



JOCKEY SPONSORSHIP

Code of Conduct

September 2009

A CODE OF CONDUCT FOR JOCKEY SPONSORSHIP

This Code of Conduct represents the sponsorship controls approved by the Directors of the British Horseracing Authority under Rule (A)39 of the Rules of Racing.

This edition of the Code will take effect from 7th September 2009, replacing all previous versions published.

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Jockey Sponsorship – Code of Conduct

1. Introduction

This Code of Conduct ('the Code' represents the sponsorship controls, for Jockey Sponsorship, approved by the Directors of the British Horseracing Authority under Rule (A)39 of the Rules of Racing (Appendix 3 refers).

A Code of Conduct dealing with such sponsorship controls was first published in November 1998 and the Jockey Sponsorship Scheme itself was introduced on 1st February 1999.

Sponsorship permitted under this Code only extends to race meetings held in Great Britain. As far as racing in other countries is concerned, any form of advertising/sponsorship on jockeys' equipment is a matter for the relevant Racing Authority.

Failure to comply with any part of this Code, as amended from time to time, will be a breach of the Rules of racing for which warnings and penalties may be imposed. The penalties will range from a fine or referral to the Stewards of the British Horseracing Authority, depending upon circumstances.

It is essential that both the spirit and letter of this Code are observed, by all parties, at all times.

British Horseracing Authority
September 2009

2. Branding Opportunities

Jockeys have specific branding opportunities on the following items of their riding equipment:

- Breeches (defined as personal garments worn as part of a jockeys' equipment)
- Clothing (defined as personal garments worn underneath owners' silks, as part of a jockeys' equipment)

Refer to Section 3 (d) for further details.

3. Jockey Sponsorship: Opportunities

This section of the Code lays down the sponsorship opportunities available to Jockeys.

Sponsorship Opportunities

a) Definition of a Jockey

A Jockey is a person who holds a licence from the stewards of the British Horseracing Authority to ride for hire and such licences may be limited to Flat Races or Steeplechases, Hurdle Races and National Hunt Flat Races.

b) Definition of Sponsorship

'Sponsorship is a business relationship between a provider of funds, resources or services and an individual, event or organisation which offers in return rights and association that may be used for commercial advantage.'

(S. Sleight; Sponsorship: 'What it is and how to use it' 1989)

It is emphasised that the key terms are business relationship and commercial advantage, which distinguish sponsorship from patronage, essentially an altruistic gesture.

Sponsorship must be understood as similar to a partnership between two parties of mutual benefit to both.

c) Definition of Logo

Short for logotype, a logo is a trade mark, company name/emblem or series of characters, which may be used within any of the branding sites referred to in this Code.

d) What can be sold – Branding sites and sizes, appearance and method of fixing.

These dimensions comply with agreed OFCOM Guidelines.

Jockeys' Breeches

There shall be **three** branding sites only available on jockeys' breeches as follows;

Thigh site **Two** identical sites, each of 32 sq. inches (209 sq. cm), each site placed on outer sides of breeches, positioned between hip and knee.

Coccyx site **One** site of 10 sq. inches (64 sq. cm), placed on rear of breeches, at base of spine.

Jockeys' Clothing

There shall be **one** branding site only available on jockeys' clothing worn underneath owners' silks (such as roll-neck/polo neck-type-apparel), as follows;

Neck site **One** site of 6 sq. inches (38.5 sq. cm), placed on the stock centre front of clothing.

See Appendix 1 for an illustration of the above three branding sites.

The branding sites on jockeys' **breeches**, and jockeys' **clothing**, shall belong to individual jockeys. The owners of the branding sites may, according to commercial considerations, sell the rights to these sites individually or collectively.

Any logo on the branding sites on breeches may be visible between weigh-out and weigh-in for a particular race at a racecourse, and otherwise, subject to the agreed conditions for Media Interviews/Trophy Presentations in Appendix 4 to this Code, may be visible outside of this period whilst on a racecourse without restriction, subject to compliance generally with the Code.

The use of any other clothing or equipment for branding purposes is expressly prohibited under this Code. This would include, but not be restricted to, baseball caps, other headgear, clothing, eyewear etc.

Jockeys will also note that they are required to comply with the agreed conditions for Media Interviews/Trophy Presentations as in Appendix 4 to this Code.

Appearance and Fixing

Full colours are permissible. Logos should be stitched, or printed, on the Jockeys' riding equipment. Jockeys must always carry an unbranded set of riding equipment: i.e. breeches and clothing, which must be used in the event of any non-compliance with the Code.

Branding must comply with the Code at all times when it appears on the racecourse in the following locations:

- i) in any stabling area or horsebox
- ii) in the pre-parade or parade ring
- iii) on the race track
- iv) in the winner's enclosure and any other unsaddling area
- v) whilst mounted on a horse
- vi) in the weighing room
- vii) whilst proceeding between any of the above locations

4. Registration of Contracts

A written contract must be drawn up and signed by the Jockey and the Sponsor, for approval, registration with and publication by the British Horseracing Authority, 1 week (7 days) prior to the first appearance of any branding on a racecourse permitted by this Code. Such branding must match that agreed in the contract registration appears on the Racing Calendar web site

Following the signing of the contract with a Sponsor, the Jockey must register that contract with the British Horseracing Authority by delivery to The Jockeys' Sponsorship Desk, Weatherbys, Sanders Road, Wellingborough, Northants, NN8 4BX (01933 440077). The details of the contract will be checked for compliance with the Code.

From January 1st 2009 the contract registration fee will be £36.60 (inc VAT). This charge is usually debited to the Jockey's Weatherbys account. However, in the case of the Jockey not having such an account it is necessary for a cheque for the full amount of the registration charge to accompany the contract. The amount of the registration fee is subject to an annual review by the British Horseracing Authority.

It is essential that all parties to the contract recognise the need to comply with this Code as amended from time to time.

Appendix 2 is a Specimen Sponsorship Contract. This document may be used to record, subject to registration, a contract between a Jockey and a Sponsor. All the terms within the sponsorship must be included in any contract.

The PJA will offer advice on how to draw up contracts, registration of contracts etc.

If Appendix 2 is not used, any contract forwarded for registration to the British Horseracing Authority must contain all the following information before it can be approved for publication.

- i) Date of signing
- ii) Name and address of Jockey and where appropriate of Agent or Advisor
- iii) Name and address of Sponsor
- iv) Sponsor's nature of business
- v) Sponsorship Income Level (this information will not be published)
- vi) Exact description of name, logo or word(s) to be used within the allowed branding sites
- vii) Contract expiry date or period of sponsorship
- viii) Agreement to comply with the Code of Conduct, as amended from time to time
- ix) Specific agreement that all sponsorship income must be paid to and administered by the Stakeholders, Weatherbys, as appointed under the Rules of Racing.

5. Distribution of Income

All income generated through sponsorship under the Code must be paid to and administered by the Stakeholders, Weatherbys (see 4.ix.).

6. Unacceptable Products or Services

Within the OFCOM Code of Advertising Standards and Practice is a list of unacceptable products or services, as follows:-

- i) All tobacco products
- ii) Breath testing devices or others which mask the effects of alcohol
- iii) The occult
- iv) Private investigation agencies
- v) Commercial services offering advice on personal or consumer problems
- vi) Guns and Gun Clubs
- vii) Pornography

Blanket prohibition on the sponsorship of jockeys by betting and gaming organisations (to include, for the avoidance of doubt, betting exchanges) is no longer in force. However, only sponsorship agreements involving 50 individual jockeys or more and which are submitted through and managed by the Professional Jockeys Association, will be considered for such organisations.

The Code requires compliance with any prevailing OFCOM standards. Therefore any brands or companies that advertise the above products or services are not allowed and must be avoided when entering the market. Rule (D)39 (Appendix 3 refers). The Directors of the British Horseracing Authority shall have complete discretion whether to approve and register any Jockeys' Sponsorship contract. Any contact submitted relating, in the opinion of the Directors, to an unacceptable product or service, will not be approved or registered, and Jockeys will not be permitted to carry any logos under such contracts.

7. Sourcing Branding

Following the signing of a contract and registration of said document with British Horseracing Authority, arrangements must be made to produce branding on the jockey's equipment (breeches and/or clothing). Details of some known manufacturers of such equipment can be obtained from the PJA.

Any supplier must produce branding to meet the requirements of the Code.

8. Exclusivity Arrangements and The Aintree Grand National Meeting and The Epsom Derby Meeting

The two race meetings named above, have optional jockey sponsorship exclusivity arrangements for all branding sites as detailed in this Code, for all races run at these meetings. Jockeys must not carry branding on their equipment for any race(s) run at these race meetings if this option is exercised by the sponsor.

A jockey may enter into a contract with either meeting sponsor, provided it meets the approval of the respective sponsor, the respective owner(s) of horse(s) running at these meetings and the British Horseracing Authority.

Details of these arrangements, including race meeting sponsorship payments, will appear in the Racing Calendar from time to time in accordance with the Race Conditions.

9. Visibility of Branding Sites

The branding sites and sizes covered by this Code must be respected by all parties. Any obstruction of the visibility of legitimate branding sites, by any party, whether pre-meditated or otherwise, is prohibited under this Code, except where such action is taken on the grounds of horse welfare or exclusive sponsorship rights, e.g. The Aintree Grand National Meeting. Such practice may constitute a breach of the Rules of Racing for which penalties may be imposed.

10. Negotiation with Owners

The British Horseracing Authority has lifted the “owner’s veto” which had previously prevented jockeys from displaying branding on any of the jockey sponsorship sites when riding for an owner that exercised their right to veto.

Jockeys are now free to negotiate with owners over what branding may be worn when riding their horses, providing that they still comply with the rules as laid out in this Code of Conduct.

In order to facilitate the flow of information, details regarding Jockeys’ sponsors will be available on the Racing Admin website, the British Horseracing Authority’s own website and from time to time, a full list will be published on the Racing Calendar website.

An owner is defined as per the Rules of Racing, as reproduced in Appendix 3 of this Code.

11. Conditional and Apprentice Jockeys

Any sponsorship contract for Conditional or Apprentice Jockeys submitted for registration at the Jockeys’ Sponsorship Desk at Weatherbys will also need to include the signature of the employing Trainer. If the Jockey is under eighteen years of age, the signature of a parent/guardian will also be required.

Any sponsorship income earned by either a Conditional or Apprentice Jockey will be split between the Jockey and the employing Trainer in the same way as prize money is distributed in the Rules of Racing and the Apprentice Riding Agreement unless waived by the employing Trainer.

12. Amateur Riders

Amateur Riders are excluded from seeking sponsorship income for themselves as any payment would, through Rule (D)19 make the rider ineligible to hold an Amateur Rider’s Permit.

However, providing a minimum payment of £200 is paid via the Stakeholders to the Amateur Jockeys Association and no payment of any kind is made to an Amateur Rider in return for the appearance of branding on breeches or clothing as outlined in Section 3 (d), then such Amateur Rider may be permitted to carry such branding. In these circumstances references to ‘jockeys’ in this Code are to be construed as applying to Amateur Riders. All contracts sent to Weatherbys for registration of sponsorship for Amateur Riders must be accompanied by a cheque made payable to the Amateur Jockeys Association for the above amount otherwise the contract will not be registered.

13. Effective Date

This edition of the Jockeys' Sponsorship Scheme Code of Conduct becomes effective from 7th September 2009 but it may be subject to amendment from time to time. Any such amendments will be published from time to time in the Racing Calendar.

14. Further Information

For further information, please contact:

The Sponsorship Desk
Weatherbys
Sanders Road
Wellingborough
Northants
NN8 4BX.

Telephone
01933 440077

Fax
01933 274593

Other Useful addresses and numbers:

The British Horseracing Authority
75 High Holborn
London
WC1V 6LS

Telephone
0207 152 0000

Fax
0207 152 0001

The Professional Jockeys Association,
39b Kingfisher Court
Hambridge Road
Newbury
Berks
RG14 5SJ

01635 44102

01635 37932

The Amateur Jockeys Association of Great Britain
Chief Executive:
Mrs Sarah Oliver
Crews Hill House
Alfrick
Worcester
WR6 5HF

01886 884488

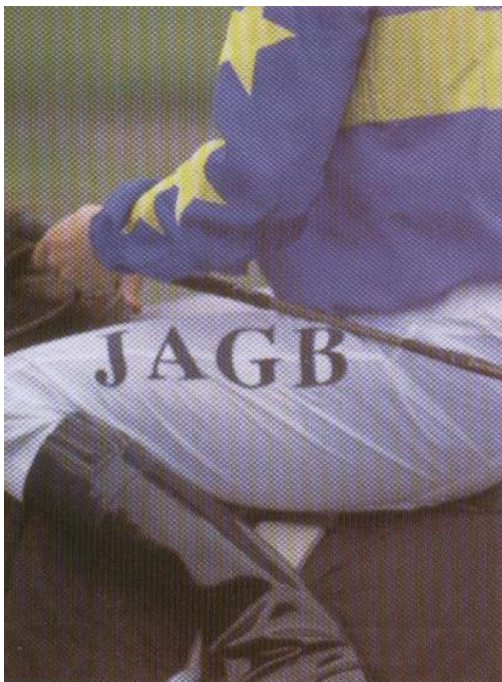
01886 884038

Mobile: 07789 935399

**APPENDIX 1
PHOTOGRAPHS OF SAMPLE BRANDING
(ALL SITES SHOWN ARE AVAILABLE TO JOCKEYS)**



JOCKEYS' BREECHES – COCCYX SITE 10 SQ INS AREA ALLOWED



**JOCKEYS' BREECHES (BOTH LEGS)
THIGH SITE 32 SQ INS AREA ALLOWED**



**JOCKEYS' CLOTHING
NECK SITE 6 SQ INS ALLOWED**

**PLEASE REFER TO JOCKEY SPONSORSHIP CODE OF CONDUCT FOR FULL DETAILS OF SITES,
SIZES, AND PERMITTED VISIBILITY**

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Photography: Sean Ellis. With thanks to Epsom Racecourse, Simon Dow, Robert Guest and Allerton and Co.

APPENDIX 3

EXTRACT OF RELEVANT RULES

Definitions:

'Owner' save as otherwise stated below means the legal not the equitable owner of a horse. In the case of a horse owned by a Recognised Stud Company, the word 'Owner' means the nominee of the Company approved and registered in accordance with Rule (E)34.

In the case of a horse owned by a Recognised Company the word 'Owner' means the Company.

In the case of a horse owned by a Recognised Club, the term 'Owner' means the trustees approved and registered in accordance with Rule (E)29.

In the case of a Recognised Business Partnership, the term 'Owner' means the Business Partners.

In the case of a Joint Ownership the term 'Owner' means each Joint Owner.

In the case of a Racing Partnership the term 'Owner' means the nominated partners.

The term 'Owner' includes part-owners.

Where a horse is leased the word 'Owner' means the lessee but not the lessor, except for the purposes of Leasing Handicaps, and the lessor of a horse shall be deemed to have no interest in the horse for the purpose of Rule (E)75 unless he receives a share of the prize money won by the horse and contributes to the expense of running it.

In Leasing Handicaps the word 'Owner' means the lessor except for the purposes of the application of Rule (B)28 and Rule (F)118 Schedule 9 when it shall mean the lessee.

Rules:

General duty to comply with Stewards' instructions and other requirements

(B)83. Each Person must comply with any instructions given by the Stewards of a meeting

Requirement to comply with controls on sponsorship

(A)39. A Person must comply with any controls on sponsorship imposed by or under these Rules.

Approval of advertising on clothing or equipment

(D)39.1 No Rider may carry any form of advertising material on any part of his clothing or equipment on the racecourse except to the extent approved by the Authority.

(D)39.2 The Authority may, on an application made to it, approve a Rider's sponsorship agreement in such circumstances as it considers appropriate.

(D)39.3 A Rider may apply for the Authority's approval by sending a copy of the sponsorship agreement to The Racing Calendar Office, together with the appropriate application fee specified in Schedule (A)1.

(D)39.4 A sponsorship agreement may be approved subject to such restrictions or conditions as the Authority considers appropriate and, if the agreement is approved, it will be entered on the register of sponsorship agreements maintained by the Authority.

(D)39.5 Registration under Paragraph 39.4 shall become effective 7 days following publication of the entry on the Racing Administration Internet Site.

APPENDIX 4

MEDIA INTERVIEWS/TROPHY PRESENTATION

PROTOCOL

1. Introduction

This protocol is published following discussions between the PJA, the Racecourse Association (RCA), the Horserace Sponsors Association (HSA) and the British Horseracing Authority. They have been introduced with the aim of raising Racing's overall profile and accommodating the needs of racegoers on whose support we rely so heavily.

If Racing is to continue to compete and keep abreast of other sports, we have to make increased efforts to present ourselves in a favourable light. Every major sport including Football, Rugby and Cricket have brought in new marketing and presentation techniques and Racing must follow suit.

Jockeys are no different to footballers and other sportspersons in that the public wants to hear your views, take photographs and secure your autograph. If Racing and jockeys raise their overall profile, then we all benefit and you are expected to adhere to the protocol at all times. We can assure you that we are not trying to invade your privacy or cause embarrassment in awkward situations. We are merely trying to improve Racing's image for the benefit of all.

2. Trophy Presentations / Race-Sponsor Presentations

- a) If riding in the following race, jockeys should, time permitting, place the owners' colours from the race relevant to the trophy presentation over any other colours. Jockeys should then proceed to the trophy presentation immediately.
- b) At no stage can a Jockey wear any sponsored clothing other than the logos allowed on his/ her riding equipment in compliance with the Code of Conduct for Jockey Sponsorship.
- c) Even if riding at an evening meeting, Jockeys are asked to remain on course for Trophy or Race-Sponsor Presentations.
- d) If possible, Jockeys should make every effort to thank the sponsors involved for their support and pose for any necessary photographs.

3. Television Interviews

If approached by BBC, Channel 4, Racing UK, At The Races or Sky, following the running of a televised race, Jockeys are requested to agree to an interview. This would be the normal procedure in other sports where competitors/players must attend a press conference or give a televised interview.

On the vast majority of occasions the broadcasters are not there to ask difficult questions but merely to inform the viewer as to what happened in a given race.

Jockeys are also asked, where possible, to respond positively to requests by local and regional television and radio stations as they do much to promote racing in their catchment area.

4. Press Conferences – Feature Races

Following the running of major races, the press will want to record the views of the winning Jockey. A number of racecourses now have designated interview area/press conference room. In future these facilities will be used to asked questions in the form of a press conference. This should be easier for Owners, Trainers and Jockeys as opposed to the informal questioning in and around the Winner’s Enclosure.

Jockeys are asked, where possible, to make time to attend these press briefings following the major races.

5. Racecourse Interviews – Public Address System

To assist racegoers, interviews with Owners, Trainers and Jockeys will often be conducted over the Racecourse Public Address System. These could take place before or during racing and Jockeys are again requested, where possible, to grant interviews if approached by the Racecourse Executive. The questions may be of a basic nature but they are of great interest to the racegoer.

General

6. Jockeys are reminded that when giving interviews as outlined above, they should refrain from commenting on any Stewards’ Enquiries immediately after races, so as not to prejudice any outcome of such enquiries. Jockeys are also reminded if there are contentious issues being discussed, of the need to keep comments legal and be aware of the laws of defamation.
7. Compliance with any part of this Protocol must not unnecessarily affect the smooth running of Racing and in particular, must not delay the weigh-in procedures or affect the start of any race.

September 2009