



**open source
initiative[®]**



2023

Sponsorship Prospectus



Who we are

By supporting OSI you guarantee the existence of Open Source.

The Open Source Initiative (OSI) is the steward of the Open Source Definition, the foundation for the entire Open Source software ecosystem.

We provide an anchor for open community consensus on what constitutes Open Source and protect it in a charity, enforcing the marks “Certified Open Source” and “Open Source Approved License”. **Our License program prevents any corporation or trade association from controlling and directing Open Source.**

As the importance of Open Source grows, so has our support for legislators and policy makers educating them about the Open Source ecosystem, its role in innovation and its value for an open future.

Aware that software technologies change, OSI investigates the impacts with its wide network of Affiliate organizations providing a well-informed voice to the ongoing debates around Open Source, from artificial intelligence to security.

Established in 1998 as a non-profit charitable corporation with global scope formed to educate about and advocate for the benefits of Open Source as well as preventing abuse of the Open Source Definition.



What we do

OSI educates and advocates for the benefits of Open Source. We are the most trusted non-profit to build bridges among different constituencies in the community.

1. Legal program

OSI's programs guarantee the validity of the Open Source Definition (OSD), and the certification of licenses that conform to it. Developers, users, corporations and governments rely on the OSI Approved License Trademark program to organize open source cooperation, manage software procurement and integration. [Learn more.](#)

Licensing

OSI is modernizing how the Open Source community identifies which licenses have gained OSI approval. We're developing a comprehensive and authoritative resource of all licenses, with links to the canonical approved text, the documentation of the discussion of the license and the consequent Board approval, and with information on any status transitions. [Learn more.](#)

ClearlyDefined

ClearlyDefined is a crowdsourced database that provides developers with information about the licenses and attributions associated with Open Source software components. Having a comprehensive database of these components is essential for ensuring that developers are using the appropriate licenses, as well as for properly attributing components. [Learn more.](#)

2. Public policy and standards program

2023 is a watershed year for OSI's role in public policy. An historic number of high-impact pieces of legislation directly impacting Open Source software have been introduced in both the US and Europe. From cybersecurity to consumer protection with a dusting of standard-essential patents, OSI's activities are fundamental to ensure that Open Source is not altered. As a 501(c)3 charitable organization, OSI has the unique role to protect the widest possible interests of the Open Source communities. [Learn more.](#)

3. Outreach and advocacy program

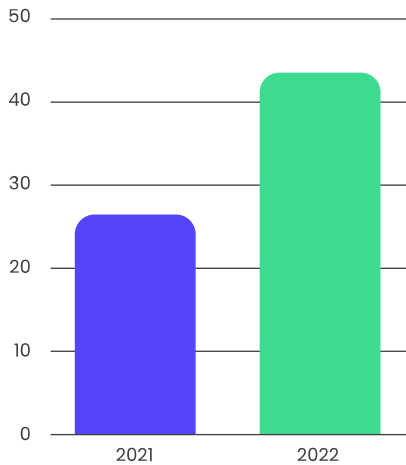
OSI participates in the leading technology conferences around the world. To celebrate the 25th anniversary of the organization, we're partnering with over 20 events worldwide to share our history and plans for the future. We'll continue to innovate our online event format [Deep Dive](#), and add in-person [events](#).

Your impact

Highlights of growth in 2022

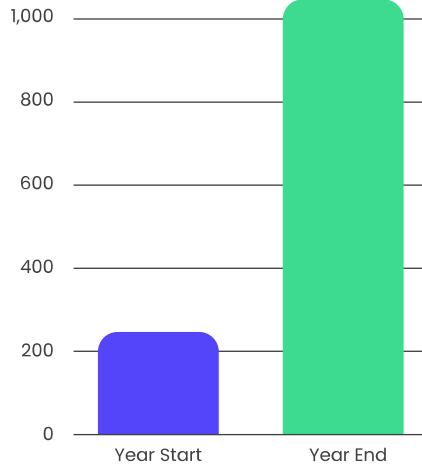
Sponsors

We've added 18 new sponsors.



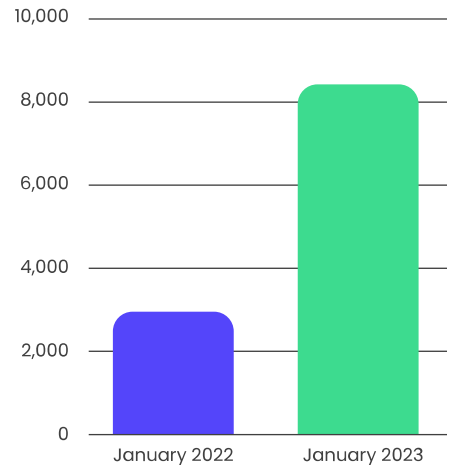
Membership

In 2022 we more than tripled our members.



Newsletter

133% increase in newsletter subscribers since January 2022.



Website traffic

2 million

Unique Visitors

3.9 million

Total Page Views

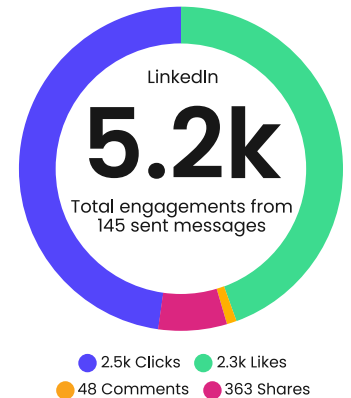
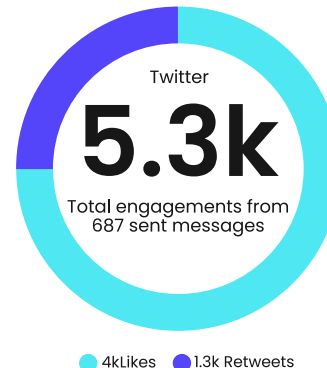
87

Blog Posts Published

Social media posts



Social media engagement



Social media channels

@OpenSourceOrg

@Open-Source-Initiative-OSI

@osi@opensource.org

You're in good company

"We consider OSI a key partner in the Open Source ecosystem as an impartial "safe-space" for Open Source engagement, education and compliance. OSI's focus on the security and maintenance of Open Source projects, and its insights and guidance are invaluable."

—**Alyssa Gravelle,**
Sr program manager,
Open Source Salesforce

"As the steward of the **Open Source Definition**, and as a focal point for metadiscourse on open source, the Open Source Initiative is uniquely positioned to lead a conversation on how the future of AI can embody the spirit of open."

—**Mike Linksvayer,**
Head of developer policy,
GitHub

"OSI has been central to creating more trust in the Open Source community through its work on license due diligence which we all rely on. At a foundational level, the continued success of the OSI is important to the success of Open Source. We hope that the ongoing innovation in this space will help encourage more companies to give back to an industry we all benefit from significantly."

—**Shilla Saebi,**
Sr. director, open source program office, Comcast

"With today's constantly changing Open Source environment such as the transition to serverless computing and artificial intelligence, it's critical to support OSI and its global advocacy and stewardship for Open Source."

—**Javier Perez,**
Chief Open Source
Evangelist & Sr. director
of product management,
Open Logic by Perforce

"As a developer-first organization, Slim.AI supports OSI's efforts to modernize its list of Approved Licenses to improve the developer experience. We see a natural alignment with our values of helping developers know what's in their containers."

—**Pieter van Noordennen,**
Senior director of growth, Slim.AI

What you get

Associate your brand with the most recognized and trusted symbol of Open Source.

Your support guarantees that OSI's programs will continue to support the multi-billion dollar Open Source ecosystem.

The ecosystem relies on the Open Source Initiative to steward the Open Source Definition and the list of Approved Licenses. For 25 years we have championed frictionless innovation in society through education, collaboration, and infrastructure, educating developers, lawyers and policy makers.

Support of OSI signature programs

Secure the existence of Open Source.

- Legal - **ClearlyDefined**
- Legal - **Licensing**
- Policy
- Advocacy and Outreach

Networking opportunities

Reach a global network of changemakers.

- Join bi-monthly calls with OSI marketing team
- Invite OSI guest speakers to your podcasts and webinars
- Opportunity to support in-person meeting OSI's board of directors
- Opportunities to join in-person events with OSI staff and board members
- Opportunity to submit for discussion a topic of your choice to the OSI board of directors
- Discounts for employees to OSI events
- 15% discount on OSI memberships for employees
- Access to office hours with OSI Executive Director
- Opportunity to collaborate with OSI to develop educational content
- Opportunity to address the OSI Policy committee

Leadership recognition

Share your story with a wide array of stakeholders across multiple channels.

- High-profile brand visibility at annual in-person event
- First right of refusal on all additional sponsorships
- Opportunity to partner with OSI to support your PR/marketing initiatives
- Opportunity to co-develop and promote surveys
- Opportunity to add promotions in OSI monthly newsletter - 6x / 12 months
- Opportunity to sponsor the proceedings of the OSI License Clinic
- Opportunity to participate in OSI "Practical Open Source" campaigns
- Opportunity to participate in OSI "Deep Dive" events
- Use of OSI logo on online and printed material
- Publish brand logo+link on opensource.org
- Promotion of your brand on social media channels (LinkedIn, Twitter, Mastodon)
- Publish profile or bylined article on OSI blog

Full List of Benefits

Sponsorship Packages	Anchor \$100,000	Innovator \$70,000	Premiere \$30,000	Maintainer \$10,000	Supporter \$5,000	Partner \$1,500
Support of OSI Signature Programs						
Legal - ClearlyDefined	●	Add-on	Add-on			
Legal - Licencing	●	●	●	●		
Policy	●	●	●	●		
Advocacy and Outreach	●	●	●	●	●	●
Networking Opportunities						
Join bi-monthly calls with OSI team	●	●	●	●		
Invite OSI guest speakers to your podcasts and webinars	●	●	●	●	Add-on	Add-on
Opportunities to join in-person events with OSI staff and board members	●	●	●			
Discounts for employees to OSI events	●	●	●			
15% discount for employees to OSI membership	●	●	●	●		
Access office hours with OSI ED	Monthly	Ad-hoc (4max)	Ad-hoc (2 max)	1		
Opportunity to collaborate with OSI to develop educational content ¹	●	●	●			
Leadership Recognition						
High profile brand visibility at annual in-person event	●	●	●	Add-on	Add-on	
First right of refusal on all additional sponsorships	●	●	●			
Opportunity to join matching donation programs for individual members	●	●	●	●	●	●
Opportunity to add promotions in OSI monthly newsletter ²	4	2	1	Add-on	Add-on	Add-on
Opportunity to address participants at OSI License Clinic ²	●	●	Add-on	Add-on	Add-on	
Opportunity to participate in OSI "Practical Open Source" campaigns	●	●	●	Add-on	Add-on	Add-on
Opportunity to participate in OSI "Deep Dive" events	●	●	Add-on	Add-on	Add-on	Add-on
Use of OSI logo on online and printed material ¹	●	●	●	●	●	●
Publish brand logo+link on opensource.org/sponsors page ¹	●	●	●	●	●	●
Promotion of your brand on social media channels (LI, Twitter, Mastodon)	●	●	●	●	●	●
Profile or bylined article on OSI blog ¹	2x	1x	Add-on			

¹ Subject to reaching mutually agreeable terms for trademark usage

² Following OSI content guidelines and pending editorial review and approval by OSI

Looking for more options?

Check the **Small Business Donors program** online. [Learn More.](#)

Add-on Benefits*

Event Sponsorship

1. Practical Open Source - online event series, webinars and blog posts. [Learn more.](#)
2. Deep Dive: AI - "Defining Open AI" - A live, in person event to be co-located at All Things Open in Raleigh, NC, October 17, 2023. Speakers will be invited to present the latest innovation in managing AI/ML projects, from data to models, with focus on legal and policy aspects.
3. **OSI's License Clinic** (a vendor-neutral event) - with the opportunity to contribute an article in the clinic proceedings and sponsor the proceedings.

**Add-on benefits may be purchased independent of other sponsorship programs*

Our sponsors

Innovator

DATASTACK

Premier



Maintainer



Supporter



Partner



Community

