



MAC ADMINS
FOUNDATION

2026 SPONSORSHIP

Partner with the Mac Admins community.

More than 82,000 Apple IT professionals rely on the tools, programs, and people the Mac Admins Foundation supports. Sponsorship is how that keeps happening.

WHO WE ARE

A community that looks after its own.

Founded by community volunteers in 2021, the Mac Admins Foundation is a 501(c)(3) non-profit created to advance the global community of people who manage Apple devices, at every scale. Our all-volunteer Board and a wide network of contributors do the work.

82,000+

COMMUNITY MEMBERS

2021

FOUNDED

501(c)(3)

TAX-DEDUCTIBLE

100%

VOLUNTEER BOARD

WHAT WE SET OUT TO DO

- Foster connections among Mac Admins around the globe
- Share knowledge and resources for ongoing professional growth
- Preserve collected knowledge for the benefit of others
- Build a welcoming, accessible organization that expands the profession
- Provide for the community tools people depend on, such as the Mac Admins Slack
- Protect the independence of the community
- Keep every community resource affordable, regardless of economic status

Why sponsors matter here

The Foundation is funded by corporate sponsorship, community membership, and merchandise sales. Sponsorship is the largest piece, and it is what keeps the Slack open, the grants funded, and access free for people who could not otherwise afford it. When you sponsor, you are doing more than writing a check. You are telling 82,000 professionals that you are invested in them and in the future of their community.

WHERE YOUR SUPPORT GOES

Flagship programs

These are the programs your sponsorship funds today.

RUNNING NOW

The Mac Admins Slack

Taking on financial responsibility for the Slack is what prompted the Foundation's incorporation. It is an independent meeting place where more than 82,000 professionals support one another around the clock, and sponsor support is what keeps it free and open to everyone.

Conference Attendance Grants

In-person learning changes careers. The Foundation partners with the MacAdmins Conference at Penn State, MacAD.UK, and MacSysAdmin to cover registration, travel, and lodging for qualified first-time attendees.

Charles S. Edge Jr. New Speakers Grant

Named in honor of Charles S. Edge Jr., a pillar of the Mac Admins community who unexpectedly passed in 2024. Charles spent years championing new voices, pushing people to speak, publish, and share what they knew.

The grant carries that forward. It covers registration, travel, lodging, and mentorship for first-time conference speakers, with preference given to people from underrepresented groups. It launched at the MacAdmins Conference at Penn State, which guarantees two slots for first-time speakers, and now runs at MacAD.UK too. More sponsorship means more conferences.

Mentorship

Built with community volunteers to help mentees find knowledge, experience, and a path forward. A preliminary round ran through early 2025, and a new cohort kicked off in January 2026.

PREVIOUS SUCCESSES

Mac Admins Open Source (MAOS)

Provided guidance and start-up funding to the team that maintains code-signing for the open source projects the Apple management community depends on. It runs at macadmins.io.

Apple Certification Grants

Our inaugural project, run in partnership with Apple. In January 2023 the Foundation issued 390 exam codes to 195 recipients for Apple's Support Professional and IT Professional certifications, at no cost to test takers.

Every program shares one goal

Keep the door open, so that cost is never the reason someone gets left out.

WHAT'S NEXT

In progress and planned

Sponsorship in 2026 funds what is already running and makes the next round of work possible.

IN PROGRESS

Community Membership Program

In late 2025 the Foundation ran its first membership drive for individual contributors, inviting people who have benefitted from the community to give back through tax-deductible donations.

Slack Community Survey

Outside professionals surveyed the community on administration and moderation practices in the Slack, so we can keep improving the experience.

Slack Administration Team Moderation Training

Training for Slack administrators to sharpen their skills and build a pipeline of future admins.

Regional Events and Meetups Development

A task force supporting local and regional meetup groups, because a lot of professional growth starts with the people in your own city.

PLANNED PROGRAMS

These are some ideas we have but need funding and/or other resources to make happen.

Vertical Job Market Review

A survey and report on the job market for Apple IT professionals and the organizations hiring them, placing the Apple vertical in the context of the wider IT profession and helping technical staff and managers understand, recruit, and develop their teams. We are actively seeking sponsors for this work.

Industry Working Groups

Forums that bring sponsors and community together to trade feedback, information, and ideas, amplifying both sets of voices and giving everyone a productive place to learn from one another.

Want to build something with us?

Not every good idea is already on this page. If there is a program your organization would like to see exist, a grant, a piece of research, or something we have not thought of yet, we would love to shape it with you. Tell us what your team cares about and we will work out together what it could look like.

SPONSORSHIP TIERS

Four ways to partner

If none of these are quite the right shape for your organization, we build custom packages too.

BENEFIT	Supporting \$7,500	Major \$15,000	Premier \$35,000	Visionary \$50,000+
RECOGNITION & VISIBILITY				
Logo on Sponsors page	✓	✓	✓ high placement	✓ top placement
Slack recognition	Monthly	Monthly	Monthly	Monthly
News announcement on macadmins.org	—	✓	✓	✓
Logo on event materials	—	✓	✓ high placement	✓ top placement
"Sponsor Stories" video testimonial	—	—	✓	✓
Rotating logo spot on macadmins.org	—	—	✓	✓
Featured blog or interview	—	—	—	Featured article
ENGAGEMENT & COLLABORATION				
Volunteer program participation	✓	✓	✓	✓
Co-sponsor community initiative	—	✓	✓	✓
Content collaboration opportunities	—	—	✓	✓
Speaking opportunity at future MAF event	—	—	—	✓
STRATEGIC ACCESS				
Annual sponsor roundtable	Future event	Future event	Future event	Future event
Sponsor-exclusive briefings	—	—	✓	✓
Strategy sessions with Board	—	—	✓	✓
CUSTOM OPPORTUNITIES				
Custom activation (grants, DEI fund, research)	—	—	✓	✓
Additions as we develop them	✓	✓	✓	✓
Our undying gratitude ♥	✓	✓	✓	✓

Tiers and benefits are reviewed annually. Custom packages are available at any level.

BENEFITS IN DETAIL

What each benefit means

A plain-language walk through every benefit in the tier table, and the tiers it applies to.

RECOGNITION & VISIBILITY

Logo on Sponsors page

SUPPORTING **MAJOR** **PREMIER** **VISIONARY**

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

SUPPORTING **MAJOR** **PREMIER** **VISIONARY**

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

SUPPORTING **MAJOR** **PREMIER** **VISIONARY**

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

SUPPORTING **MAJOR** **PREMIER** **VISIONARY**

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.

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

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

SUPPORTING

MAJOR

PREMIER

VISIONARY

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.

ENGAGEMENT & COLLABORATION CONTINUED**Volunteer program participation**

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

SUPPORTING

MAJOR

PREMIER

VISIONARY

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.

STRATEGIC ACCESS

Annual sponsor roundtable

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

Strategy sessions with the Board

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

SUPPORTING

MAJOR

PREMIER

VISIONARY

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 ♥

SUPPORTING

MAJOR

PREMIER

VISIONARY

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

GET STARTED

Let's find the right fit.

Sponsorship works best when it lines up with something your organization already cares about. Tell us what that is and we will work backward from there.

1**Say hello**

Email giving@macadmins.org. A member of the Board will get back to you.

2**Talk it through**

We will walk through the tiers, the programs, and where your support would land.

3**Build the package**

Pick a tier as published or shape a custom package around your goals.

Already a sponsor?

Our tier structure expanded for 2026, and renewals do not map one to one onto the old Supporting and Major levels. Reach out and we will walk you through where your current support lands and what an upgrade would add.

Ready when you are.

Sponsorship and giving: giving@macadmins.org

General enquiries: info@macadmins.org

Tiers and benefits: macadmins.org/support/sponsorship

Current sponsors: macadmins.org/support/thanks

The Mac Admins Foundation is a 501(c)(3) non-profit registered in the District of Columbia, USA. All donations are tax-deductible to the extent permitted by law.