

Rule Change Type	Effective Date	Draft Received	Board Action
Standard	12/1/2021	9/1/2020	

Rule Change Intent

The intent of this proposal is to clarify the status of social media influencers as professionals and not amateurs. It is the unanimous consensus of the Amateurs Task Force that social media influencers are not able to conform to the definition of an amateur competitor by their accepting products or services in exchange for promotion of those products and/or services.

Proponent Details	Contact Information
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Linked Rules	Comments
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Committee Actions

[...]

4. Professional based on one's own activities. Unless expressly permitted above, a person is a professional if after his 18th birthday he does any of the following:
- a. Accepts remuneration AND rides, exercises, drives, shows, trains, assists in training, schools or conducts clinics or seminars.
  - b. Accepts remuneration AND gives riding or driving lessons, showmanship lessons, equitation lessons, trains horses, or provides consultation services in riding, driving, showmanship, equitation, or training of horses.
  - c. Accepts remuneration AND acts as an employee in a position such as a groom, farrier, bookkeeper, veterinarian or barn manager AND instructs, rides, drives, shows, trains or schools horses that are owned, boarded or trained by his employer, any member of his employer's family, or a business in which his employer has an ownership interest.
  - d. Accepts remuneration AND uses his name, photograph or other form of personal association as a horseperson in connection with any advertisement **or social media channels** or product/service for sale, including but not limited to apparel, equipment or property.
  - e. Accepts prize money unless permitted in paragraph 3d or 3e above.
  - f. Rides, drives or shows any horse that a cohabitant or family member or a cohabitant or family member's business receives remuneration for boarding, training, riding, driving or showing. A cohabitant or family member of a trainer may not absolve themselves of this rule by entering into a lease or any other agreement for a horse owned by a client of the trainer.
  - g. Gives instruction to any person or rides, drives, or shows any horse, for which activity his cohabitant or another person in his family or business in which his cohabitant or a family member controls will receive remuneration for the activity. A cohabitant or family member of a trainer may not absolve themselves of this rule by entering into a lease or any other agreement for a horse owned by a client of the trainer.
  - h. Accepts remuneration AND acts as an agent in the sale of a horse or pony or accepts a horse or pony on consignment for the purpose of sale or training that is not owned by him, his cohabitant, or a member of his family, a farm/ranch/syndicate/partnership/corporation/business in which he, his cohabitant or a member of his family controls.
  - i. Advertises one's equestrian services such as training or instruction.
  - j. Accepts remuneration AND acts as an intern, apprentice, or working student whose responsibilities include, but are not limited to, riding, driving, showmanship, handling, showing, training or assisting in training, giving lessons/coaching and/or schooling horses other than horses actually owned by him.
  - k. Accepts remuneration in excess of rental fee for use of a facility, ring or school horses.
  - l. Accepts remuneration for such use AND uses commercial logoed items while on competition grounds unless expressly permitted by applicable division rules.

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