

Terms of Reference
British Eventing Commercial and Marketing
Committee



Aim

To provide guidance and oversee the commercial and marketing management of British Eventing (BE), reporting to the Board.

Objectives

- To input into and ensure that appropriate strategies are in place in order to meet the needs of and engage with all of BE's stakeholders
- Review the BE brand and establish a stronger brand position
- To review progress of the stakeholder strategies .
- To oversee and provide expertise on the different areas of the communications function including but not exclusive to Marketing, PR, Advertising, Sponsorship, Merchandise, Media Rights, Publications including British Eventing Life magazine, Social Media and Commercialisation.
- To have an overview of British Eventing's existing sponsors.
- To input into the proposed new sponsorship structure as recommended in the commercial audit findings of January 2016.
- To review and have an overview of sponsorship revenues and growth targets.
- To review with the Executive the detailed budget and summary of key assumptions before presentation to the Board for approval .
- To review commercial income revenues and recommend targets.
- To input into a commercial strategy.
- Any projects over £5,000 and not budgeted for should be reviewed by the Finance Committee for recommendation to the Board of Directors.

Status and Composition

The Chairman of the Committee will be appointed by the Board of British Eventing. The composition of the Committee will be proposed to the Board by the Chairman of the Committee after discussion between the Chief Executive and the Committee Chairman. Members will include those with broad communications and commercial experience and/or specialist knowledge in specific areas such as Marketing, PR, Advertising, Broadcasting, Branding etc. Any Board Director may attend committee meetings.

Frequency of Meetings

The Committee will meet at least four times per annum and may arrange group communications as deemed necessary. Ad hoc attendance of an appropriate adviser may be required in certain circumstances.

Term

All members will be appointed for an initial term of not more than 2 years, which may be renewed but with the proviso that no member may serve for more than 8 years continuously. Membership of the Commercial and Marketing Committee is voluntary but expenses will be paid.

Reviewed: June 2016. June 2018