

## MANRS SPONSORING CAMPAIGN 2026

### — Campaign Description —

#### Background

For almost 12 years, MANRS has been protecting a core infrastructure of our interconnected world: the routing system. The initiative, which started small (nine participants), has grown steadily to become a unique meeting point for the Internet industry, with around 1,300 participants from six continents, representing four large sectors via specific programs (network operators, IXPs, CDN & cloud providers, and equipment vendors).

This community has contributed to a reduction of the impact and volume of routing security incidents globally and has eased regulatory pressure in key markets such as the United States and the European Union.

A strong MANRS community is good for the Internet as a whole. The MANRS actions benefit everyone, from direct participants to end users who rely on the Internet for their daily lives.

But we are far from done. In fact, the work has just begun.

In 2024, the Internet Society transferred the Secretariat functions of MANRS to the Global Cyber Alliance (GCA) with a double commitment—to strengthen its growth, maturity, and adoption worldwide, and to provide for its long-term sustainability.

In the first two years under GCA, MANRS has welcomed more than 200 new participants, engagement has increased notably, as seen by the latest election processes, and two crucial resources have been incorporated: formalizing the MANRS Development Process (MDP) and updating the Charter to reflect its first decade of growth and maturation.

Also, a new roadmap has been set in motion, with plans to update and expand the Observatory, revitalize the MANRS Ambassadors Program for global outreach, boost training and visibility, expand our work into enterprise networks, and turn the MDP into a tool to increase uptake of the MANRS actions.

A five-year tapering grant from the Internet Society has sustained the initiative's operations and immediate plans while keeping participation free.

Now, the sustainability question is becoming central. If we want MANRS to continue growing and **stay free for all participants**, we need to think collectively about its financial future.



## A Call for Funding

Our proposal is simple:

- An **annual call for MANRS sponsorship**, open to the entire community.
- An easy application offering different levels of visibility associated with six tiers of sponsorship.

Is your organization ready to make its support to MANRS visible? Then, keep on reading.

## Sponsorship Details

To become a MANRS sponsor, **sign the attached form**, which outlines engagement with the [Global Cyber Alliance \(GCA\)](#), the nonprofit organization holding the [Secretariat of MANRS](#) and in charge of its sustainability.

As you will see on the form, we include the possibility of also becoming a GCA partner at no additional cost. MANRS is only one of the projects GCA supports. We invite you to consider engaging in and supporting us for our other work in [Internet infrastructure cybersecurity at scale](#), such as [AIDE](#) and [Domain Trust](#).

The form offers a range of sponsorship options, from an annual contribution of USD \$1,500 to \$250,000. They are organized in the following six tiers:

- **\$ 1,500 = Basic**  
Logo on the MANRS site, with an option to also be listed as a GCA partner at no additional cost
- **\$ 5,000 = Bronze**  
All the above + quotation (headshot + logo + quotation) on the MANRS site + MANRS social media message welcoming the organization as a sponsor
- **\$ 10,000 = Silver**  
All the above + inclusion of logo in a dedicated page of all promotional and educational collateral
- **\$ 50,000 = Gold**  
All the above + contributed article to the MANRS blog of up to 1,000 words, published on the MANRS site and disseminated over social media
- **\$ 100,000 = Platinum**  
All the above + inclusion of logo at the closing of MANRS slide decks and in other selected forms of MANRS collateral
- **\$ 250,000 = Diamond (limit: 4)**  
All the above + inclusion of on the bottom banner of the MANRS site



Once you sign the form and payment is complete, your visibility options will be activated **until the end of the 2026 annual campaign (December 31, 2026)**.

All visibility options are summarized in the table below:

	Logo on Web Site	Social Media	Quotation	Collateral Overview	MANRS Blog Post	Logo on End Slides	Web Banner
<b>Basic</b> \$ 1,500	✓						
<b>Bronze</b> \$ 5,000	✓	✓	✓				
<b>Silver</b> \$ 10,000	✓	✓	✓	✓			
<b>Gold</b> \$ 50,000	✓	✓	✓	✓	✓		
<b>Platinum</b> \$ 100,000	✓	✓	✓	✓	✓	✓	
<b>Diamond</b> \$ 250,000	✓	✓	✓	✓	✓	✓	✓

