Why Sponsor the Haskell Foundation?

Haskell has many strengths. Despite that, businesses can perceive risks in adopting it:

- Haskell talent (especially at the junior level) can be difficult to find
- critical infrastructure is maintained by volunteers (some without backups)
- the library landscape can be confusing to navigate
- Haskell's expressiveness leads to choices with uncertain performance and productivity tradeoffs
- tooling and documentation sometimes fail to deliver what enterprise users require

The Haskell Foundation (HF) is a non-profit organization whose mission is to support industrial users of Haskell. We believe that de-risking Haskell for enterprise is a way we can add value to the ecosystem.

The HF seeks sponsorship from companies that want to de-risk their investment. In particular, sponsorship gives you:

- insight into, and crisis support for, the Infrastructure reliability on which you rely
- seats in the Haskell Business Café, a place to connect with other sponsors and HF-nominated experts to discuss best practices and get your questions answered
- help with identifying libraries (there are thousands) and making sure they are maintained
- a seat on the HF Advisory Board, our collaborators' primary voice in how the HF spends its resources
- venues for finding and hiring Haskell talent

We present our offering by first focusing on areas of risk we can mitigate, and then detailing how the HF operates. We then detail the sponsorship levels and their benefits.

Risks we can mitigate:

Infrastructure reliability

Companies betting on Haskell need more than just a working compiler and build tools; they need reliable infrastructure for packages, documentation, and search. The Haskell Foundation assists Haskell's infrastructure team with designing and implementing more resilient services for industrial users and the open source community.

Some infrastructure, such as Stackage, The Error Index, and the Security Response Team, are directly under the control of the Haskell Foundation. Other core infrastructure ([Hackage](#), [Hoogle](#), [GitHub's Haskell organization](#), CI builders for various projects, etc.) is managed by volunteers, with some funding and organizational support from the Haskell Foundation.

Sponsoring the Haskell Foundation provides the following benefits in relying on shared infrastructure:

- Input on resilience plans: The HF will establish protocols in preparation for potential infrastructure failures. You will have an opportunity to review these protocols and any service guarantees; if they do not meet your needs, we will prioritize your input and will liaise with the infrastructure teams accordingly.
- Emergency Contacts: We will provide phone numbers of HF personnel who can help during an outage, ensuring that your issues are addressed in a timely manner.

Language and design hazards

We believe that Haskell's core language features – such as algebraic datatypes and simple functions operating on these datatypes – are also the core of its strength. Advanced features have their place, but often come at a price. We work with Haskell experts to drive consensus on good design and the cost-benefit profile of various features.

We have championed the Haskell Certification effort, which entails a comprehensive syllabus of what it means to "know Haskell" at various levels. These discussions establish the design patterns that make it easier to use Haskell scalably and performantly.

Sponsoring the Haskell Foundation provides the following benefits around these best practices:

- Early access: Best practices are always a work in progress; sponsors will have an opportunity to view early drafts of the ideas and to contribute back to forming them.
- Expert interaction: In the [Haskell Business Café](#) sponsors can refine their understanding of best practices, both offering and seeking advice on maximizing Haskell's productivity.

Library curation and maintenance

The Haskell ecosystem is a rich collection of libraries and frameworks; yet different libraries engender different tradeoffs, and not all libraries are maintained actively.

Library choice: Haskellers experienced in a particular problem domain will often be aware of several solutions and which might be best for a given use-case. This knowledge is hard to obtain for a user just entering a particular arena. Through the Haskell Business Café and other HF resources, sponsors can more easily access this deep knowledge.

Maintainership: The Haskell Foundation will adopt standards of maintainership and recognize the libraries that adhere to these standards, lowering the supply-side risk of your business's dependencies.

Sponsoring the Haskell Foundation provides the following benefits around libraries and dependencies:

- Expert interaction: Access to experts for help in weighing the pros and cons of various libraries for your use case
- Incorporate your needs: Input into the standards of maintainership, and prioritization among which libraries to focus on.

Hiring challenges

Haskell's smaller size makes for a somewhat illiquid job market. The HF works to improve this through its certification program and by (co-)organizing events to bring the Haskell community together.

Sponsoring the Haskell Foundation provides the following benefit around hiring:

- Events: Sponsors get space for recruiting during Haskell events such as [ZuriHac](#) and a planned US event in Fall of 2025.

Haskell Foundation initiatives:

Haskell Foundation Advisory Board

The Haskell community has many contributors and stakeholders, each with their own priorities and visions for the future of Haskell. The Haskell Foundation organizes an [Advisory Board](#) in order for our sponsors to have a voice in how the Foundation allocates its resources. Representation on the Advisory Board is dependent on the level of sponsorship

Help from the experts

If you have a question or a Haskell problem and don't quite know how to phrase it or even where to ask it, you can try the Haskell Business Cafe (HBC). The HBC is a sponsor-only space for sponsors to have direct access to Haskell experts. By being restricted in access, it will be lower in volume and the signal-to-noise ratio will be higher than in other public spaces. It is also a space where you can discuss experiences with other Haskell Foundation supporters informally.

Community glue

The Haskell ecosystem relies on the efforts of volunteers, working in loosely-coupled groups on a wide variety of sub-systems: GHC, ghcup, cabal, stack, Stackage, Haskell Language Server, Haskell Error Index, and many more. An enterprise of this size can only work well if someone, or some organization acts as "glue" to facilitate communication and coordination between all these efforts.

This communication and coordination role is a big task for the HF. It is not primarily a *direct* benefit to sponsors, but it is a profound *indirect* benefit: when the community flourishes, the Haskell ecosystem flourishes too, tools are reliable, and bugs are fixed.

One direct benefit is this:
- Sponsors are consulted about, and have early-bird access to, events run by HF, such as the Haskell Ecosystem Workshop at [Zurihac](#) 2024.

Your ideas?

We are very interested to hear your ideas about what else we could or should do. If you are a sponsor, you will be invited to a Technical Advisory Board that meets regularly and has the ear of the Board and the Executive Directory. Suggestions made by the Technical Advisory Board are guaranteed to be discussed by the Haskell Foundation Board. But even if you are not (yet) a sponsor and have feedback or ideas, please get in touch! We love to hear from all current or prospective (or even past) Haskell users!

Sponsorship Tiers

Bronze.	$15,000
Silver.	$35,000
Gold.	$100,000
Platinum.	$250,000
Diamond.	$650,000

Start-up special. Free upgrade to the next tier (or $5,000 for Bronze) for the first two years a business uses Haskell (including when that business is itself under 2 years old).

Benefits. All benefits are cumulative.

- Bronze ($15,000):
  - Logo featured on our website
  - Membership in a mailing list for HF announcements. The HF will use this to solicit opinions from our sponsors occasionally, as well as share work-in-progress not ready for wide consumption.
  - Observer seat in AB meetings.

- Silver ($35,000):
  - One seat in the HBC.
  - Listing as a sponsor in any HF events, with the logo printed on signage at the event.
  - Non-voting seat in the AB. This seat does not have a vote and would not get set-aside time to make a pitch, but would be able to raise their hand and try to influence others.
- Gold ($100,000):
  - Three seats (total) in the HBC.
  - Dedicated time (~10 hours) from the HF to interpret and specialize general recommendations about language and library use.
  - Short (~3 minutes) speaking slot at any HF events
  - Voting seat in the AB, with the ability to bring forth formal proposals.
  - Phone numbers of HF resources in the US and European time zones, for use in event of emergency.
  - Regular updates on the efforts to identify industrial Haskell, including surveys, etc
- Platinum ($250,000):
  - 10 seats (total) in the HBC
  - Arbitrary amount of work in adapting general guidelines to the company's needs
  - Technical presentation slot (15+ minutes) at any HF events
  - 3 votes (total) in the AB
  - 2 sets of backup numbers in both US and Euro time zones (so 6 phone numbers in total) of people with credentials to all core Haskell services
- Diamond ($650,000):
  - 30 seats (total) in the HBC
  - Plenary technical presentation at any HF events
  - 3 votes (total) in the AB
  - 1 vote in the diamond AB, with access to a separate budget (at least $200k per diamond sponsor)
  - 1 Non-voting membership in the HF board.