

## **IFHA COMMERCIAL AND MARKETING COMMITTEE TERMS OF REFERENCE**

### **1. COMMITTEE PURPOSE**

- 1.1 The Commercial and Marketing Committee (the Committee) is a committee of the Executive Council of the International Federation of Horseracing Authorities (IFHA), comprised of specific Task Forces determined and agreed upon by the Executive Council.
- 1.2 The primary objectives of the Committee are to provide the IFHA Executive Council with:
  - a. expertise and insight on current global good practices for the marketing and branding of horse racing, with a view to identifying and supporting future strategy of the IFHA and its members;
  - b. guidance and strategic input for the IFHA's commercial objectives in order to develop its activities, drive value and benefit for its members, and generate additional revenues for the IFHA and generally to promote global horse racing.

### **2. MEMBERSHIP**

- 2.1 The members of the Committee shall be formally appointed by the Executive Council.
- 2.2 The Committee shall comprise persons nominated by an Executive Council member organisation, with the Chair to be appointed by the Executive Council.
- 2.3 The Committee shall have a Secretary made available through the Federation's Executive Office.
- 2.4 The Committee Chair and Committee members shall be appointed annually by the Executive Council. If the Executive Council does not appoint the Committee Chair or the Committee annually, the incumbent Committee Chair and the Committee members shall continue to serve in such capacity until the Executive Council reappoints or appoints a successor(s).
- 2.5 Any member of the Committee may be removed or replaced at any time by the Executive Council and the Executive Council may fill vacancies on the Committee by appointment from among its members. If and whenever a vacancy exists on the Committee, the remaining members may exercise all its powers. Subject to the foregoing, each member of the Committee shall remain a member until the next annual meeting of the IFHA, following that Committee member's appointment.

### **3. MEETINGS AND RESOURCES**

- 3.1 The Committee and its Task Forces shall meet as determined by the Committee Chair. Meetings may be held by video or telephone conference, or may be in person to coincide with meetings of the Executive Council.
- 3.2 As required, the Committee may engage IFHA member resources, or external consultants (subject to Executive Council approval), to assist the Committee in carrying out its duties.
- 3.3 A quorum at any meeting of the Committee shall be at least three of its members.
- 3.4 An Executive Council member may attend a Committee meeting as an observer with the prior approval of the Chair.
- 3.5 Other non-members may attend meetings by invitation of the Committee, including:
  - a. the Executive Director; and
  - b. any Director.

#### **4. RESPONSIBILITIES AND DUTIES**

- 4.1 In order to fulfil its responsibilities, the Committee shall have access to relevant and timely IFHA information, contractual arrangements, and other external information/data.
- 4.2 The Committee Chair is responsible for the following:
  - a. establishing the agenda for Committee meetings in consultation with the IFHA Chair;
  - b. providing direction to the IFHA Chair on behalf of the Committee; and
  - c. reporting to the Executive Council on the activities, recommendations of the Committee by oral or written report at Executive Council meetings.
  - d. recommending to the Executive Council the establishment of Task Forces for specific areas of interest for the IFHA;
- 4.3 Subject to the powers and duties of the Executive Council, the Committee will:
  - a. generally review, monitor and provide advice to the Executive Council in relation to the IFHA's commercial, sponsorship, and marketing activities, events, and agreements;
  - b. make proposals to the Executive Council for the development, expansion or protection of IFHA intellectual property;

- 4.4 In addition, in support of the IFHA's strategic objectives, the Committee may undertake work on the following matters for consideration by the Executive Council:
- a. global simulcasting and commingling;
  - b. identification and exploration of areas where racing can generate income, build assets, and advance links with wagering operators;
  - c. sponsorship arrangements between the IFHA and commercial partners;
  - d. the promotion of horse racing as global sports entertainment;
  - e. promotion, marketing, and communication of horse racing, with focus on its welfare initiatives, and social, cultural, and economic impact;
  - f. any other matter or area as requested by the Executive Council.

## **5. COMMITTEE REVIEW**

- 5.1 The Committee will review its operation, including these terms of reference and meeting frequency, every three years (or otherwise as required).
- 5.2 The performance of the Committee will be reviewed every three years (or otherwise as required) by the Executive Council.

## **6. DATE OF APPLICATION**

- 6.1 These terms of reference are effective from 5 July 2022.