§ 243. Free or reduced fee passes, cards or badges. A corporation licensed or franchised to conduct pari-mutuel betting on races run on its racetrack may issue free passes, cards or badges to any qualified person. A qualified person shall include, but need not be limited to, officers and employees of the corporation conducting the race meeting, members, officers and employees of the commission, members and employees of the jockey club, members and employees of the national steeplechase and hunt association, members of turf organizations of other states and foreign countries, public officers engaged in the performance of their duties, persons actually employed and accredited by the press to attend such meetings, owners, stable managers, trainers, jockeys, jockey managers, grooms, concessionaires, spouses, domestic partners and children of owners, trainers and jockeys, other persons whose actual duties require their presence at such racetrack, and any other person or guest deemed appropriate by such corporation. In addition, free or reduced fee passes, cards or badges may be issued to the general public or segments of the general public in connection with any promotional campaign or marketing program sponsored by such corporation to increase attendance at live race meets. The issuance of free passes, cards or badges shall be under the rules and regulations of the commission.