

MARKETING COMMISSION

Terms of Reference



1. Introduction

The Marketing Commission (MC) is established according to Statutes Article 35.1 within the framework of Federation of International Bandy (FIB).

This document outlines the scope, responsibilities, and procedures of the Marketing Commission.

2. Objective

The primary objective of the Marketing Commission is to increase the visibility, value and revenue-generating capacity of FIB and bandy globally.

3. Composition

The Marketing Commission shall be composed of minimum 3 members. According to FIB Statutes Article 35.1 the Chair, Co-Chair and other members are appointed by the FIB Executive Committee (EC).

The members shall have:

- professional expertise in marketing,
- experience in the sports industry.

4. Term

The Marketing Commission shall be appointed for 4 years (in line with the FIB EC elections), subject to the Executive Committee decision. The Chair, Co-Chair and members are eligible for re-appointment.

5. Responsibilities

The Marketing Commission is responsible for overseeing and guiding the strategic development and execution of marketing initiatives to enhance the visibility, engagement, and commercial potential of bandy worldwide. The Commission's key responsibilities include, but are not limited to:

5.1 Strategic Marketing Oversight

- Develop and recommend the FIB's global marketing strategy, ensuring alignment with the Federation's vision, values, and strategic objectives.
- Monitor the implementation of marketing initiatives, campaigns, and programs to ensure they meet agreed objectives and key performance indicators (KPIs).

5.2 Brand Management and Promotion

- Safeguard and strengthen the FIB brand, ensuring consistent application across all communications, events, and digital platforms.
- Advise on strategies to increase the global recognition and appeal of bandy, including digital, social media, and traditional marketing channels.

5.3 Commercial Development and Partnerships

- Identify and evaluate opportunities for commercial partnerships, sponsorships, and collaborations that support the growth and sustainability of the sport.
- Activation of sponsorship agreements.

5.4 Event and Competition Marketing

- Support the promotion and marketing of FIB-sanctioned competitions, tournaments, and events to maximize reach, attendance, and audience engagement.

5.5 Innovation and Market Research

- Monitor trends, innovations, and best practices in sports marketing to inform FIB strategies and initiatives.
- Recommend and support the use of market research, analytics, and audience insights to optimize marketing effectiveness.

5.6 Reporting and Accountability

- Report regularly to the FIB Executive Committee on the progress, outcomes, and impact of marketing initiatives.
- Evaluate the success of marketing activities and campaigns, identifying areas for improvement and future focus.

6. Procedures

6.1. Meetings:

- To be held at least twice per season, convened by the Chair.
- The meetings shall have a quorum of 50% plus one (1) member present.
- To be conducted either in person and/or by electronic means decided by the Chair.

6.2. Decision Making:

- Decisions shall be made by simple majority among Marketing Commission members, with dissenting opinions duly noted and considered.
- In the event of a tie in votes, the Chair shall have the casting vote.

6.3. Documentation:

- Maintain detailed records of the discussions and meeting minutes.

6.4. Reporting:

- Submit regular Reports to the Executive Committee and an Annual Report to the Congress when requested.
- Publish the minutes of the meetings on FIB website

7. Accountability

The Marketing Commission is accountable to the FIB Executive Committee and shall operate in accordance with the principles of transparency, fairness, and integrity.

8. Amendments

Any amendments to these Terms of Reference shall be approved by the FIB Executive Committee.

9. Adoption and Enforcement

The present Terms of Reference were adopted by the FIB Executive Committee on 18 November 2025 and come into force immediately.