

2012 co-marketing programme

Objective

CZ.NIC does not have a direct relationship with the customer, because as the registry administrator it only 'oversees' the functioning of the .cz domains. Therefore it does not have direct information about the market, individual target groups or the behaviour of domain users. This information is held by the registrars, who are in direct contact with the domain holders. To address potential users, it is therefore better if the marketing communication is based on this and comes directly from the registrars. For this reason we propose starting up a co-marketing communications programme with the registrars, where both sides – the CZ.NIC Association and the given registrar – will participate in individual campaigns.

Programme Principles

The fundamental principle of the programme is that the registrar joins the programme with a specific campaign concept. If the concept complies with the specified programme regulations, it will be accepted. The costs of such a campaign of the registrar will then be split between the registrar and CZ.NIC, whereby CZ.NIC will cover up to 50% of the total campaign budget with the exception of:

- the registrar's internal costs for preparation, implementation or other activities concerning the campaign
- costs related to the implementation of the campaign but not specifically to the preparation and execution of the communication itself (e.g. various supplementary services related to the implementation of the campaign)
- costs for services provided by the CZ.NIC Association (especially fees for domain registration)

CZ.NIC will provide the registrars with specific communication support concerning .cz domains in general (text or graphic content, logos, templates etc.), which the registrars may (but do not have to) use in their campaigns. If the registrars use the communication support provided by the CZ.NIC Association, they have to proceed in line with rules (such as the graphic manual) supplied by CZ.NIC for this purpose.

Budget and Conditions of Participation in the Programme

For 2012, there is a budget of CZK 4,500,000 earmarked for the co-marketing project. Each registrar may apply with only one campaign. The limit for the participation of CZ.NIC is derived from the volume of funds paid to CZ.NIC by the registrars for registration and renewals of domains in 2011 and from the number of DNSSEC-protected domains on December 31 2011. The specific amount will be calculated according to the following rules:

- The minimum expense on registration and prolongation of domains relevant for the participation in the programme is CZK 200,000. Registrars who have not reached the limit cannot participate in the programme
- The basic amount of CZ.NIC contribution is 7% of the registrar's spending with CZ.NIC in 2011. If this amount is lower than CZK 50,000, the registrar can request basic CZ.NIC's contribution of up to CZK 50,000. If this amount is higher than CZK 1,000,000, the basic CZ.NIC's contribution will be CZK 1,000,000.
- A bonus of 10% of the price of each DNSSEC-protected domain can be added to the basic amount (i.e. CZK 14 per domain). The result is the maximum contribution of CZ.NIC

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The amount covered by the registrar has no upper limit, and must fulfil only the condition of being at least half the total campaign budget. Applications will be assessed and processed on a first-come, first-served basis, until the earmarked budget is exhausted. Any money not spent will be used by CZ.NIC for its own communications for .cz domains.

Campaign Requirements

For acceptance into the programme, the campaign submitted by the registrar must fulfil the following conditions:

- the message communicated by the campaign must be related to ccTLD .cz and second-level domain names under ccTLD .cz (e.g. the existence of ccTLD .cz, registration of domain names under ccTLD .cz, reason to use them, properties, etc.) to an extent of at least 50% of the campaign content
- the campaign cannot contain any message concerning other TLD domains (top level domains) including specific TLD domains, general references to the existence of other not specified TLD domains or other countries where the registrar operates
- the campaign must not harm the good reputation of the CZ.NIC Association and other registrars and must not lower the value of ccTLD .cz or second-level domain names under ccTLD .cz
- the campaign must be published (i.e. it cannot be communicated to a closed target group)

Obligatory Parts of the Application

The campaign application must contain the following data about the submitted campaign, and in the event the application does not fulfil this requirement, CZ.NIC may request it is completed or it may be used as a reason for rejection:

- The product to be communicated
- The target group(s) it is aimed at
- The communication objective
- The key message to be communicated
- A description of the campaign concept, including graphics (if applicable)
- Media and form of implementation
- Term and schedule of implementation
- A detailed budget
- The registrar's authorized campaign representative

Requirements for Running the Campaign

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The registrar is obliged to announce the start of a campaign included in the co-marketing programme to the specified representative of the CZ.NIC Association.

The registrar is required to execute the campaign pursuant to the contract signed with the CZ.NIC Association as well as in line with applicable legal norms, in particular those regulating advertisement, competition and consumer protection.

The registrar is entitled to execute the campaign on their own as well as through third parties.

The registrar does not have the right to refer to the CZ.NIC association as an entity ordering the campaign.

The registrar does not have the right to act for the CZ.NIC Association or on its behalf, and to act in a way that makes third parties believe that it acts for the CZ.NIC Association or on its behalf.

The campaign shall be completed by 31 December 2012. The registrar shall inform the CZ.NIC Association about the end of the campaign no later than 3 days thereafter.

Requirements for Ending Participation in the Program

In order to end participation in the programme, the registrar will be obliged to present the following without unnecessary delay after the end of the campaign but no later than 1 December 2012:

- advance invoices and tax documents related to all expenses of the campaigns
- documents proving that all expenses related to the campaign were paid
- a documented progress of the campaign containing in particular graphic representation of the campaign stages, media plans etc
- own evaluation of the campaign progress and its results

Based on these records, an evaluation will be made, regarding whether the campaign has fulfilled the specifications given in the application and subsequently the part of the budget will be paid out.

Programme

The programme for 2012 will take place according to the following schedule:

Up to 31. 5. 2012	Accepting applications
Up to 15. 6. 2012	Processing and evaluation of applications
Up to 15. 7. 2012	Concluding agreements with the registrars of the selected campaigns
Up to 30. 11. 2012	Running of the selected campaigns
Up to 31. 12. 2012	Concluding the participation in the programme