.ICU Pioneers Call for Proposals

1. Introduction and purpose

1.1. The Registry for gTLD .ICU, ShortDot SA, would like to offer to potential .icu domain registrants the opportunity to become founder registrants to promote usage and interest for .ICU “Pioneers”.
1.2. The .icu Pioneers will be able to showcase their products or services to the Internet community driving general interest to the TLD.

2. Call for proposals

2.1. Please apply at the Registry website: https://nic.icu or contact email: sales@nic.icu
2.2. Applications will be processed on a first come first served basis and subject to all Rights Protection Mechanisms.
2.3. Anyone can participate as (“Pioneer”) subject to the Registry’s approval in its sole discretion. If a name is rejected the application may select an alternative domain name.
2.4. The maximum number of accepted Pioneers will be 50 (fifty).
2.5. Each Pioneer may only apply for one domain name, each a “Pioneer name”.

3. Criteria and requirements

3.1. The Pioneer names will be based upon visibility and commitment to the promotion of the .icu TLD.
3.2. The applied name must be identical or clear variation to the applicant individual, company or brand name or proposed new enterprise.
3.3. The Pioneer registrant must ensure that:
   - Payment of the required Pioneer fees in accordance with the Agreement
   - Acceptance of the Registry Terms and Conditions
   - Signing and acceptance of the Pioneer Agreement

4. Usage

4.1. Approved applications are expected to contribute to the promotion, development and adoption of the .icu TLD. During the first year of registration, the Pioneers will be required to:
   - Setup and maintain an active website with the selected Pioneer Name which may include masking
- Actively promote the products or services associated with the Pioneer Name.
- During the first year the registrant must not transfer it to third parties.
- Allow the .icu registry to feature the Pioneer Name in social media, print and similar marketing campaigns and events.