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### **Opencast sponsorship programme**

Opencast as an open source software project lives on contributions from institutions, companies, and individuals gathered in the Opencast Community. These contributions are as diverse as the community itself and go from hosting servers to maintaining documentation, sponsoring Opencast-related events, or committing code and features towards Opencast.

This programme describes the various forms contributions to the Opencast community and the Opencast project can take. In particular, it describes contributions in the form of sponsorship, stipulates the terms under which the project will accept such contributions and what acknowledgment the individual, institution, or company can expect in return.

### **Preface**

While monetary contributions to the software projects of the Opencast Community are welcome, no contributions in this form will be accepted for the Opencast Board as an elected representative of the community and its projects.

## **1. Types of sponsorship**

We would like to encourage five types of contributions, listed in order of priority.

1. **Community contributions:** on-going contribution of time and expertise by individuals and organizations seeking benefit from the Opencast project and the Opencast community.
2. **Funding project leads:** dedication of staff or funding to provide resources that will fill lead positions in the community on a sustained basis.
3. **Annual sponsorships:** these sponsorships are paid in specific sums on an annual basis to show support for the project; details can be found below.
4. **Event sponsorships:** funding for community gatherings and events; details below.
5. **In-kind contributions:** servers, infrastructure

## 2. Recommendations for Each Type

### 2.1. Community Contribution

Community contributions by individuals come in two flavours: **Contributors** cover all areas of work relevant to the community and/or the project: Maintain websites, improve documentation, support QA work by testing releases etc. These contributions are voluntary, usually supported by (academic) institutions or a commercial entities. Contributors get no acknowledgement for their work beyond their status in the community.

**Committers** are supporting the software project on the code level, either as developers or in immediate support of development work. Committers and institutions/companies they represent are able to influence the project according to the [Opencast governance model](#). Long-term commitment is therefore the only way to make sure local needs and requirements are being heard in the project.

### 2.2. Funding Project positions

In order to allow institutions and commercial entities to support the project and gain influence without committers of their own, they can fund strategic roles in the project (QA manager, release manager etc.). These positions will be either identified within the project and advertised towards potential sponsors by the Opencast board during the annual sponsorship drive. Or they can be suggested by institutions/commercial entities, with approval necessary from the Opencast board and the committers (according to the [Opencast governance model](#)). These sponsorships will only be arranged on a minimum 6-months period with long-term arrangements preferred and the position sponsored has to equal 0.25 FTE at least.

In return, the sponsor would be rewarded according to an Gold sponsorship described below.

### 2.3. Annual Sponsorships

Annual sponsorships refer to financial support by institutions or commercial entities. They help the community and the project to fund expenditures that cannot be met by contributions described above. Cf. paragraph 3 for details. There are three different sponsorship models:

#### **Gold:** \$5,000

Sponsors will be recognized with:

- A large linked logo placed on the [Opencast website](#)
- A large linked logo placed on the [Opencast sponsor page](#)
- Where applicable, a linked logo will be placed on the [Opencast partner page](#)
- An annual announcement to the Opencast mailing lists
- Use the Opencast logos in communications materials and on their websites.

#### **Silver:** \$2,000

Sponsors will be recognized with:

- A small linked logo placed on the [Opencast website](#)
- A small linked logo placed on the [Opencast sponsor page](#)
- Where applicable, a linked logo will be placed on the [Opencast partner page](#)

#### **Bronze:** \$500

Sponsors will be recognized with:

- The name listed on the [Opencast partner page](#) as supporter

Sponsorship Level / Logo presentation	Homepage	Sponsors page	Vendors page
Gold	✓ large	✓ large	✓
Silver	✓ small	✓ small	✓
Bronze			✓

## 2.4. Event Sponsorships

### Opencast Summit

The Opencast board, together with volunteers from the community, organizes 1-2 annual events for the community to meet and discuss the latest developments in the Opencast project. Sponsoring for this event is welcome and has different forms:

- Conference sponsoring: 750 \$. Your logo on the conference website (with link). Mention in welcome and farewell talks. 15 minutes presentation in a slot dedicated to commercial entities.
- Showcase: 250 \$. Participation in combined showcase of vendors with distribution of material.
- Catering: Cost of breakfast/coffee/refreshments/lunch/dinner. Mention before meal and in conference schedule (website).
- Session Recording: See below for details.

### Session Recording

The Opencast Board will maintain a queue of vendors who are interested in contributing services to record conference sessions. For each upcoming conference, the next vendor in line will be invited to provide this service to the conference. If the vendor is not able to provide services at that time, they will remain in the queue for upcoming conferences. When the end of the queue is reached, the offer will start again at the beginning of the queue.

All session recordings will be distributed via the Opencast community's own distribution channels; additional showcase distributions can be arranged. Vendors will work with the conference team to assist in transferring the recordings to the community's server.

The vendor providing session recording services will be listed as a conference sponsor and recognized in the same manner.

## 2.5. In-kind contributions

In-kind contributions can be arranged individually with the Opencast board. In general, these are ongoing contributions of project infrastructure. These will be listed at <http://www.opencast.org/community> as supporters of Opencast.

### 3. Application of funds

As indicated, the Opencast project lives on the Opencast community. Additional financial support would help us

- a) to fund staff or to support smaller projects according to strategic goals Opencast (details to be determined by the Opencast board and the committers),
- b) to buy know-how and/or resources from outside (designer, legal vetting etc.),
- c) to support evangelist activities, such as providing an Opencast workshop at a conference to potential adopters, or

d) to pay for necessary project infrastructure as the need arises (SW licenses etc.).

Financial contributions from sponsors will be used in these domains according to the board's appraisal of the project's current and strategic requirements. Earmarked funds can be arranged for the Gold sponsorship programme.

Sponsorship in the context of Opencast meetings will be used to balance the usual expenses of a meeting (renting of rooms, infrastructure, or technology). A possible surplus (in conjunction with registration fees) would be used to support activities as described above.

#### **4. Why sponsor Opencast**

Your sponsoring Opencast provides the following benefits:

- Ensures the sustainability of Opencast projects.
- All sponsors are listed on the Opencast Sponsors page and ordered by contribution level. This gives visibility to a global audience of decision-makers.
- Sponsors are permitted to indicate they are project sponsors in their own web and other promotional materials.
- Sponsors have featured placement on Opencast collateral materials, websites and conference signage.
- Sponsors receive an annual report on the use of sponsorship funds.

#### **5. Management of Funds**

Any financial support will be managed through the Apereo Foundation who manages the financial business of the Opencast Community. The contact at Apereo is Jenn Cummings.

Other forms of sponsorship can be discussed and (hopefully) arranged with the Opencast board; contact Olaf A. Schulte (schulte@id.ethz.ch) for details.

The programme has been reviewed and approved by the Opencast Board in February 2016.