COMMITTEE TERMS OF REFERENCE
CANADIAN GYMNASTICS FEDERATION (GYMCAN)

ADMIN – BOARD OF DIRECTORS

VERSION 1 – JULY 6, 2026

COMMITTEE: BUSINESS STRATEGY

PURPOSE:

The Business Strategy Committee is established by the Board of Directors of the Canadian Gymnastics Federation ("GymCan") to assist the Board with long term growth strategies with respect to commercial efforts including but not limited to sponsorship and membership revenue generation, fund development, digital innovation and to provide thought leadership and advice on its progress in these areas.

RESPONSIBILITIES:

The Business Strategy Committee tasks are as follows:

- The Committee provides guidance in support of commercially focused business priorities as defined by GymCan's Win+ Strategy. Ensuring alignment with the organization's overall vision and priority objectives and helping to foster growth through:
  - Proposing high-level growth plans for GymCan, including business value creation and support of revenue focused and digital transformation initiatives.
  - Providing insights and advice for initiatives in the primary areas of sponsorship, fund development, and data base membership activation and secondarily in events, brand marketing, and PR/communications.
  - Overseeing the GymCan sponsorship go-to market plan and sales approach and identifying and advising on strategic partnerships and collaborations.
  - Supporting the creation of a GymCan fund development strategy.
  - Advising on the integration of innovation, digital technologies, and platforms to help drive growth related to membership insights and establishing a marketable database.
  - Annually reviewing these terms of reference and assessing the Committee's effectiveness in meeting the needs of the Board.

AUTHORITY:

The Business Strategy Committee operates under the authority of the Board and reports directly to the board of directors. The Board must approve the Business Strategy Committee's expenses, work and/or recommendations.

MEMBERSHIP:

The Chair shall be a Director. The Committee shall be composed of at least three (3) members, who may be either Directors or external experts appointed by the Committee Chair in consultation with the Chair of the Board.

MEETING & QUORUM:

The Committee shall meet as least six (6) times a year, with a quorum of at least two (2) members who are directors. Meetings may be held in person or by electronic means.

CONFIDENTIALITY & CONFLICT OF INTEREST:

Committee members shall maintain strict confidentiality regarding all discussion and decisions. Any conflict of interest must be disclosed and appropriately managed in accordance with the organization's governance policies.

REVIEW:

These Terms of Reference shall be reviewed periodically by the Committee and recommended to the Board of Directors for approval as required.