



DotSport Ambassador & Pioneer (AP) Program

Request for Proposals

March 2018

The .sport Internet Extension

The Global Association of International Sports Federations¹ (GAISF) is launching the new community-based .sport Internet extension (also referred to as “dotSport”). The .sport extension is a curated trusted space managed by and for the sport community. Its purpose is to support the sport community, the values of sport, the practice of sport and the business of sport. Only members of the sport community will be able to have a .sport extension. More than 100 international sport federations will be part of the .sport ecosystem.

What is the DotSport Ambassador & Pioneer (AP) Program?

The dotSport Ambassador & Pioneer Program (AP) is the exclusive pre-launch program commencing in April 2018. The **100 domains** selected to be part of the dotSport AP program enjoy exclusive visibility until the end of 2018. See <http://nic.sport> for milestones related to the introduction of .sport. The AP program creates a nucleus of close working relationships between the participants.

Who can participate in the Ambassador & Pioneer Program?

The AP program has two groups of participants: Ambassadors and Pioneers.

- **Ambassadors** are commercial brands who wish to be strongly associated with the .sport ecosystem. They can take advantage of a unique opportunity to develop and communicate around their positioning in sport.
- **Pioneers** are sport stakeholders other than commercial brands who wish to develop their digital presence in the DotSport Ecosystem or to develop theme portals on .sport. They include sport governing bodies, sport clubs, athletes, cities/public authorities, broadcasters, publishing companies and other entities with an organizing, practicing or publishing role in sport.

¹ GAISF (<http://gaisf.org>) is a not-for-profit association composed of autonomous and independent international sports federations and other international organisations contributing to sport in various fields. GAISF was founded in 1967 and includes 107 members and associate members. It was renamed “SportAccord” in 2007 and in 2017 returned to its earlier acronym with the name Global Association of International Sports Federations (GAISF). GAISF is an Organization Recognised by the Olympic Committee (<https://www.olympic.org/ioc-governance-affiliate-organisations>).

The Ambassador Package

Benefits:

The Ambassador whose applications have been approved by GAISF enjoys the following benefits:

- The Ambassador will be able to launch its own **<brand>.sport** in pole position. Ambassador <brand>.sport domains can be activated as early as April 2018, whereas other parties will only be able to operate comparable .sport domains from 2019 onward.
- The Ambassador will be able to operate **one <additional>.sport domain** proposed by the Ambassador and approved by GAISF. Ambassador <additional>.sport domains may be activated early as with Ambassador <brand.sport> domains.
- The Ambassador will be protected from the start through the **protective reservation** from registration of confusingly similar domain names. These defensive reservations apply to both the Ambassador's <brand>.sport and <additional>.sport domains. They can be operated as active domains after the general availability of .sport (starting from 2019).
- The Ambassador will have a Gold Sponsorship presence in the upcoming .sport flagship portal. The .sport flagship portal is a dedicated domain registration and name reservation resource operated exclusively for the .sport Internet extension. It will start operating in May 2018. The .sport extension will also be available through any accredited domain name registrar.
- The Ambassador will have a prominent presence on dotSport **launch events** conducted by GAISF and its partners.
- The Ambassador will be offered valuable sponsorship opportunities on dotSport **theme portals** launched during the AP program.

Conditions:

- Effective use with dedicated content of the Ambassador's <brand>.sport domain
- Effective use with dedicated content of the Ambassador's <additional>.sport domain
- Acceptance and compliance with the Ambassador contract and General Registration Policy applicable to all .sport domain names

Fees:

- First year: **100,000 USD** of which a maximum of 50% as value-in-kind (VIK)
- Renewal fee: **5,000 USD** per year (price to the registrar)

The Pioneer Package

Benefits:

The Pioneer whose applications have been approved by GAISF enjoys the following benefits:

- The Pioneer will be able to launch one or several .sport pioneer domain(s) in pole position. The domain(s) can be proposed by the prospective Pioneer and subject to approval by GAISF. These domains may be of the following types:
 - <city>.sport**, or other type of geographic name, for example: *lausanne.sport*, *boston.sport*
 - <athlete>.sport**, for example: *janedoe.sport*, *johndoe.sport*
 - <event>.sport**, including candidacies for events, for example *lausanne2020.sport*
 - <club>.sport**, can be the acronym, short name or full name of a club
 - <discipline>.sport**, in English and/or other languages, for example: *gymnastics.sport* (English), *turnen.sport* (German), *Г И М Н А С Т И К А.sport* (Russian), *体操.sport* (Japanese)
 - <subdiscipline>.sport**, in English and/or other languages, for example: *decathlon.sport*, *motocross.sport*
 - <governing-body>.sport**, for example the acronym, short name or full name of a Sports Federation
 - <theme>.sport** (such as *e.sport*, *running.sport*, *clean.sport*, *live.sport*, *snow.sport*)

- Pioneer .sport domains can be activated as early as April 2018, whereas other parties will only be able to operate comparable .sport domains from 2019 onward

Conditions:

- Effective use with dedicated content of the <pioneer>.sport domain(s)
- Acceptance and compliance with the Pioneer contract and the General Registration Policy applicable to all .sport domain names

Fees:

- **For <theme>.sport Pioneers:**
 - First year: **USD 10,000** of which all or part may be as value-in-kind (VIK). A rebate may be applied for early provision of attractive content.
 - Renewal fee: **USD 500** per year (price to the registrar).
- **For other categories:** fees will be subject to negotiation or general terms for that category. The category as well as the time at which attractive content becomes available will be taken into account. A rebate may be applied for early provision of attractive content. Sponsorship slots awarded to ambassadors can be credited as in-kind contributions.

How to apply

Tell dotSport about the .sport domain name(s) in which you have interest, and your plans for developing them for the benefit of the sport community. GAISF invites any potential Ambassador and Pioneer applicants under this program to express their interest by filling out the AP response form available at nic.sport/#ap .

GAISF will shortly review all expressions of interest received on a first come and first basis and will contact the applicants individually.

Consultants and advertising agencies wishing to ascertain feasibility of an ambassador or pioneer project on behalf of a customer should indicate their prospective relationship under “Role of respondent” in the AP response form.

Questions?

If you have any questions about the Ambassador & Pioneer (AP) Program, please feel free to contact the dotSport AP Program Team on ap@nic.sport or visit nic.sport/#ap .

Appendix: DotSport AP RFP Questions

This form can be filled in online at nic.sport/#ap.

Please answer the following questions to apply for participation in the DotSport Ambassador & Pioneer (AP) Program.

Disclaimer: GAISF is not obligated to select, approve or enter into contract negotiations with any applicant. GAISF is not liable for any costs incurred by any applicant in the preparation and submission of a proposal, in the course of contract negotiation, or otherwise in connection with the AP Program. No business relationship is established by submission of a proposal, and any meetings, submissions or discussions concerning any proposal shall not be deemed to (a) be a commitment to engage in any business relationship, contract or future dealings with you, (b) limit or restrict in any way GAISF's right to conduct discussions with any other applicant, or (c) be confidential unless GAISF has entered into a confidentiality agreement with Applicant.

This form collects data in anonymous mode. The only identifying information gathered is what you enter.

1. Role of respondent. You are or represent:

- ☐ Brand owner / corporate sponsor
- ☐ Advertising / branding / marketing / sponsorship agency
- ☐ Broadcast / cable / streaming content provider
- ☐ Publishing company / data provider / content aggregator
- ☐ Sport governing body / federation
- ☐ Sport club / team
- ☐ Sport facility / arena / stadium
- ☐ Athlete or athlete representative
- ☐ City / public authority
- ☐ Other. Please specify under Question 5.

2. Type and scope of project. You are interested in launching a project involving

- ☐ .sport Ambassador(s)
- ☐ .sport Pioneer(s)
- ☐ a combination of .sport Ambassador(s) and Pioneer(s)

3. Domain(s) applied for. You are interested in obtaining the early allocation of the following Brand or Pioneer domain(s):

4. Additional domain(s) of interest. Which additional domains(s) would you, as potential Ambassador or Pioneer, be interested in operating or sponsoring:

5. Project description (optional). You can use this section to optionally provide a brief description of your project and the value it offers to the Sport community:

6. Proposed content carried (applicable to <theme>.sport sites only). Examples of <theme>.sport sites are: sustainability.sport, e.sport, media.sport. Respondents can propose names for <theme>.sport sites. If you propose operating or contributing to a <theme>.sport site, please provide a brief description of the content as well as the role respondent would like to play in that <theme>.sport site:

7. Other relevant information. Other observations that may be of interest for the dotSport AP Program team to know about your project:

8. Contact information. Please provide: Name of the person submitting this form, the prospective applicant's name, postal address, telephone.

9. Contact email address. Please enter the email address here at which you wish to be contacted by the .sport AP Program Team.
