

/\* ACADEMY SOFTWARE FOUNDATION

open  
Source  
days<sup>'25</sup>

August 10, 2025  
Vancouver, Canada + Virtual

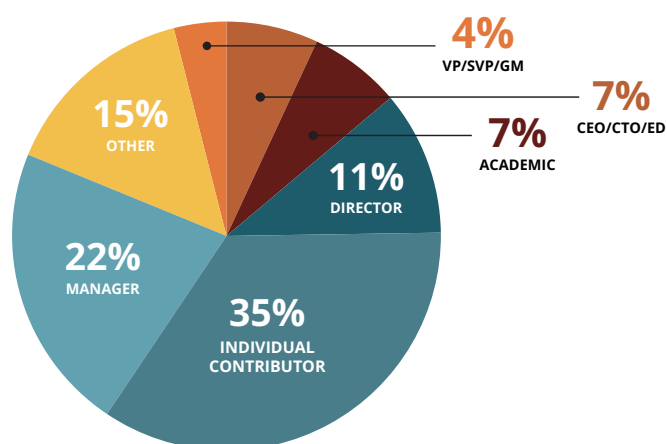
# 2025 SPONSORSHIP PROSPECTUS



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## 2024 ATTENDEE DEMOGRAPHICS

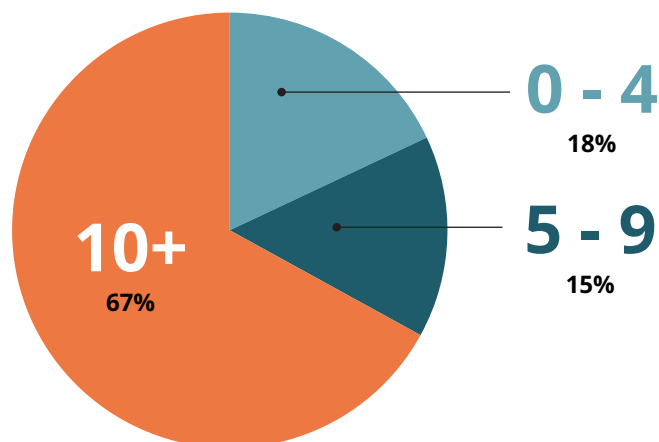
### JOB LEVEL



### TOP THREE JOB FUNCTIONS



### YEARS OF EXPERIENCE



**678** TOTAL REGISTRATIONS

### REGISTERED ATTENDEES

- 490 IN-PERSON
- 188 VIRTUAL

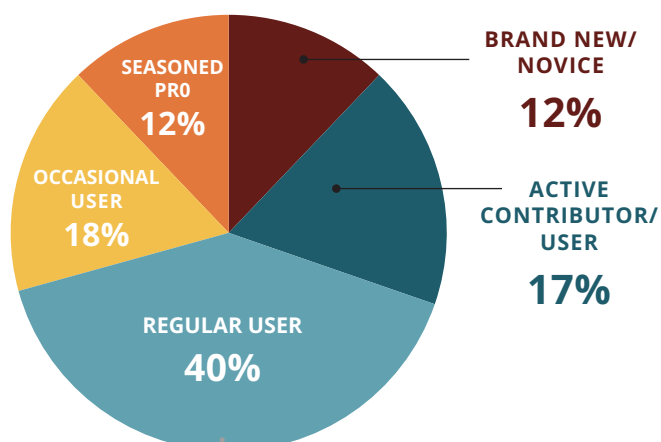
### ATTENDED EVENT

- 370 IN-PERSON
- 50 VIRTUAL

### 55.5% 1ST TIME ATTENDEES

- 180 MEMBERS
- 166 NON-MEMBERS

### OPEN SOURCE EXPERIENCE





# 2025 SPONSORSHIP PROSPECTUS

## Academy Software Foundation Open Source Days

**August 10, 2025 | Vancouver, Canada + Virtual**

Open Source Days, hosted by Academy Software Foundation, is the leading event dedicated to open source software for visual effects, animation and digital content creation, bringing together more than 200 technical executives, software developers, engineers, pipeline supervisors, technical directors, technical artists, and more.

The Academy Software Foundation hosts and maintains open source projects that are widely used by visual effects and animation studios. Your sponsorship of Open Source Days supports the Foundation as we work to attract new contributors and grow our project communities.

### Sponsorship benefits for your organization:

- Showcase your organization's support for the Academy Software Foundation and open source software development.
- Raise awareness for the work your organization is doing to support popular open source projects.
- Increase visibility among potential new employees.
- Introduce potential contributors to projects that are important to your organization.

Contact [events@aswf.io](mailto:events@aswf.io) to secure your sponsorship.

| Sponsorships-at-a-Glance   | EVENT PARTNER  |
|--|----------------|
| Recognition During Plenary Session   | •              |
| Recognition on Event Signage and Website: Prominent logo display on all event web pages, and on conference signage onsite.         | •              |
| Recognition in Pre-Conference Email Marketing: Includes logo and link to your URL.   | •              |
| Social Media Promotion of Sponsorship From Academy Software Foundation X (formerly Twitter) and LinkedIn.                          | 3 Shared Posts |
| Pre or Post-Event Email Blast: One time use of opt-in list to be sent by Academy Software Foundation. Content provided by sponsor. | •              |
| Session Recording: Extend your presence after the event with your logo on all session recordings when added to YouTube.            | •              |
| <b>Sponsorship Cost</b>  | <b>\$5,000</b> |



# 2025 SPONSORSHIP PROSPECTUS

## Promotional Marketing Opportunities

Contact [events@aswf.io](mailto:events@aswf.io) to secure your sponsorship | Sales deadline for T-Shirt and Lanyards: **Friday, June 20**

Sales deadline for all other opportunities: **Friday, July 11**



### Attendee T-Shirt **\$6,000 • SOLD OUT**

Every in-person attendee at the event will receive an event t-shirt. Our designers always create fun shirts that are worn for years to come. Sponsor logo will be placed on the sleeve of all attendee t-shirts. Logo must be single color only (no gradient colors). Sponsor also receives:

- Recognition on event website



### Lanyards **\$3,500 • SOLD OUT**

Every in-person attendee at the event will wear a name badge lanyard with your logo on it. Pricing includes single color logo imprint. Sponsor also receives:

- Recognition on event website



### Beers of a Feather **\$3,500 • 6 available**

Treat attendees to a special experience by co-sponsoring the Beers of a Feather! Attendees participating onsite will enjoy a fun-filled evening with food, drinks and new friends. Benefits include:

- Recognition on conference schedule
- Signage at entrance and throughout venue including on bars and buffets
- Recognition on event website



### WiFi Access Sponsorship **\$2,500 • 1 Available**

- Conference WiFi will be named after sponsor and sponsor will be recognized on the event website as an event partner.



### Beers of a Feather - EXCLUSIVE SPONSOR **\$20,000 • 1 Available**

Be the exclusive sponsor of Beers of a Feather and put your brand center stage! Treat attendees to an unforgettable evening of food, drinks, and great company—all while showcasing your brand as the sole presenting sponsor of this highly anticipated event. Benefits include everything listed in the beers of a feather opportunity, along with:

- Recognition on the conference website
- A dedicated table at the event for your team to engage with attendees, showcase your brand, and provide giveaways
- A signature cocktail named after your company



### AM + PM Break **\$3,000 • 1 Available**

Treat attendees to snacks on the day of the event. Benefits include:

- Recognition on the conference website
- Sponsor branding on signage at the AM + PM breaks
- Recognition on conference schedule



### Lunch **\$10,000 • 1 Available**

In-person attendees will enjoy lunch provided by your company, giving your brand visibility during one of the most social and high-traffic times of the event. Sponsorship includes:

- Recognition on the conference website
- Recognition on the conference schedule
- Sponsor branding on signage in the lunch area
- Opportunity to include branded materials or giveaways on lunch tables (provided by sponsor)