/* ACADEMY SOFTWARE FOUNDATION

open Source days '26

July 19–20, 2026 | Los Angeles, CA + Virtual

2026 SPONSORSHIP PROSPECTUS

THE LINUX FOUNDATION

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About ASWF Open Source Days

July 19-20, 2026 | Los Angeles, CA

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. Held adjacent to SIGGRAPH, the event brings together more than 500 attendees including executives, software engineers, developers, pipeline supervisors, technical directors, technical artists and other professionals working in visual effects and/or animation.

Open Source Days has two main components:

1. Open Source Days Main Program: July 19, 2026 – a full day of presentations from visual effects/animation studios, software vendors, and other professionals about emerging trends, best practices, and updates to popular open source projects. The day culminates in our popular Beers of a Feather networking mixer.

2. SIGGRAPH Birds of a Feather Sessions: July 20, 2026 – 13+ Birds of a Feather sessions for ASWF projects including MaterialX, ACES, OpenColorIO, MoonRay, OpenTimelineIO and more. These sessions are hosted by the ASWF but held within SIGGRAPH. Attendees need a SIGGRAPH badge to attend.

Who Attends Open Source Days

Software Engineers, Software Developers, Pipeline Supervisors, R&D Engineers
52% OF AUDIENCE

Studio executives, CTO/Technical Leaders, Business Managers, Open Source Managers, Engineering Managers
25% OF AUDIENCE

Technical Directors, Technical Artists
18% OF AUDIENCE

Students, Professors, Researchers, Academia
5% OF AUDIENCE

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Why Sponsor ASWF Open Source Days

As the home of critical open source software used by the world's leading visual effects and animation studios, ASWF is the engine supporting and driving the fundamental tools behind beloved films, shows, and games.

By joining us in 2026, you integrate your brand into the high-density hub of the VFX and animation technology ecosystem, gaining direct access to the engineers, technical directors, and pipeline supervisors who define the modern production pipeline.

2026 Anticipated Attendance

115 organizations across the media and entertainment industry including visual effects, animation, motion pictures, gaming, software and academia.

500+
IN-PERSON ATTENDEES

115+
ORGANIZATIONS REPRESENTED

Reach the professionals building the tools behind today's biggest films.

Recruit and retain top engineering talent.

Build partnerships you can't make at larger shows.

Invest in the infrastructure you rely on.

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2025 ATTENDEE DEMOGRAPHICS

537 TOTAL ATTENDEES

825 TOTAL REGISTRATIONS

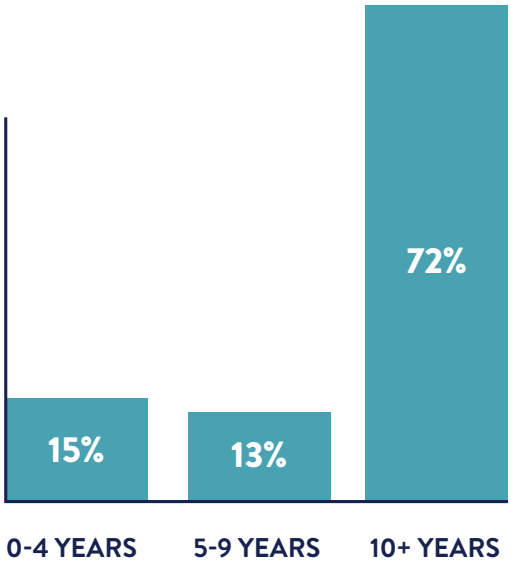
ATTENDED EVENT

502 IN-PERSON **35** VIRTUAL

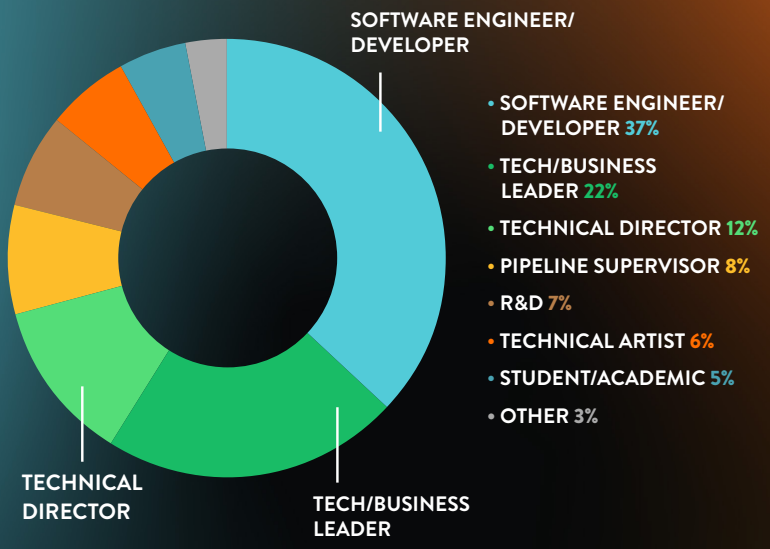
115+ TOTAL ORGANIZATIONS REPRESENTED

61% MEMBERS **39%** NON-MEMBERS

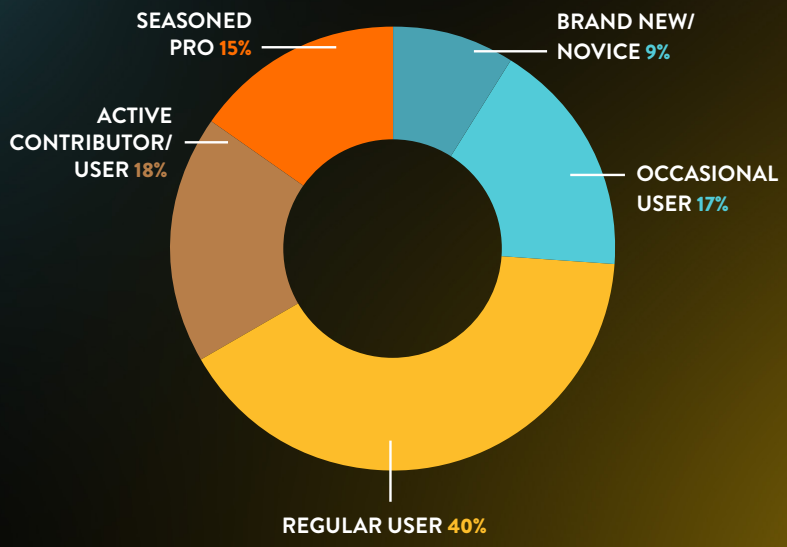
YEARS OF EXPERIENCE



JOB FUNCTION



OPEN SOURCE EXPERIENCE



Sponsorships-at-a-Glance

Availability may vary. Contact **events@aswf.io** to confirm availability and secure your sponsorship today.

	PLATINUM ~~2 AVAILABLE~~ 1 AVAILABLE	GOLD UNLIMITED
Speaking Opportunity: Content must be approved by AWSF. All speaking content must be received by June 19. No sales and marketing pitches allowed.	10 minute	
Recognition during Opening Session	•	•
Social Media Promotion: From the ASWF social handles	2 Posts 1 Re-Share	1 Group Post
Logo Recognition on Conference Signage and Website	•	•
Recognition in Pre-Event Email Marketing: Includes logo and link to your URL.	•	•
Post-Event Data Report: Provides event demographics and additional details on event performance.	•	•
Attendee Registration Contact List: Opt-in only, provided post event	•	•
Event Attendee Passes (only valid for Open Source Days on July 19, not valid for SIGGRAPH)	10	5
Sponsorship Cost	**$15,000**	**$5,000**

Academy Software Foundation (ASWF) reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions.

The Promotional Marketing Opportunities below are available as add-ons to Platinum and Gold level sponsorships or as individual sponsorship opportunities.

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Promotional Marketing Opportunities

Contact events@aswf.io to secure your sponsorship

Beers of a Feather $3,500 • 6 Available

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

- Recognition on the conference schedule
- Sponsor branding on signage at the entrance and throughout the venue, including bar and buffet areas

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 above, along with:

- 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

Conference Wi-Fi $5,000 • 1 Available

The conference WiFi will be named after the sponsor, who will also be recognized on the conference signage as WiFi Sponsor.

Session Recording $10,000 • 1 Available

Extend your presence long after the live conference concludes with the session recording sponsorship. All session recordings will be published on the ASWF Foundation YouTube channel after the event. Benefits include:

- Sponsor recognition slide with logo at the beginning of each video recording
- Sponsor recognition in post-event email to attendees

Lanyards $4,000 • ~~1 Available~~ SOLD OUT

Every in-person attendee will receive a name badge lanyard featuring your logo. Pricing includes a single-color logo imprint.

AM or PM Break $5,000 • 2 Available

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

- Onstage recognition by emcee
- Recognition on the conference schedule
- Sponsor branding on signage at the AM or PM breaks

Lunch $15,000 • 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. Benefits include:

- Onstage recognition by emcee
- 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)

Attendee T-Shirt $6,000 ~~1 Available~~ SOLD OUT

In-person attendees at the event will receive an event t-shirt. Our designers always create fun shirts that attendees wear for years to come. Sponsor also receives:

- Sponsor logo placed on the sleeve of all attendee t-shirts (single-color only, no gradients).

Birds of a Feather $4,000 • 3 available

Sponsor the ASWF Birds of a Feather sessions happening as part of Open Source Days on July 20. Benefits include:

- Recognition at the start of each BoF session
- Opportunity to include branded materials or giveaways on a table outside of the BoF sessions
- Sponsor branding on signage at the beverage station