

Rule Change Type	Effective Date	Draft Received	Board Action
Extraordinary	12/1/2021	9/1/2021	

Extraordinary Change Reason

The USEF Amateur Task Force was formed by the President in early 2021 to review the existing Amateur Rules (GR1306 & GR1307) to ensure they are meeting the needs of USEF members, the sport, and the organization. The task force was specifically charged with addressing long-standing concerns raised by members and affiliates as expeditiously as possible to make certain that any issues in the existing rules are addressed in a timely manner. Throughout the process, it became evident that some proposals would need to be deemed as Extraordinary to meet the responsibility assigned to the task force. Member and affiliate feedback has identified that the current rules create a severe hardship for members, affiliates and the Federation as elements of these rules are no longer relevant in today's environment and create a barrier to the growth, accessibility and sustainability of equestrian sport.

Rule Change Intent

The environment has changed considerably since the latest version of the amateur rule was approved. It must be examined to ensure its relevance in today's environment. Member feedback, accessibility to equestrian sport and sport growth are driving the need to change this rule. Influencers in social media are individuals who have built a reputation for their knowledge and expertise about a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views. By utilizing social media correctly, all members create the opportunity to expand the narrative and bridge the gap to those inside and outside of the equestrian industry. This activity ultimately leads to growth in the sport for the benefit of all by inviting those to connect with equestrian sport. Therefore, an amateur may be a social media influencer or brand ambassador.

This proposal seeks to allow these individuals to receive remuneration in exchange for social posting about the brand on social channels, product gifted in exchange for posting about the brand on social channels, and receive/promote discount codes and early access to products for promoting loyalty programs while retaining their amateur designation. However, these individuals are not allowed to participate in the sport as sponsored riders and still retain amateur designation. Additionally, this proposal calls for adding definitions for Social Media Influencers, Social Media Brand Ambassadors, and Sponsored Riders to the definitions in GR Chapter 1 to clearly differentiate between activities allowed and disallowed by amateur participants.

Proponent Details	Contact Information
Breeds/Disciplines	Terri Dolan
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Linked Rules	Comments

Committee Actions
American Saddlebred
Andalusian/Lusitano
Arabian
Carriage Pleasure Driving
Connemara
Dressage

Driving
Endurance
English Pleasure
Eventing
Friesian
Hackney
Jumper
Morgan
National Hunter Committee
National Show Horse
ParaEquestrian
Paso Fino
Reining
Roadster
Saddle Seat Eq
Shetland
US Saddle Seat World Cup
Vaulting
Welsh
Western Committee
Western Dressage

GR1306 Professional/Amateur Status

2. Remuneration. Remuneration is defined as compensation or payment in any form such as cash, goods, sponsorships, discounts, or services; reimbursement of any expenses; trade or in-kind exchange of goods or services such as board or training. Amateurs are permitted to accept remuneration for the following activities:

f. Accept remuneration as a Social Media Influencer or Social Media Brand Ambassador. See GR1XX.

~~g. j. Accepts remuneration for such use AND uses~~ ***the use of commercially logoed items while on competition grounds, unless expressly permitted by applicable division rules, as a Sponsored Rider. See GR1XX.***

GR Chapter 1:

Social Media Influencers are individuals who have built a reputation for their knowledge, content creation, and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their content.

Social Media Brand Ambassadors are social media users who spread the word about a company/brand or its products by posting about them on social media and promoting them to their unique social audience.

Sponsored Rider is an individual who is paid by companies, sponsors, and/or owner/s to compete and perform, leveraging their exposure and performance in competition.