



CO.NOW Registrar Growth Agreement

Premium partner programme | 1 April 2026 – 31 December 2026

A commercial offer, activation plan, and signable agreement in one document.

Launch .co.now at **\$3.50 wholesale in Year 1**

A \$21.50 first-year discount on every eligible new registration during the promotion period.

Standard wholesale	Promotional wholesale	Partner commitment
\$25.00 / year	\$3.50 in Year 1	Choose 4 promotional activities

1. Executive overview

.co.now is offering registrars a high-impact promotional programme that reduces the effective first-year wholesale price of eligible new .co.now registrations from \$25.00 to \$3.50 during the promotion term.

In return, the Registrar agrees to actively market the extension by completing at least four promotional activities selected from the activity menu in Section 4. The model is simple: visible promotion in exchange for compelling first-year economics.

This document is designed to be operational as well as contractual. It gives decision-makers the business case, gives marketing teams a clear activation plan, and gives both parties a signable agreement.

Why partners engage:

- Immediate margin potential with full control over retail pricing.



- A straightforward campaign structure that can fit existing search, web, social, email, and event plans.
- A long-term registry partner positioning itself to be registrar-friendly and commercially practical.

2. Commercial structure and programme mechanics

Promotion term	1 April 2026 to 31 December 2026.
Eligible discount	USD 21.50 discount per eligible new registration.
Effective price	USD 3.50 wholesale for the first year of an eligible registration.
Standard pricing	Renewals and transfers remain billed at the standard wholesale fee of USD 25.00 per year.
Scope limitations	The discount applies only to first-year registrations, including only the first year of a multi-year registration, and does not apply to premium names.

Discounted pricing applies from the date this Agreement is signed until the end of the promotion term, provided the Registrar remains compliant with this Agreement and the applicable .co.now terms and abuse policies.

How the programme works

- Sign the Agreement and complete the partner details and signature fields in Section 8.
- Select at least four promotional activities in Section 4 and execute them during the promotion term.
- Configure the retail offer and launch .co.now across the selected channels.
- Monitor registrations and take action against suspicious or abusive activity.
- Review performance with the .co.now partner manager as needed during the campaign.



3. Promotional activity menu

To qualify for promotional pricing, the Registrar must complete at least four activities from the list below during the promotion term. Tick the selected activities and use the notes field where helpful to record the execution plan, owner, or launch date.

Select	Activity	Expectation	Minimum commitment	Execution notes
☐	Search results	Feature .co.now among the top ten suggested TLD results in relevant domain search flows.	During the promo term	
☐	Website visibility	Display .co.now prominently on the home page, in banners, ads, or equivalent site placements.	During the promo term	
☐	Social networks	Run a social campaign featuring .co.now across at least two social platforms.	Minimum 3 posts across 2+ platforms	
☐	Blog campaign	Publish a blog post or content feature promoting .co.now and its use cases.	At least 1 substantive post	
☐	Email promotion	Promote .co.now in the Registrar's newsletter or equivalent outbound email.	At least 2 sends	
☐	Landing page	Create a dedicated landing page or campaign page for .co.now.	During the promo term	
☐	Retail discount	Pass through a discounted offer or launch pricing for .co.now to end customers.	During the promo term	



☐	Trade shows / events	Feature .co.now in a trade show, webinar, partner event, or comparable industry activation.	At any time during the promo term	
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4. Launch checklist and execution discipline

The checklist below turns the promotion into an executable rollout plan. It should be completed by the Registrar team after signature and used as the operating checklist during launch.

Done	Launch task	Owner / date
☐	Agreement signed and filed internally.	
☐	Pricing configured to reflect the \$3.50 first-year wholesale promotion.	
☐	.co.now added to search suggestions and merchandising placements.	
☐	Landing page or equivalent campaign destination published.	
☐	Email campaign schedule confirmed.	
☐	Social campaign assets scheduled.	
☐	Abuse monitoring controls briefed to relevant teams.	
☐	Performance reporting cadence agreed with partner manager.	



5. Terms and conditions

5.1 Partnership intent

The Registry's stated objective is to be a registrar-friendly registry and to build long-term commercial relationships. The parties enter into this promotion on the understanding that the Registrar will use commercially reasonable efforts to promote .co.now during the promotion term and that the Registry will provide discounted pricing in return.

5.2 Abuse monitoring and corrective action

The Registrar shall monitor registrations made during the promotion period and shall take prompt corrective action where abusive registrations are identified. Without limitation, abuse indicators include unusually high registration volumes from a single user, extraordinarily high volumes of registrations containing patterns of random strings, and registrations identified by a third party as potentially being used for spam, malware, or other conduct that contravenes the .co.now Terms of Service or Abuse Policy.

5.3 Registry remedies

If the Registry detects prohibited usage and the Registrar fails to take corrective action, the Registry may lock affected domains, terminate this Agreement, or retroactively apply standard pricing to affected registrations where appropriate.

5.4 Confidentiality

The Registrar shall keep this discount arrangement, any special commercial terms, and any non-public promotional arrangements confidential, except where disclosure is required by law or for internal implementation on a need-to-know basis.

5.5 Limitation of liability

To the maximum extent permitted by applicable law, and except for indemnification and confidentiality obligations, neither party shall be liable unless gross negligence or wilful misconduct is proven. Neither party shall be liable for special, indirect, consequential, punitive, exemplary, or incidental damages, or for lost profits or business interruption, whether arising in contract, tort (including negligence), or otherwise, resulting from or related to the registration or use of a domain name, the use of the registry system, or the registry website, even if advised of the possibility of such damages. To the extent permitted by law, each party's aggregate liability in connection with a relevant domain name transaction shall in any case be limited to the fees charged by the Registry to the registrar of record in relation to that transaction.

5.6 Relationship of the parties

Nothing in this Agreement creates a joint venture, partnership, employer-employee relationship, principal-agent relationship, or similar relationship between the parties.

5.7 Governing forum

Any dispute arising out of or in connection with this Agreement shall be finally settled in London by arbitration.



6. Partner details, contacts, and signatures

Complete the Partner section in full. The .co.now section is included for counter-signature and operating contact purposes.

Partner section	.co.now section
Name:	Promo contact: Jess Parker
Title:	Title: Partner Manager
Organisation:	Company: Rocket Domains Ltd
Email:	Email: partner@co.now
Address:	Address: Reservoir Rd, Birmingham, B29 6__
Signature:	Signature: Jess Parker
Date:	Date:
Commercial contact / campaign owner:	Notes / campaign support:
Selected promotional activities confirmed:	_____
Internal approval / reference (optional):	_____
