

## Request for approval of the costs of a campaign promoting services from SK-NIC

Before you start filling out the questionnaire:

- fill in all data,
- if something needs to be described, please explain it in as much detail as possible.

Informative relevant data:

- the refundable duration of one campaign is a maximum of 30 calendar days,
- during the duration of the campaign, it is not possible to refund another campaign of the given registrar,
- the registrar can have a maximum of 3 campaigns refunded during the calendar year.

Registrar ID .....

Name of the registrar

.....

Campaign name .....

Estimated date of the campaign from ..... to .....

Note: The first and the last day when the campaign runs.

Brief description of the campaign

.....  
.....

Campaign type                    A        B        C

Note:

(A. campaign only for the .sk and/or org.sk - refund up to 100% of the refundable amount,

B. campaign for the .sk and/or org.sk domains in connection with another gTLD domain - refund up to 75% of the refundable amount,

C. campaign for the .sk and/or org.sk domains in connection with another ccTLD domain - refund up to 50% of the refundable amount.)

- in case of type B campaign, specify all gTLDs the campaign will be associated with

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- in case of type C campaign, specify all ccTLDs the campaign will be associated with

.....



**Expected goal of the campaign**

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.....  
.....

Note: For example a quantitative goal or brand awareness, etc.

Expected number of registrations during the campaign .....

Expected number of renewals during the campaign .....

**If the campaign is also connected with another partner or co-financed from other sources, indicate the partners**

.....  
.....  
.....

**Planned advertisement channels**

.....  
.....

Note: For example GoogleAds, GoogleSearch, Facebook, Instagram, YouTube, LinkedIn, TikTok, etc.

**Estimated total cost of the campaign (in EUR)**

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Note: Also include personnel costs, cost of the advertising media production etc.

**Estimated costs for reimbursement by SK-NIC (in EUR)**

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**Registrar's contact person responsible for the campaign (name and surname)**

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Note: Name the person who manages or is responsible for the campaign and is relevant to answer questions about the campaign.

Contact e-mail .....

Contact phone .....

