

TanStack Marketing/Tech Partnership Prospectus

You've likely been invited to this document because you're interested in a TanStack Brand Partnership, hooray! TanStack doesn't offer any paid products and doesn't plan to any time soon, so brand partnerships and sponsorships are our *primary source of income*. Needless to say, we are very excited to have you here.

Partnerships are *at the very least* considered special sponsorships to show your long-term support for what we're building, what we stand for, or simply to align your brand with ours to build awareness, trust, or gain more exposure as we grow together.

What can Partners expect?

The following list of items are common expectations for partners. Some items may not be applicable to every partnership, but most are.

- ☐ Homepage **Logo** Placement (sponsorship amount determines placement and size)
- ☐ Landing Page & Documentation Right Sidebar **Logo** Placement + link (same as above)
- ☐ Custom documentation **callouts/links** in appropriate/product-related locations (contingent on achieving an "organic" or non-ad-like presentation/feel)
- ☐ Prioritized **example placement** demonstrating product integration with TanStack, surfaced in our documentation and/or scaffolding tools as demo modules
- ☐ Priority/preferred **placement in integration** tooling like TanStack CLIs, Integration Marketplaces, starter kits, AI/MCP, etc. (TanStack does not build integrations unless explicitly contracted separately)
- ☐ **Priority support** for your team/product when integrating/using TanStack libraries
- ☐ **Co-marketing** and social media cooperation when possible and where appropriate, especially around any partnership announcement event/campaign (TanStack opt-in required for all marketing invitations)

What does it cost?

TanStack partnerships start at **\$90,000 / yr***, and increase based on **placement in the Partnership catalog** (visible on the [TanStack.com](https://tanstack.com) homepage). If this is a stretch for you, then you are always welcome to [sponsor TanStack via GitHub Sponsors](#), which is self-service and flexible down to \$5 / mo.

**Our base partnership value is equivalent to our projected yearly ad-revenue. This number will slowly rise over time.*

Getting Started

To begin the official partnership/sponsorship process, please reply to the email you received (or partners@tanstack.com if you found this document via other means) with as much of the following information as possible:

- **What is your goal for this partnership?** Ideas, but not limited to: Brand awareness, lead generation, community trust-building, company philanthropy, ecosystem investment, guarantees on TanStack library maintenance, etc.
- **What is your desired position/priority (optional)?** Partner lists and TanStack marketing/workflows vary by project and TanStack-wide. You may inquire about a specific position which we can use to factor into your quote.
- **Something we didn't cover here (optional)?** If you have a unique idea that doesn't fit into our typical partnership model, we'd love to chat more about it. Please reply with as many details of your vision as possible and we'll schedule time to dive in deeper.

FAQ

- **Do you accept exclusive partnerships?** No. TanStack does not allow for exclusive partnerships across any product category or vertical.
- **Do you offer any discounts for commitment?** Yes! We offer a 5% discount for every year up-front that you choose to sponsor (up to 15%). Pre-pay for 1 year? 5% off. Pre-pay for 3 years? 15% off.