



**INTERNATIONAL  
SAMBO FEDERATION**

## **Marketing and Media Commission Terms of Reference**

The International SAMBO Federation (FIAS) Marketing and Media Commission is constituted under Article XII of the Constitutive Instrument of Foundation (also known as the Statutes) and Article 18 and Article 27 of ByLaws as a designated Standing Commission of the organisation.

These Terms of Reference have been approved by the FIAS Executive Committee and are publicly available and published on the FIAS website. They are reviewed annually to ensure they remain accurate and fit for purpose.

The FIAS Statutes and By Laws of the FIAS Executive Committee on Permanent Commissions can be referenced in conjunction with these Terms of Reference.

### **Purpose**

To provide all aspects to FIAS Management, the FIAS Executive Committee on all relevant matters related to Marketing and Media of the FIAS.

### **Goals and Objectives**

1. Creates FIAS marketing and media strategy for approval of FIAS President or FIAS Executive Committee.
2. Creates and implement the FIAS Marketing Rules.
3. Create proposal of FIAS sponsorships package.
4. Offers the implementation of FIAS identity.
5. Provides FIAS EC with proposals related to FIAS marketing and media strategies and undertakes all projects related to relationships with FIAS Sponsors, and the FIAS official website.
6. Supervise the FIAS website, the FIAS advertisement and visibility of FIAS brand at the sports market.
7. Prepares promotion strategy which increase visibility of FIAS and SAMBO athletes worldwide.

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8. Ensures the visibility of SAMBO sports at the sports market and plan the promotion and advertisement of FIAS events.
9. Ensures representation, protection and promotion of the FIAS interests, its brand, logo and the visibility of FIAS international events.
10. Communicates with FIAS event organizers in occasion of the banner placement.
11. Advises the FIAS offices in negotiation with the sponsors/partners.
12. Revises the FIAS event billboards and leaflets.
13. Helps to find the partners for the FIAS events.
14. Conducts a comprehensive situational analysis of the activities of FIAS to date, assess the perception of athletes, officials, SAMBO community as well as media presence.
15. Creates periodic electronic magazine for distribution among the National Federation members of FIAS and the public in general
16. Supervise the FIAS Digital strategy.
17. Prepares and implement the FIAS strategy for future broadcast rights negotiations.
18. Makes recommendations to the FIAS Executive Committee regarding the social media campaigns.
19. Seeks means of maximising the potential benefits to the FIAS available through association with media partners from which can benefit any FIAS marketing partner as well.

**Reporting Structure**

Working in close co-operation with FIAS Management, the Marketing and Media Commission, through its Chairperson, reports to the FIAS Executive Committee and when requested to FIAS Congress.

**Composition (including Terms of Appointment)**

Article 12 of the FIAS Statutes states that the Commission will not have more than 12 members and that each member, including the Chair shall be appointed for a period of four years. The term begins on the date of appointment, generally at the beginning of a calendar year. Members may be reappointed for a maximum of two further consecutive terms of four years. They cannot serve for more than twelve years in aggregate for the same Commission. These limitations shall be immediately applicable to each member of the Commission for their next appointment. A rotation policy for the Commission shall apply so that generally one third of the members change two

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years. Such rotation will be carried out in a manner that ensures continuity of Commission experience and expertise. A public call for candidates for any upcoming vacant seats of the Commission will be issued at least six months before the meeting date at which the vacancies will be approved. The list of candidates for vacancies, together with the continuing members of the Commission, will be reviewed as a whole by the Chairperson, in consultation with the Chief Executive Officer, the Secretary General and the President.

The composition of the Commission shall aim to ensure appropriate balance amongst the membership:

- Relevant background and experience;
- Proven interest / commitment to sport;
- Sport discipline (including able/disabled sports);
- Geographical region;
- Gender;
- Culture;

The proposed composition of the Commission for the following year will be approved by the Executive Committee in November of each year, by way of a simple majority of the votes cast by the members present at the time of the vote.

The FIAS Statutes state that the Executive Committee may remove individuals from the Commission where it considers it is appropriate to do so (in its sole discretion) by way of a simple majority of the votes cast by the members present at the time of the vote.

### **Chairperson**

The Chairperson of the Marketing and Media Commission is appointed by the FIAS Executive Committee based on the recommendation of the Marketing and Media Commission Members in place at the time of the upcoming vacancy. If there are two or less applications for the position, the Nominations Commission will examine these applicants before forwarding to the FIAS AC for selection. If there are more than three, the FIAS AC Members will review the applicants received and provide a list of two preferred applicants to the Nominations Commission for vetting, after which the vetted candidates who have been deemed eligible will be returned to the FIAS AC for

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selection. The selected candidate(s) will then be submitted to the FIAS Executive Committee for appointment.

The Chairperson will be not a member of the FIAS Executive Committee.

### **Skill Requirements**

A detailed position description which outlines the profile and competencies of the Chair of the Commission is used in the selection process for the position. In general, the Chair must have an impeccable reputation, high integrity and strong ethics, and should have experience in chairing Commissions. On the whole, the Members of the Commission should have skills and experience commensurate with the purpose, goals and objectives of the Commission.

### **Expertise**

Nominated observers (non-voting) may also be invited to attend meetings on an ad-hoc or regular basis.

The Chair of the Marketing and Media Commission, in consultation with and upon approval of FIAS Management, may seek assistance from outside experts from time to time.

### **Working Norms**

The Commission will normally operate on the basis of consensus and maintain as informal a manner as is possible or appropriate for the conduct of Commission business.

Consensus will be sought whenever possible. In the event of divergence of opinion or disagreement concerning recommendations, the absolute majority (determined by vote by hand) will rule. In the event of a tie, the Chairperson has the casting vote. There is presently no formal practice concerning a quorum. Whilst the objective is to appoint the best candidate for a Chair vacancy, the Executive Committee will collectively appoint Chairs of all the FIAS Permanent Commissions taking into account a balanced allocation of regional and gender representation.

The Chairperson has the responsibility to determine if a quorum is present. Minutes will record any dissenting opinion on request.

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The Chairperson may limit discussion of resurfacing issues by referring to previous recommendations or conclusions of previous discussions.

### **Conflict of Interest**

Commission members will be bound by the Conflict of Interest policy adopted by the FIAS Executive Committee, which is modified from time to time, and in this light, every year will be required to complete and sign a Statement of Independence and Interest in accordance with the current policy.

### **Confidentiality**

All Commission members are required to sign a confidentiality agreement upon appointment.

### **Communications and Media**

All members are required to read and comply with FIAS Media Relations Policy, as issued by the organisation from time to time. Should a member receive a request for an interview in relation to their role with the Commission, or FIAS's work, they should consult first with the FIAS Management or (if absent) with the FIAS Media and Communications Director.

### **Administrative and Funding Support**

FIAS shall provide the necessary administration and financial resources for Commission meetings. The FIAS Executive Committee shall appoint the FIAS Management Representative as the liaison person (Secretary) to the Commission.

FIAS provides on an annual basis "General Information and Guidelines" to all its Commission members. This document provides an overview of administrative policies and procedures applicable to the Commission.

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### **Meetings**

The Commission will meet in person, as required, up to a maximum of once per year. FIAS will look for opportunities to hold such meetings around major sporting events or other sports meetings, such as athlete forums. Informal meetings can also be held around FIAS Executive Committee meetings with some members as appropriate. Additional meetings may be held via teleconference.

Outcomes of the Commissions' meetings will be posted on the FIAS website once approved by the Commission Members. Other reports and correspondence relative to the Commission shall be recorded and retained at the FIAS headquarters.

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