



HRI Ownership Brand Ambassador

Agreement and Terms and Conditions

Period of Engagement: 1st March to 31st August 2021

Brand Ambassador Agreed Commitment:

- To become a HRI Ownership Brand Ambassador.
- As brand ambassador the 'owner' agrees to positively promote racehorse ownership in Ireland.
- To post a minimum 6 high-quality pieces of content in a 6-month period on your social media platform.
- Posts should be spread out over a 6-month period i.e., one or two per month.
- Ambassador to tag @hriowners and @hrracing in all posts.
- Ambassador to use a hash tag as advised by HRI Ownership. This hash tag may change throughout the campaign.
- Follow HRI Ownership on social media and share general posts as appropriate.
- Be Passionate, motivated, positive about your ownership experience.
- Influence the future of the ownership experience.

Permission

- On agreeing to be an ownership brand ambassador, we have permission to interact with your social posts (as outlined above) as deemed appropriate for the brand.
- The brand ambassador agrees he/she will have appropriate permissions, if required, to post any pictures/video's on social media.
- Adhering to ASAI (Advertising Standards Authority of Ireland) rules when posting about a brand and/or campaign and being paid to do so, it is compulsory to use a designated hashtag i.e. #brandambassador when referring to HRI Ownership on social media

Facebook Closed Group

- Ambassadors will be invited to join a closed Ownership Facebook page.
- This will be a positive space and forum to share information, ideas and campaign details.
- The Ambassador agrees to follow the Facebook page rules, as indicated on the page.

HRI Ownership Agreed Commitment

- To accept you into the HRI Ownership Brand Ambassador programme.
- Provide HRI Ownership Merchandise.
- Give you two free tickets to a HRI Racecourse Meeting of your choice. Valid for any meeting at a HRI track within a 6-month period from when racing is open to the public.
- Invite you and a guest to an Ownership Event. The event maybe online or in person depending on COVID-19 restrictions.

- HRI Ownership will invite you to join a HRI Ownership closed face book group.
- Brand ambassadors are to conduct themselves in a manner in keeping with the core ideals and good name of HRI. Brand Ambassadors must not engage in any act which might prejudice or bring HRI or associates into public disrepute or offend the community or public morals.
- Horse Racing Ireland has the right to end this agreement if the Ambassador behaviour is deemed inappropriate and against the ethos of the agreement.