

2026 SPONSORSHIP

Sponsorship benefits in detail

Benefits and applicable tiers, explained in plain language. Several are still under development, and we will confirm the details with sponsors as they launch. Treat these as starting points rather than limits: if your organization would gain from something shaped differently, tell us and we will work it out together.

RECOGNITION & VISIBILITY

Logo on Sponsors page

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Your logo on the Foundation's sponsors page at macadmins.org, where the community goes to see who is keeping the lights on. Premier sponsors receive high placement and Visionary sponsors receive top placement.

Slack recognition

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A monthly thank-you post in #announcements in the Mac Admins Slack, in front of the community your support reaches every day. It names your organization, links to your website, and tags your Slack channel if you have one.

Every tier is recognized the same way, at the same size. This is a thank-you, not a billboard, and we would rather the community read it than scroll past it.

News announcement on the Mac Admins website

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A news post on the Mac Admins Foundation website announcing your sponsorship, written in the style of a press release. To be clear about what this is and is not: we publish it ourselves on macadmins.org and share it with the community. It does not go out over a commercial newswire.

Sponsors are welcome to quote from it, link to it, or reuse it in their own channels.

Logo on event materials

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Your logo on banners, handouts, and other materials produced for Foundation events and activities. Premier sponsors receive high placement and Visionary sponsors receive top placement.

All communications are mutually agreed between the sponsor and the Mac Admins Foundation before they are published. Neither party has final say alone.

RECOGNITION & VISIBILITY CONTINUED**“Sponsor Stories” video testimonial**

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Short videos from our highest tier sponsors telling the community who you are and, more to the point, why you give. It is a chance to put a face to the organization. These will live in a new section of the Mac Admins website built for them.

Rotating logo spot on the Mac Admins website

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A rotating logo placement on the Mac Admins website showcasing our highest tier sponsors. Location and size are still being finalized, with the current thinking being the footer alongside the social media links.

Featured blog or interview

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A dedicated post on the Mac Admins website. It can run alongside your “Sponsor Stories” video, or stand on its own later in the year around a shared event or an area of common interest with the Foundation. These will live in a new section of the site built for them.

The topic is not set in stone. We would love to hear your ideas, and we will work with you to craft the right message for the greatest impact with this community.

ENGAGEMENT & COLLABORATION**How activations work**

An activation is something we make together and put in front of the community: a podcast appearance, a blog post, a hardware or e-waste drive, a happy hour, a meetup. They are the most visible thing a sponsorship produces, and usually the most fun.

We shape them together. Rather than hand you a quota, we will work with you to determine the best use of these activations: the ones that provide the most benefit for your organization, for the Foundation, and for the community. What your sponsorship brings to the table is our participation and our reach, a Board member on site or on the mic, the Foundation’s name and channels behind it, and top billing on the result. Timing and how many we take on are mutually agreed as we go, since the Foundation is volunteer-run and our capacity is genuinely finite.

The ambitious ones get their own budget. A team of sponsors kept an entire conference caffeinated with an espresso cart for four days. One sponsor had pallets of obsolete equipment collected and responsibly recycled in San Francisco. Projects like these sit outside the scope of sponsorship benefits and are funded separately, so we will tell you early what an idea costs and plan it with you. If you have a big one, bring it.

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ENGAGEMENT & COLLABORATION CONTINUED**Volunteer program participation**

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Every sponsor is welcome to join the Foundation on any volunteering program or initiative we run during the year. Where those events have handouts, participating sponsors are named and their logos included.

Co-sponsor a community initiative

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Community initiatives are events and offers that benefit the community directly. We collaborate with sponsors on events that fit your mission, and work together to develop events that make sense for you and for the community. The Foundation will also coordinate multiple sponsors to share costs and labor, and to embody the collaborative spirit of the community. Your organization receives top billing, "with the Mac Admins Foundation." Direct costs and the number of initiatives are mutually agreed in advance, as described above.

Recent examples:

- A community e-waste drive in San Francisco with Rippling IT and their recycling partner, collecting pallets of obsolete equipment for responsible disposal. Rippling shared the results on LinkedIn.
- Recycling services at JNUC 2025 with Phobio, with proceeds from donations benefiting the Foundation.
- Collaboration with sponsors to provide resources for community meetups, including speakers, space, and refreshments.
- An espresso cart at the MacAdmins at Penn State conference, because good coffee goes a long way.

Content collaboration opportunities

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Have something you want the community to know about? This is where we sit down together and find the right way to get it in front of them.

Speaking opportunity at a future MAF event

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Plainly: the Foundation does not run an event of its own today, so there is no stage to offer you right now. An event is in our five-year plan, and when it happens Visionary sponsors go to the front of the queue for speaking slots.

In the meantime we would rather this be worth something than sit idle. If there is another way you would like to use it, a webinar, a podcast appearance, a community session, or something we have not thought of, tell us and we will work it out together.

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STRATEGIC ACCESS

Annual sponsor roundtable

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A planned gathering of the Foundation Board and our sponsors for in-depth discussion of goals, trends, and proposed initiatives, giving sponsors dedicated time to tell us what they are seeing and helping us sharpen our outreach.

Being straight with you: this is not scheduled yet. It is something we intend to run and we are committed to the idea, but the date and the format, virtual or in person, are still open. Sponsors cover their own travel and expenses if we meet in person.

Sponsor-exclusive briefings

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Insight into the Foundation's plans and programs before they are announced publicly.

Strategy sessions with the Board

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One-on-one meetings between your organization and members of the Board. These are for candid feedback on programs, initiatives, and anything else you think matters to the Foundation and the community. This is where a sponsor can genuinely help shape what we do next. Usually virtual, though depending on location and availability it may be in person or hybrid.

CUSTOM OPPORTUNITIES

Custom activation

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Work with the Foundation to build and deliver new programs for the community. Past and prospective examples include conference grants, DEI funding, and market research such as the Vertical Job Market Review.

Custom programs are scoped and costed with the Board before we commit to them. Where a program needs funding beyond your sponsorship, we will say so up front rather than discover it later.

Additions as we develop them

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These tiers are new for 2026 and the programs behind them are still growing. As we develop new benefits, we add them to the tiers they fit and walk current sponsors through them as they launch. If you want to know what is coming next, ask.

Our undying gratitude ♥

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Included at every tier. The Foundation is volunteer-run, and none of this happens without the organizations that choose to fund it.

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