§ 422. Free or reduced fee passes, cards or badges. A corporation or association licensed to conduct pari-mutuel betting on quarter horse races run at 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 or association conducting the race meeting, members, officers, and employees of the commission, members of quarter horse racing associations 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, 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 or association. 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 or association 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.