Project Overview for the Event Sponsorship Management RFI

Request for Information

23 December 2025

ICANN

1 Introduction

1.1 About this Document

This document provides an overview of the Request for Information (RFI) for ICANN's Event Sponsorship Management. It provides background and pertinent information regarding the requirements for the respondents. The RFI itself is comprised of this as well as other documents that are hosted in the ICANN sourcing tool (SciQuest/Jaggaer). Indications of interest are to be received by emailing Event-Sponsorship-Mgmt-RFI@icann.org. Responses should be electronically submitted by 23 January 2026 by 23:59 UTC using ICANN's sourcing tool, access to which may be requested via the same email address as above.

ICANN will review the initial indications of interest via this public Request for Information (RFI) process and will issue a subsequent public Request for Proposal (RFP). Additional information regarding this two-stage selection process is outlined in the Project Overview section below.

1.2 About the Internet Corporation for Assigned Names and Numbers (ICANN)

The Internet Corporation for Assigned Names and Numbers' (ICANN's) mission is to ensure the stable and secure operation of the Internet's unique identifier systems. To reach another person on the Internet, you have to type an address into your computer - a name or a number. That address has to be unique so computers know where to find each other. ICANN helps coordinate and support these unique identifiers across the world.

See www.icann.org for more information.

2 Scope

2.1 Project Objective

The Internet Corporation for Assigned Names and Numbers ("ICANN") will review responses provided by respondents for the provision of the services specified in this Request for Information (RFI). This RFI will be conducted with the objective of maximizing the benefit to ICANN, while offering providers a fair and equitable opportunity to participate.

The objective of this project is to identify and engage a strategic partner to provide comprehensive, end-to-end event sponsorship management services for ICANN Public Meetings. This includes sponsor prospecting, proposal development, promoting opportunities to the right stakeholders and entities, contract administration, fulfillment coordination, billing, and post-event reporting, ensuring a seamless and professional experience for all stakeholders. As ICANN continues to define its sponsorship criteria and requirements, this RFI seeks to identify

event sponsorship management vendors in the marketplace capable of supporting their development and helping establish a clear framework for future engagement.

This sourcing event (RFI) is the first part of a two-stage sourcing process, used to fully evaluate responses for this initiative. This event is a Request for Information (RFI), which will be followed by a separate Request for Proposal (RFP), using the same sourcing tool. The RFI is public i.e. anyone may provide a response (to provide a response, refer to section 1.1). The goal of the RFI is to solicit interest, get a better understanding of the event sponsorship management space, and gain clarity on requirements. The RFP will be a public event, similar to the RFI. Evaluations from bids received during the RFP will ideally result in the selection of a provider for the initiative outlined.

2.2 Background

ICANN Meetings have been central to ICANN's multistakeholder model since its establishment in 1998. They provide a platform for learning about ICANN, advancing policy work, conducting outreach, exchanging best practices, facilitating business opportunities, and engaging with members of the ICANN community, Board, and organization.

ICANN hosts its Public Meetings three times a year worldwide — typically in March, June, and October — with sponsorship opportunities available for the March and October events.

ICANN has been reviewing ways to strengthen the sustainability of its Public Meetings in light of rising operational, venue, and travel costs. As part of this work, a discussion group examined how sponsorships could play a more meaningful role in supporting meeting-related expenses. Historically, ICANN has engaged primarily with sponsors from within the internet industry, but growing interest from a wider range of sectors suggests an opportunity to broaden outreach, develop a more strategic sponsorship approach, and diversify revenue sources moving forward.

2.3 Scope of Work

The service requested in this RFI is for the evaluation of vendors and their proposed solutions.

ICANN meetings are held three times each year in different regions of the globe to enable attendees from around the world to participate in person. Meetings take place in the ICANN geographic regions. You can see the dates and locations for past and upcoming ICANN meetings here.

The Sponsorship Management Company will provide end-to-end sponsorship services for ICANN Public Meetings. The scope includes, but is not limited to, the following key areas:

1. Sponsorship Planning
    a. Develop and implement a comprehensive sponsorship plan aligned with ICANN's mission, values and event objectives.

b. Identify new sponsorship opportunities across industries and sectors to diversify revenue streams.
c. Advise on sponsorship packages, benefits, pricing and tire structure.

2. Prospecting and Outreach
    a. Conduct research to identify potential sponsors globally, including new industries and entities to expand sponsorship opportunities.
    b. Develop tailored outreach campaigns and proposals to engage both existing and prospective sponsors.
    c. Maintain and grow relationships with current sponsors while pursuing new partnerships to ensure retention, renewal and program growth.
    d. Identify and pursue opportunities to increase sponsorship revenue and optimize the overall program value.
3. Sponsor Screening & Compliance
    a. Conduct initial screening of all prospective sponsors to ensure they align with ICANN's mission, core values, and reputation.
    b. Perform background checks and due-diligence reviews to identify any risks, conflicts of interest, or reputational concerns.
    c. Manage and document the internal approval process for sponsor eligibility, including flagging any issues for ICANN's review before proceeding with agreements.
    d. Maintain updated screening criteria and ensure ongoing compliance throughout the sponsorship lifecycle.
    e. The management company is responsible for conducting a thorough assessment and screening of each potential sponsor and making a formal recommendation, including a final decision to either approve or decline sponsorship.
4. Proposal Development and Negotiation
    a. Create professional Sponsorship proposals and contracts.
    b. Facilitate negotiations to finalize agreements.
5. Fulfillment and Activation
    a. Coordinate delivery of all sponsor benefits, including branding, exhibition space and other entitlements.
    b. Ensure sponsors receive a seamless and high-quality experience before, during, and after events.
6. Billing and Financial Management
    a. Manage invoicing, Payment tracking, and financial reconciliation related to the sponsorship agreements.
7. Reporting and Analytics
    a. Track and report sponsorship performance metrics, including engagement, revenue, and return on investment.
    b. Provide insights and recommendations to optimize future sponsorship programs.
8. Coordination and Communication
    a. Serve as the primary point of contact for sponsors and ICANN staff
    Coordinate closely with ICANN Meetings Teams and relevant stakeholders to ensure alignment and consistency.

3 High Level Selection Criteria

This RFI will be followed by a separate RFP. The selection criteria for the RFP will be based on but not limited to the following:

1. Capabilities
    a. Proven Sponsorship Expertise
    b. Strategic Prospecting and Revenue Growth
    c. Brand Alignment and Compliance Screening
    d. Proposal Development and Marketing Capacity worldwide
2. Geographic reach
3. Financial health
4. Financial value / pricing
5. Reference checks
6. Mitigation of any conflicts of interest
7. Value added services

4 High Level Business Requirements

The provider must be able to adhere to the complete list of business requirements as listed in Jaggaer. A summary of the key business requirements is listed below:

1. Ability to manage global sponsorship programs with demonstrated expertise in delivering end-to-end sponsorship solutions.
2. Capability in strategic prospecting and industry knowledge to identify and pursue high-value sponsorship opportunities.
3. Commitment to maintaining high professional standards and alignment with ICANN's reputation and expectations.
4. Proficiency in account management and stakeholder communication, ensuring clear, consistent, and effective engagement.
5. Capacity to drive revenue growth through innovative and targeted sponsorship strategies.
6. Operational excellence and project management capability to ensure seamless execution of sponsorship activities.
7. Transparency in financial management and reporting, providing accurate and timely insights.
8. Innovation and value creation ability, bringing creative solutions that generate meaningful impact for the partnership.
9. Ability to communicate effectively in English, both verbally and in writing.
10. Availability and flexibility for meetings, whether in person or via remote participation.

5 RFI Timeline

The following dates have been established as milestones for this RFI. ICANN reserves the right to modify or change this timeline at any time as necessary.

Activity	Estimated Dates
RFI published	23 December 2025
Participants to indicate interest in submitting RFI response	6 January 2026 by 23:59 UTC
Participants submit any questions to ICANN	12 January 2026 by 23:59 UTC
ICANN responds to participant questions	14 January 2026
Participant responses due by	23 January 2026 by 23:59 UTC
Review of responses/follow-on RFP prep	January thru March 2026
Follow-on RFP process starts	March 2026

6 Terms and Conditions

General Terms and Conditions

1. Submission of a response shall constitute each respondent's acknowledgment and acceptance of all the specifications, requirements and terms and conditions in this RFI.

2. All costs of preparing and submitting its response, responding to or providing any other assistance to ICANN in connection with this RFI will be borne by the respondent.

3. All submitted responses including any supporting materials or documentation will become the property of ICANN. If respondent's response contains any proprietary information that should not be disclosed or used by ICANN other than for the purposes of evaluating the response, that information should be marked with appropriate confidentiality markings.

Discrepancies, Omissions and Additional Information

1. Respondent is responsible for examining this RFI and all addenda. Failure to do so will be at the sole risk of respondent. Should respondent find discrepancies, omissions, unclear or ambiguous intent or meaning, or should any question arise concerning this RFI, respondent must notify ICANN of such findings immediately in writing via e-mail no later than ten (10) days prior to the deadline for bid submissions. Should such matters remain unresolved by ICANN, in writing, prior to respondent's preparation of its response, such matters must be addressed in respondent's response.

2. ICANN is not responsible for oral statements made by its employees, agents, or representatives concerning this RFI. If respondent requires additional information, respondent must request that the issuer of this RFI furnish such information in writing.

3. A respondent's response is presumed to represent its best efforts to respond to the RFI. Any significant inconsistency, if unexplained, raises a fundamental issue of the respondent's understanding of the nature and scope of the work required and of its ability to perform the contract as proposed and may be cause for rejection of the response. The burden of proof as to cost credibility rests with the respondent.

4. If necessary, supplemental information to this RFI will be provided to all prospective respondents receiving this RFI. All supplemental information issued by ICANN will form part of this RFI. ICANN is not responsible for any failure by prospective respondents to receive supplemental information.