

Funding and Sponsorship Acceptance Policy

Version 0.1 - draft for Council review

Introduction

This policy sets out the funding and sponsorship the Mautic project will not accept, and the process for deciding cases that are not clear cut. It is a companion to the Financial Policy, which governs how project funds are spent, and should be read alongside the Recognizing Contributors, Sponsors, and Partners policy, the Community Partner policy, the Integrations policy, and the Conflict of Interest policy.

The purpose is to protect the project's core values of digital sovereignty, independence, transparency, and community, and to give the Council and the Legal & Finance Team a consistent basis for accepting or declining offers of support.

Scope

This policy applies to all financial and in-kind support offered to the Mautic project and its governing bodies, including cash sponsorship, grants, event and travel funding, donated staff or contractor time, infrastructure and services provided at no cost, and sponsored features or roadmap work.

It does not govern the independent commercial choices of agencies, contributors, or companies that build on Mautic. It applies to support that flows to the project itself and to those who steer it.

Sanctions and foreign assets control are handled by the project's banking providers under the Financial Policy and are not restated here. Conflict of interest obligations for those receiving project funds are set out in the Conflict of Interest policy.

1. Funding and sponsorship that will be declined

The project will not accept funding or sponsorship from any of the following:

- a. Funders whose core business depends on surveillance or the non-consensual collection, brokering, or resale of personal data, including data brokers and covert tracking networks.
- b. Offers made in exchange for influence over the project's technical direction, including a roadmap decision, a feature, a default setting, the ranking of one integration above others, or the weakening or removal of functionality for a funder's commercial advantage.
- c. Funders who require that their identity, the amount given, or the terms attached cannot be disclosed publicly.

- d. Funders engaged in activity that is unlawful, or that is incompatible with basic human dignity and safety, including businesses built on hate, exploitation, or the targeting of vulnerable people.
- e. Funders whose business or conduct causes or contributes to harm, including gambling, pornography, tobacco, weapons, and predatory financial products.
- f. Funders who incite, finance, or otherwise contribute to armed conflict, violence, or the destabilisation of communities or nations.
- g. Funders whose values or conduct are incompatible with the principles expressed in the Mautic Code of Conduct.
- h. Offers whose evident purpose is to launder a damaged reputation through association with the Mautic name.
- i. Offers that would compromise the neutrality or perceived independence of the project, where acceptance would reasonably lead the community to view Mautic as the instrument of a single commercial interest.

2. Principles

The following principles govern the application of this policy and the resolution of cases not expressly covered above.

- a. Sovereignty first. Funding that makes the project dependent, captured, or compromised is contrary to the project's purpose.
- b. No purchased influence. Funding may support work. It may not purchase governance, direction, or a private advantage that the community cannot see and has not agreed.
- c. Transparency by default. Funders and the terms of their support are disclosed publicly, consistent with the project's financial transparency practices.
- d. Community over capital. Where a funder's interests and the health of the community conflict, the community takes priority.

3. Assessment of offers

- a. Where an offer clearly falls within one of the categories in section 1, it is declined by the Legal & Finance Team or the relevant line item owner without further escalation.
- b. Where an offer does not fall within section 1, it is assessed against the following tests before acceptance:
 - i. Does acceptance strengthen or weaken the project's sovereignty, independence, transparency, and community?

- ii. Can the full terms of the offer be published without reservation?
- iii. Does the offer confer influence over the project's direction that is not open to the community?
- c. Accepted funding relationships are recorded transparently, consistent with the Financial Policy and the Recognizing Contributors, Sponsors, and Partners policy, including the funder, the nature of the support, and any expectations attached. Declining decisions of note are also minuted.

4. Matters reserved for the Council

The following are decided by the full Council rather than by blanket rule, and are ratified through the General Assembly where they change how the project operates.

- a. Any offer large enough that a single funder would become a dominant share of the project's income. The Council maintains a threshold and a diversification expectation for this purpose.
- b. Funding from direct commercial competitors, or from vendors whose proprietary products compete with the independence Mautic offers.
- c. Sponsored feature or roadmap work, which is assessed by the Council, through the Request for Proposals process where relevant, to confirm it runs through open processes and benefits the wider community.
- d. Offers that fall in a grey area of the categories in section 1, including funders with mixed business activities or a reformed business whose past conduct sits uneasily with the project's values.
- e. Requests to name, brand, or co-market in ways that could imply the project endorses a funder's products, which also engage the Trademark policy.
- f. Where the Council is divided, the default is to decline. A decision to decline may be revisited.

5. Policy changes

This policy is reviewed at least annually by the Legal & Finance Team in consultation with the Council, and sooner where a case reveals a gap. Changes are proposed and approved using the accepted voting practices of the Mautic project.

References

Linux Foundation (2024) *Antitrust Policy*. Available at: <https://www.linuxfoundation.org/legal/antitrust-policy> (Accessed: 27 July 2026).

Mautic (2024) *Code of Conduct*. Mautic Community Handbook. Available at: https://contribute.mautic.org/en/latest/policies/code_of_conduct/code_of_conduct.html (Accessed: 27 July 2026).

Mautic (2024) *Financial Policy, Version 1.1*. Mautic Community Handbook. Available at: https://contribute.mautic.org/en/latest/policies/financial_policy.html (Accessed: 27 July 2026).

Open Source Initiative (2007) *The Open Source Definition*. Available at: <https://opensource.org/osd> (Accessed: 27 July 2026).

Changelog

- **27 July 2026:** v0.1 draft prepared for Council review.