Applicant Support Program

Helping to ensure worldwide accessibility to and competition within the New gTLD Program by providing financial and non-financial assistance to qualifying applicants.

The New gTLD Program will bring a historic change to the Internet domain name space, by allowing corporations, non-profits and community groups the opportunity to operate a generic top-level domain of their own choosing. Organizations will also be able to apply for a top-level domain in scripts such as Chinese, Devanagari or Arabic rather than in only the Latin alphabet.

An important facet of the New gTLD Program is the Applicant Support Program, envisioned by the ICANN community to help ensure worldwide accessibility to, and competition within, the program by providing financial and non-financial assistance to qualifying New gTLD Applicants.

The Internet is a global resource, and the New gTLD Program opens up new opportunities for innovation as well as the internationalization of domain names. The Applicant Support Program was created to make those opportunities as inclusive as possible so that all could participate in this historic change.

Whether you need assistance or are able to provide it, there are three ways to participate in this program.

1. Pro bono third-party services

Operating a gTLD is a technology-based service comprised of many requirements and expenses, such as acquiring equipment, establishing operations, hiring and training staff and providing customer service. Through the Applicant Support Program, New gTLD Applicants in need of technical or financial information or assistance may be able to find pro bono services, in-kind support or grants from members of the ICANN community through the Applicant Support Directory.

The Applicant Support Directory is an online work space created to connect potential applicants who wish to establish a new public interest gTLD registry in their community with organizations who wish to offer either financial or non-financial assistance.

The type of help available could include assistance with application writing or the application process, technical, legal or translation services, and more. For more information please visit: http://newgtlds.icann.org/en/applicants/candidate-support

2. Financial Assistance

This part of the Applicant Support Program provides a limited number of qualifying applicants the opportunity to pay a reduced evaluation fee of USD $47,000 instead of the full evaluation fee of USD $185,000.

In order to qualify for the fee reduction, applicants must demonstrate financial need, provide a public interest benefit, and possess the necessary management and financial capabilities required to run a registry. Applicants must register in the TLD Application System by 29 March 2012, and must complete their applications for a new gTLD and for financial assistance by 12 April 2012.

Due to limited funds, not everyone who qualifies for financial assistance will receive it. If that is the case, qualifying applicants are given the opportunity for other forms of assistance.

Important Notice: Financial Assistance is dedicated to truly deserving New gTLD Applicants. Financial assistance applications from entities that do not meet the threshold criteria will be disqualified from the New gTLD Program and might not be eligible for a refund.

For more information please visit: http://newgtlds.icann.org/en/applicants/candidate-support

3. The Applicant Support Fund

The financial assistance element of the Applicant Support Program is made possible due to a USD $2,000,000 seed fund set aside by ICANN's Board of Directors. ICANN is evaluating possible processes to allow others to make contributions to the fund.

Please contact candidate-support@icann.org for more information.

Where to get more information

On the new gTLD microsite at newgtld.icann.org you can find:

- More information about the Applicant Support Program.
- The Applicant Support Directory.
- The New gTLD Financial Assistance Handbook (available in Arabic, Chinese, English, French, Russian and Spanish).
- Financial assistance applications.
- The Applicant Guidebook.
- The TLD Application System (TAS).

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