Observer
CNET Networks  O'Reilly Media  The Register
CNN  opensource.com  The Verge
Computer Weekly  PC Magazine  The Wall Street Journal
ComputerWorld  PC World  Thomson Reuters
Digg  Re/Code  Tom's Hardware
DistroWatch  ReadWrite  USA Today
Engadget  Reddit  Venture Beat
Fast Company  Reuters  Wall Street Journal
Financial Times  SitePoint  Washington Post
Forbes  Slashdot  Wired
Gartner  Slate  Yahoo! Tech
GigaOM  Spiegel  ZDNet
Marketing Strategy

With the upcoming anniversary of open source, the Open Source Initiative foresees a lot of attention in 2018. Here’s how your company can leverage this opportunity:

- **Open Source Anniversary Celebration**: We recommend participating in at least one of the 6 official events. We also recommend hosting events of your own at cities where your company has a presence, or, better yet, co-organizing the events with other companies and the local community.

- **Open Source Success Stories**: We recommend getting everyone involved to produce your success story: from engineers all the way to the top. It’s a great way to boost employee morale and promote collaboration. Share your success story with your clients and partners. Take inspiration from other stories published at the anniversary website.

- **Open Sources Network**: We recommend inviting your company employees to participate in the Open Sources Network. Participation provides access to a global network of highly qualified peers, and highlights your company’s achievements and leadership within the international technology community.

- **Open Source Media Coverage**: We recommend being creative while developing your open source success story so that it gets picked up by the media — we’ll be promoting these too. Also, a full endorsement from the top management is a great way to attract attention.
# Sponsorship Benefits

<table>
<thead>
<tr>
<th>Description</th>
<th>OSI Corporate Sponsors</th>
<th>General Community</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Open Source Anniversary Celebration</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Display company logo on anniversary website (featured as sponsor)</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Participate in the six official celebrations worldwide</td>
<td>Yes (with conference ticket discount)</td>
<td>Yes (standard ticket price)</td>
</tr>
<tr>
<td>Display company logo on conference website (OSCON, FOSDEM, etc)</td>
<td>Separate sponsorship plan through conference</td>
<td>Separate sponsorship plan through conference</td>
</tr>
<tr>
<td>Participate in community-led events</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Display company logo on community-led events</td>
<td>Select up to 10 cities worldwide (first come, first served, tiered)</td>
<td>No</td>
</tr>
<tr>
<td>Contact participants</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Open Source Success Stories</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share success stories (articles, videos, etc)</td>
<td>Featured on anniversary website</td>
<td>Yes</td>
</tr>
<tr>
<td>Display sponsor badge</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Import/aggregate content</td>
<td>Multiple feeds</td>
<td>No</td>
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<tr>
<td>Access website through API</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>View detailed analytics</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Contact followers</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Open Sources Network</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create and follow topics</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Create and manage groups</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Receive invitation to VIP groups</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Contact group members privately</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td><strong>Open Source Media Coverage</strong></td>
<td></td>
<td></td>
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<tr>
<td>Share success story with media</td>
<td>Yes (selected at own discretion)</td>
<td>No</td>
</tr>
<tr>
<td>Receive invitation to interview</td>
<td>Yes (selected at own discretion)</td>
<td>No</td>
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Corporate Sponsorship

The Open Source Initiative is an internationally recognized authority for promoting and protecting the open source software movement, trusted both by the developer community and the worlds of business and government. The OSI is a California 501(c)3 non-profit.

The primary activities we are focusing on for 2017 and 2018 are those related to the 20th Anniversary of Open Source. Sponsorships will primarily help fund these activities, which are aligned with the core activities per OSI's Bylaws: education, advocacy, community building, and our license certification programs.

Corporate support consists of annual donations to the OSI. Contributions vary by the annual corporate revenue from the total of all affiliated companies. Sponsorship tiers makes it affordable for smaller companies to show their support of the OSI.

If there is interest in sponsoring only the 20th Anniversary of Open Source, the OSI will very much welcome receiving a one-time donation — so the contribution doesn't get renewed in the forthcoming year.

<table>
<thead>
<tr>
<th>Annual Corporate Revenues</th>
<th>Annual Sponsorship</th>
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<tbody>
<tr>
<td>Greater than $250 million</td>
<td>$20,000</td>
</tr>
<tr>
<td>Greater than $100 million</td>
<td>$15,000</td>
</tr>
<tr>
<td>Greater than $50 million</td>
<td>$10,000</td>
</tr>
<tr>
<td>Greater than $10 million</td>
<td>$7,500</td>
</tr>
<tr>
<td>Greater than $5 million</td>
<td>$5,000</td>
</tr>
<tr>
<td>Greater than $1 million</td>
<td>$2,500</td>
</tr>
<tr>
<td>Less than $1 million</td>
<td>$1,000</td>
</tr>
</tbody>
</table>
Current Sponsors

Add your company to our growing list of corporate sponsors and supporters:

Google  facebook  CMD

Hewlett Packard Enterprise  IBM  USB Memory Direct

craigslist Charitable Fund

BLACKDUCK  DECISO  ENGINEERING

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gandi.net  GitHub  HP  IRILL  LINUXVOICE

O'REILLY®  redhat.  TAIGA  WIKI