PRESENTED BY

FINOS Fintech Open Source Foundation

THE LINUX FOUNDATION

OPEN SOURCE IN FINANCE FORUM

2023 SPONSORSHIP PROSPECTUS

New York, NY

November 1, 2023

New York Marriott Marquis

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About Open Source in Finance Forum

November 1, 2023 | New York, NY

The Open Source in Finance Forum is a conference for experts across financial services, technology and open source to deepen collaboration and drive innovation across the industry in order to deliver better code faster.

Financial services firms make extensive use of open source, and are now starting to take full advantage of this incredible resource. By becoming strategic contributors to open source projects, companies decrease development costs, improve security, attract developers, and innovate faster. This event will showcase recent developments and the direction of open source in financial services; provide practical knowledge and guidance on best practices, tools and technologies; explore how to build a successful community; and provide unparalleled opportunities to network with the executives and individuals driving open source in financial services.

We want to give the best value possible for sponsors of OSFF, whether you are a FINOS Member or not. Your sponsorship shouldn't just be a single transaction, it should be part of an integrated plan to capture the attention of the FINOS Community not just once, but multiple times.

In all of our marketing, but especially for sponsorship of OSFF, we believe in the power of the "story arc". We want to give sponsors and members the opportunity to connect with the FINOS Community, as well as OSFF attendees multiple times throughout the year. By the time you get to OSFF at your sponsor table, your interactions with attendees are not the climax, but actually the denouement ("the final part of a play, movie, or narrative in which the strands of the plot are drawn together and matters are explained or resolved.")

Our sponsorship levels give you the ability to be part of podcasts, blog posts, social posts, that hit the entire FINOS Ecosystem, as well as additional opportunities to participate in webinars and in-person meetups that hit specific communities and interests around open source regulation in finance, interoperability (desktop and others), open source readiness (compliance, OSPOs, etc), and then the technical projects that live in the **FINOS landscape**.

If you're looking for a custom package, please reach out to us at sponsorships@linuxfoundation.org so that we can make sure the sponsorship meets your company's goals.

Additional sponsorship opportunities:

- FINOS Member Meeting — London, June 14-15 (Members Only)
- FINOS In Person Meetups (New York and London)
- FINOS Webinars
- FINOS Open Source in Finance Podcast

2023 Event Topics

OSS Projects & Standards

- Including opportunities in data and data management, cloud, open standards, regulation, desktop interoperability and more.

Secure Open Source

- Secure and Collaborative Innovation using Tooling and Processes for Identifying Vulnerabilities
- How to Build a Robust Community around Software Projects to Maximize Eyeballs on Issues, as well as Solutions

Solving Industry Challenges

- Using OSS to Deliver Business and/or Tech Value to Your Organization & Consumer
- Open Source Collaboration to Tackle Pervasive Challenges or New Opportunities;
- Application Interoperability including Regulatory Interpretation and Compliance, Open Data, Leveraging Industry Standards like ISDA CDM

Delivering Business and/or Tech Value

- Specific Examples of How OSS has Delivered Business and/or Tech Value to Your Organization & Consumers in areas including Operations, Interoperability and Commercial OSS
- Leveraging Commercial Open Source; OSS ROI and Speed to Market (with Newest Tools)

Developing Open Source Maturity in an Organization

- Developing and Delivering Open Source Tooling, Training & Best Practices
- Addressing Open Source Legal, Compliance, and Policy Concerns
- Leveraging OSS to Attract and Retain Talent
- Upskilling and Becoming More Employable for Contributors
- The Journey through Open Source Readiness for Financial Institutions
- Innersource

Building Successful & Sustainable OSS Communities

- Tools, Advice and Approaches for Creating Diverse and Equitable (DEI) Communities
- Building and Sustaining OSS Communities in a Highly Regulated Industry
- Attracting and Rewarding Contributors

Hot Topics for OSS in Finance

- ESG, CBDC, Blockchain, NFTs, AI, Machine Learning, Automation, Banking in the Cloud, Credit, Identity Management; Governments and OS

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2022 Events by the Numbers

NEW YORK

600+ Attendees & Participants

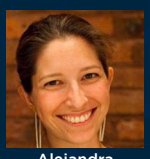
53% Financial Services Industry Attendee Makeup

50+ Thought-Leading Speakers

250+ Organizations Represented

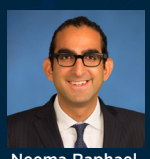
PAST SPEAKERS

Many of the world's financial services and open source technology experts have presented in previous years. Each year the lineup is a who's who of financial services, fintech, and open source industry thought leaders delivering world-class content to attendees. 2023 will undoubtedly maintain that tradition in New York.


Alejandra Villagra, Citi

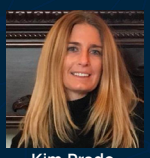
Bjarne Stroustrup, Morgan Stanley

Russell Green, Deutsche Bank


Neema Raphael, Goldman Sachs

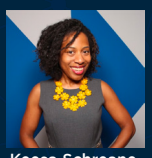
Chris Wright, Red Hat

Vanessa Fernandes, Itau Unibanco


Kim Prado, Royal Bank of Canada (RBC)

Tracy Miranda, Continuous Delivery Foundation

Justin Rackliffe, Fidelity Investments


Keesa Schreane, Refinitiv

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Sponsorships-at-a-Glance

Contact sponsorships@linuxfoundation.org to secure your sponsorship today.

CATEGORY	DELIVERABLES	LEADER ~~4~~ 3 AVAILABLE	CONTRIBUTOR ~~6~~ 3 AVAILABLE	COMMUNITY ~~10~~ 6 AVAILABLE	START-UP 10 AVAILABLE
Speaking	**Speaking Opportunity:** Content must be approved by Program Committee and FINOS. ***Based on availability.***	10 Minute Keynote			
Marketing/ Brand Exposure	**Logo Recognition:** Logo placement on pre-event marketing: Website, Emails and Social	1st Priority	2nd Priority	3rd priority	
	Blog Post: Dedicated pre-event blog post promoting the sponsor's involvement in OSFF (& FINOS if applicable). Subject to FINOS approval; cannot include sales pitches.	1	1		
	Monthly Mentions on Open Source in Finance Podcast: Pre-event podcasts.	1x Dedicated	1x Shared	1x Shared	
	Pre or Post Event Podcast Interview: On Open Source in Finance Podcast.	1			
	Press Access: Access to the event press / analyst list 1-2 weeks prior to the event plus assistance with press bookings.	•	•	•	
	Social Media: From the FINOS Twitter handle. Retweets to be approved by FINOS. Dedicated for Leaders only.	2 Monthly Mentions + 2 Thank You Tweets (1 day-of event and 1 post-event) + 1 Retweet	1 Monthly Mention + 2 Thank You Tweets (1 day-of event and 1 post-event) + 1 Retweet	1 Monthly Mention + 2 Thank You Tweets (1 day-of event and 1 post-event)	2 Thank You Tweets (1 day-of event and 1 post-event)
	Job Board: Feature OS-Related Job Postings	5	3	1	
Email Promotion	**Pre-Event Email Blast:** Dedicated, one-time use of opt-in list to be sent by FINOS. ***Subject to FINOS approval***; cannot include sales pitches.	2			
	Post-Event Email Recognition: Logo recognition in post-event attendee email communication.	1st Priority	2nd Priority	3rd priority	
On-Site Experience	**FINOS Executive Member Reception Invitations:** Invitations to attend the Executive Reception hosted the week of OSFF.	3 invitations	2 invitations		
	Exhibit Booth*: Includes table, (2) chairs, & tabletop sign with sponsor logo. Upgrade options available.	•	•	•	
	Lead Retrieval App: Live scans, real time reporting and ability to take notes on captured leads. Use of lead retrieval app, no physical device provided.	•	•	•	
	CONTINUES ON NEXT PAGE				
	Non-Member Price	**$45,000**	**$30,000**	**$15,000**	**$5,000**
	FINOS Member Sponsorship Price	**$35,000**	**$20,000**	**$10,000**	**$3,500**

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CATEGORY	DELIVERABLES	LEADER ~~4~~ 3 AVAILABLE	CONTRIBUTOR ~~6~~ 3 AVAILABLE	COMMUNITY ~~10~~ 6 AVAILABLE	START-UP 10 AVAILABLE
On-Site Experience (continued)	CONTINUED FROM PREVIOUS PAGE				
	Recognition on Event Signage: Prominent logo display on onsite conference signage.	1st Priority	2nd Priority	3rd priority	4th priority
	Keynote Stage Branding: Logo prominently displayed on keynote stage screens.	1st Priority	2nd Priority	3rd priority	4th priority
	Keynote Stage Recognition: Verbal recognition during opening keynote session.	•	•	•	
	Conference Bag Insert: Option to place marketing material or swag item in conference bags. ***Item subject to FINOS approval.***	3x	2x	1x	1x
	Shared Sponsor Meeting Room: For private meeting use only, based on availability.	1st Priority	2nd Priority		
	Collateral Distribution: Laid out in a prominent location near registration onsite. Collateral provided by sponsor.	1st Priority	2nd Priority	3rd priority	4th priority
MISC.	**Conference Attendee Passes — Internal:** Full access passes to the conference for your staff.	11 Members 5 Non-Members	8 Members 4 Non-Members	8 Members 2 Non-Members	3 Members 2 Non-Members
	Conference Attendee Passes — VIP Clients: Full access passes to the conference for your VIP clients.	5	3	2	
	20% Discount on Conference Passes — VIP Clients: For use by your VIP clients, available to FINOS Gold and Silver Members only.	Unlimited	Unlimited	Unlimited	Unlimited
Post Event	**Custom Question(s) in Post-Event Attendee Survey:** Opportunity to add question(s) of your choice (subject to approval by FINOS), and follow up reporting with data results.	2x	1x		
	Post-Event Blog Post: Follow up blog post on FINOS.org. (Potential amplification in LF Newsletter).	1x Dedicated	1x Dedicated	1x Dedicated	
	Post-Event Data Report: Provides event demographics and additional details.	•	•	•	•
	Non-Member Price	**$45,000**	**$30,000**	**$15,000**	**$5,000**
	FINOS Member Sponsorship Price	**$35,000**	**$20,000**	**$10,000**	**$3,500**

*As permitted per COVID-19 safety + social distancing requirements.

The Linux Foundation reserves the right to increase/decrease the number of available sponsorships and update deliverables based on venue restrictions. Exact plans subject to change in 2023 due to COVID.

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Additional Promotional Marketing Opportunities

These enhanced marketing opportunities require a leveled sponsor package unless otherwise noted. One (1) of each is available, except where noted.

Lanyard $5,000

Showcase your logo on every attendee with the lanyard sponsorship. Logo size and placement subject to lanyard design and FINOS approval. Logo must be single color only (no gradient colors).

Conference Bag $3,000

Every attendee will receive a conference bag with event branding and your logo. Logo size and placement subject to bag design and FINOS approval. Logo must be single color only (no gradient colors).

Additional Conference Bag Insert $500

In addition to the conference bag insert(s) included in your sponsorship package, include an extra item with this add-on. Item subject to FINOS approval.

Conference T-Shirt $7,500

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. Includes your logo on sleeve of shirt. Pricing includes single color logo imprint.

Jobs Board $7,500

Support the growth of the community with a prominently displayed Job Board for job seekers and hiring companies to connect! Benefits include:

- Prominent location in the Sponsor Showcase
- Logo on Job Board

1x FINOS Track Sponsorship for one day (based on availability) $10,000

Attendee Coffee Breaks $5,000

Keep onsite attendees well fueled with beverages and snacks. Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda

Location, layout, and menu items will be determined by FINOS.

Attendee Lunch $5,000

Keep onsite attendees well fueled during their lunch break. Benefits include:

- Prominent sponsor branding on signage
- Sponsor recognition on web agenda

Location, layout, and menu items will be determined by FINOS.

CONTINUES ON NEXT PAGE

Interested in sponsoring multiple events or adding additional marketing and promotional opportunities? We offer customized sponsorship packages to meet your company's goals and needs.

QUESTIONS?

Contact us at sponsorships@linuxfoundation.org to secure your sponsorship package now.

Additional Promotional Marketing Opportunities (Con't.)

These enhanced marketing opportunities require a leveled sponsor package unless otherwise noted. One (1) of each is available, except where noted.

Evening Reception Sponsor

$10,000 | 2 available

Sponsor(s) can host this evening with branding on all food and drink stations and prominently placed signage. Attendees participating onsite will enjoy an evening reception with food, drinks and new friends. Benefits include:

- Reception with sponsor name listed on the official conference schedule
- Exclusive branding on food and drink stations and prominently placed signage
- Logo on drink tickets (limited to 2 per attendee)

Location, layout, and menu items will be determined by FINOS.

Scholarships (Unlimited)

$5,000 for 10 Scholarships

$10,000 for 20 Scholarships

Does not require leveled sponsor package

Showcase your organization's support of FINOS' scholarship program by sponsoring the Diversity Scholarship. Benefits include:

- Recognition on pre-event promotion
- Recognition during the opening keynote
- Signage onsite at the event

Talk to us about custom sponsorship opportunities — email us at sponsorships@linuxfoundation.org

WE HAVE OPPORTUNITIES TO ADDITIONALLY SPONSOR:

- FINOS Member Meeting London, June 14-15 (Members Only)
- FINOS In Person Meetups(New York and London)
- FINOS Webinars
- FINOS Open Source in Finance Podcast

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2023 FINOS EVENTS

New York

Open Source in Finance Forum
November 1, 2023

Open Source in Fintech Meetups
For upcoming meetups and webinars:
finos.org/news-and-events

CONTACT US

For more information on sponsoring:
sponsorships@linuxfoundation.org

ABOUT FINOS

FINOS (The Fintech Open Source Foundation) is a nonprofit whose mission is to foster the adoption of open source, open standards, and collaborative software development practices in financial services. It is a regulatory compliant platform at the center of open source, enabling the financial services industry to develop new technology projects and standards that have a lasting impact on business operations. FINOS counts over 60 major financial institutions, fintechs, and technology consultancies as part of its membership. FINOS is also part of the Linux Foundation, the largest shared technology organization in the world. For more information, visit www.finos.org.

Learn more about membership at finos.org/members

FINOS MEMBER COMPANIES

accenture, citi, Goldman Sachs, GitHub, J.P.Morgan, Morgan Stanley, NOMURA, RBC, UBS, SYMPHONY, Capital One, HSBC, IHS Markit, intel, Red Hat, REFINITIV, SUSE, Tradeweb, WELLS FARGO, wipro, Adaptive, armory, BNY MELLON, Cloud9, CloudBees, Cosaic, diffblue AI for Code, epam, genesis, GitLab, GLUE42, Itaú, SCOTT LOGIC ALTOGETHER SMARTER, air Alliance for Innovative Regulation, InterWork Alliance, ISDA Safe, Efficient Markets

ABOUT THE LINUX FOUNDATION

The Linux Foundation is the world's leading home for collaboration on open source software, hardware, standards, and data. Linux Foundation projects are critical to the world's infrastructure including Linux, Kubernetes, Node.js, ONAP, Hyperledger Foundation, PyTorch, RISC-V, and more. Linux Foundation focuses on leveraging best practices and addressing the needs of contributors, users, and solution providers to create sustainable models for open collaboration. For more information, please visit us at www.linuxfoundation.org.