

2022 TEAM COALITION STRATEGIC PLAN



FY 2022 AWARENESS OBJECTIVES



TEAM IS A STRONG BRAND

TEAM IS A "GO-TO" RESOURCE FOR MEDIA AND INDUSTRY

FY 2022 AWARENESS OBJECTIVES

Implement
social media
strategy

Responsibility Has Its
Rewards
In-venue and online
consumer programs

Develop content
highlighting unique
partnerships and
programs that TEAM
facilitates

Attend
industry
events

Leverage association
members to share
content with
membership

FY 2022 FISCAL STABILITY OBJECTIVES



Training is known in the industry as ‘the gold standard.’

TEAM has a strong value proposition for members.

TEAM is an expert in fan engagement.

FY 2022 FISCAL STABILITY OBJECTIVES

Training is known in the industry as 'the gold standard.'

E-commerce

Program submitted for MAST approval in Washington State

Enhancements to training presentation

Submit online product for approval in CA

7,560 Employee Certification Purchases

- 3,080 manuals
- 4,480 online accesses

40 Trainers Certified, Re-certified or Registered for IDP

Monthly virtual Instructor Development Program workshops

FY 2022 FISCAL STABILITY OBJECTIVES

Uber is key
target for new
member

TEAM has a strong
value proposition
for members.

Stakeholders
Survey

Membership
profiles

NCAA
conferences
are targets for
new associate
member tier

FY 2022 FISCAL STABILITY OBJECTIVES



75,253 Responsible Fan Pledges through Week 12 of the NFL season

5 Live Nation amphitheatres & Jack Daniel's partner for digital pledge program



TEAM is an expert in fan engagement.

GOVERNANCE OBJECTIVES



TEAM's board is engaged, comprised of influential individuals.

TEAM's financial oversight is process-oriented and effective.

TEAM's board is adequately prepared to represent TEAM Coalition's mission and membership.

TEAM has a strong committee structure.