



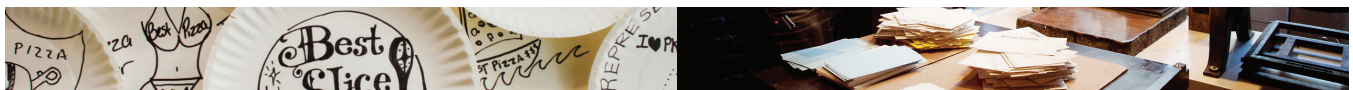
# .nyc Founders Program Fact Sheet

## OVERVIEW

The launch of the .nyc web address marks an exciting chapter in the history of the Internet, and New York City. Soon, New Yorkers will have a powerful way to own their identity online. The .nyc Founders Program is your opportunity to be among the first New Yorkers to make history by owning and launching a .nyc web address before the general public.

The .nyc Founders Program is designed to give select group of qualified New Yorkers and NYC-based companies an exclusive way to develop and use their .nyc web address prior to general availability in October 2014. By showcasing great examples of passionate and successful nyc web addresses in use, the Founders Program will inspire future development of the .nyc space and community of City-wide owners.

**INTERESTED PARTIES:** from individual bloggers, small business owners and community groups, to large corporations, charitable organizations and associations – will be able to apply for a .nyc web address during the application period. Selection as a .nyc Founder will signal that you part of an influential group of New Yorkers that will shape .nyc's identity and future.



## WHY BECOME A .NYC FOUNDER?

The Founders Program is a great opportunity for you to showcase your business, brand or cause – and to open the door to new and exciting marketing channels. To start, you'll be granted early access to the .nyc web address of your choice before .nyc becomes available to the entire city. Founders will be promoted by Neustar and the City of New York through marketing and PR efforts such as brand recognition, case studies, press releases, social media outreach, blogs and features on the official .nyc website.

## IDEAL CANDIDATES FOR THE .NYC FOUNDERS PROGRAM

If your work embodies the spirit and opportunity of New York City and if you have a great idea about how to build-out, market and promote your business, brand or cause on a .nyc web address, then you are an ideal candidate for the .nyc Founders Program. In addition to demonstrating that your idea is sound, you will need to affirm that you have the business, technical and financial capacity to be a active steward of your .nyc – and a passionate ambassador of .nyc's city-wide community of owners. .nyc Founders will play a role in driving the success of New York City's official web address and get the notoriety and attention of being one of the first to own and launch a .nyc

As part of the application process, you must commit to launching a well-developed website on or before **September 1, 2014** and share details on how you will market and maintain your .nyc for a minimum of at least two years.

## CATEGORIES

Categories of .nyc Founders applicants may include:

### BUSINESSES

- Large Corporations and National Brands
- Small and Medium Businesses
- Media Networks

### NONPROFITS/CHARITABLE ORGANIZATIONS

- Museums
- Colleges and Universities
- Churches

### ORGANIZATIONS/ASSOCIATIONS

- Community Groups
- Business Improvement Districts
- Chamber of Commerce

### SOCIAL/RECREATIONAL

- Sports Leagues/Club
- Fraternal

### EVENTS/VENUES

- Festivals
- Industry Events
- Meet-ups

### START-UPS/ENTREPRENEURS

### INDIVIDUALS/PERSONALITIES

- Bloggers
- Digital Influencers
- Celebrities

## MINIMUM REQUIREMENTS

In addition to meeting Nexus requirements and complying with other .nyc policies, .nyc Founders will commit to using their .nyc web address to provide robust, dynamic content for the good of New York City businesses, entities and/or residents.

There must be a nexus between the applied for .nyc web address and the identity of the .nyc Founder. The applied-for-string (e.g. tennis.nyc) must be relevant to the name, content, product, services or activities of the .nyc Founder.

All names will have to go through the ICANN-mandated Trademark Claims process.

.nyc Founders will be awarded their custom .nyc web address for a period of at least two years of registration, during which the website needs to remain live, functional and active.

.nyc Founders will need to commit to actively marketing and promoting their .nyc web address to inspire future development of the .nyc identity and city-wide community of owners.

The .nyc web address should be used as the primary website for NYC-central campaigns; or website geared towards safe and trusted environment for NYC. .nyc Founders names may not be redirected or warehoused.

## EVALUATION AND APPROVAL PROCESS

The .nyc Founders Program application phase will commence with an official review and evaluation period conducted by the .nyc team. All applicants will be appraised for their intent to use, build-out, market and promote their .nyc web address. Once an applicant has completed the .nyc Founders online application, proposals received will be reviewed and evaluated based your ability to: (a) launch by September 1, 2014, (b) use the .nyc domain name in accordance with the goals of the .nyc Founders Program, (c) implement your marketing plan, and (d) reach a wide network of future .nyc owners.

### APPROVAL PROCESS

Up to 50 entities will be selected for the .nyc Founders Program. Applicants that are accepted into the .nyc Founders Program will be informed no later than July 15, 2014 and will be required to sign an agreement assenting to the terms and conditions of the .nyc Founders Program.

The Internet Corporation for Assigned Names and Numbers (ICANN) requires that the owners of national trademarks registered in the Trademark Clearinghouse have the first right to register .nyc web addresses prior to those names being available to the general public unless their .nyc appears on a registry's reserved list. Therefore, unless a particular .nyc web address appears on the Excluded List, if an applicant during the Founder's Program applies for a domain name that is also applied for by a qualified trademark owner during the Sunrise Period, an applicant's application for the Founders Program will be rejected. In such an event, the applicant may be given an opportunity to select an alternative available web address to use in accordance with the terms and conditions of the .nyc Founders Program.