

BOARD OF DIRECTORS MEETING

December 8, 2021 Meeting

11:00 AM ET

TEAM
COALITION

Agenda

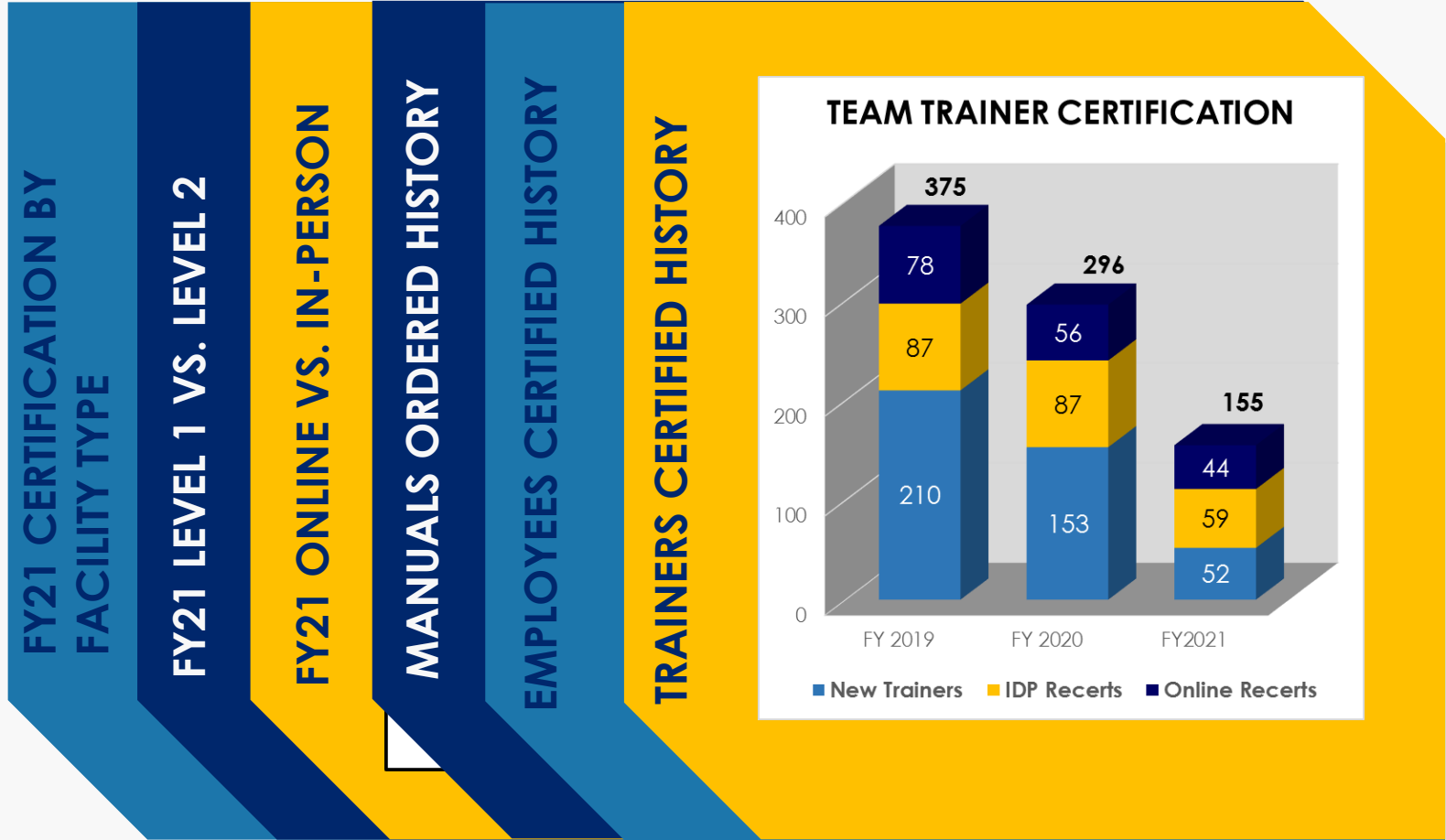
11:00 AM ET	Welcome & Mission Moment
11:15 AM ET	FY 2021 Year In Review
11:30 AM ET	Financial review
11:45 AM ET	Board positions
12:00 PM ET	Strategic plan review
12:30 PM ET	Break
12:45 PM ET	Committee reports
1:45 PM ET	Stakeholders feedback survey results
2:00 PM ET	Meeting Adjourned

Mission Moment

CARMELA MIRANDA – RESPONSIBLE FAN FOR THE SEASON FOR NYCF – IS OUR RESPONSIBILITY HAS ITS REWARDS SWEEPSTAKES WINNER



FY 2021 Year In Review – Employee Training



FY 2021 Year In Review – Marketing & Communications

BASEBALL

NASCAR

MLS

WEBSITE & SOCIAL MEDIA

	Website Analytics			LinkedIn		Social Media		Facebook	
	Sessions	Users	Unique Page Views	Organic Impressions	Engagements	Twitter Organic Impressions	Twitter Engagement	Organic Impressions	Engagements
Total FY21	48,873	37,454	81,250	24,363	932	46,739	7,705	10,743	398
Q4 FY21	17,415	13,742	28,015	6,856	289	18,094	287	3,619	137
Sep-21	7,226	5,596	11,761	1,989	87	1,651	48	853	106
Aug-21	6,250	5,074	10,115	924	40	2,249	30	1,017	13
Jul-21	3,939	3,072	6,139	3,943	162	14,194	209	1,749	18
Q3 FY21	13,866	11,205	22,025	8,859	427	12,496	1,819	3,372	78
Jun-21	4,135	3,296	6,867	2,294	137	2,391	63	1,344	22
May-21	3,427	2,706	4,952	4,316	238	5,005	73	654	23
Apr-21	6,304	5,203	10,206	2,249	52	5,100	1,683	1,374	33
Q2 FY21	9,386	6,624	15,856	5,462	132	11,122	5,419	3,218	165
Mar-21	2,720	1,956	4,801	3,100	85	5,050	2,048	1,159	37
Feb-21	2,175	1,598	4,129	1,447	29	4,663	2,670	936	31
Jan-21	4,491	3,070	6,926	915	18	1,409	701	1,123	97
Q1 FY21	8,206	5,883	15,354	3,186	84	5,027	180	534	18
Dec-20	3,454	2,317	7,732	1,721	46	1,156	123	169	9
Nov-20	2,153	1,559	3,562	945	19	2,128	37	314	5
Oct-20	2,599	2,007	4,060	520	19	1,743	20	51	4
Avg/Month	4,073	3,121	6,771	2,030	78	3,895	642	895	33

FY 2021 Year In Review – Finances

STATEMENT OF CASHFLOWS	STATEMENT OF ACTIVITIES	STATEMENT OF FINANCIAL POSITION	<u>ASSETS</u>	
			Cash	\$379,617
			Accounts Receivable	\$82,764
			Inventory	\$47,281
			Prepaid Expenses	\$0
			Other Assets	\$0
			Equipment	\$20,087
			<u>Accumulated Depreciation</u>	<u>-\$15,168</u>
			Total	\$514,581
			<u>LIABILITIES</u>	
			Accounts Payable	
			Deferred payroll tax	\$6,114
			Economic Injury Disaster Loan	\$148,618
			<u>Deferred Revenue – Anheuser-Busch FY 2022</u>	<u>\$50,000</u>
			Total	\$204,732
			Fund Balance	\$309,850
			Total Liabilities & Net Assets	\$514,581

Financials FY 2022 – As of 12/1/2021

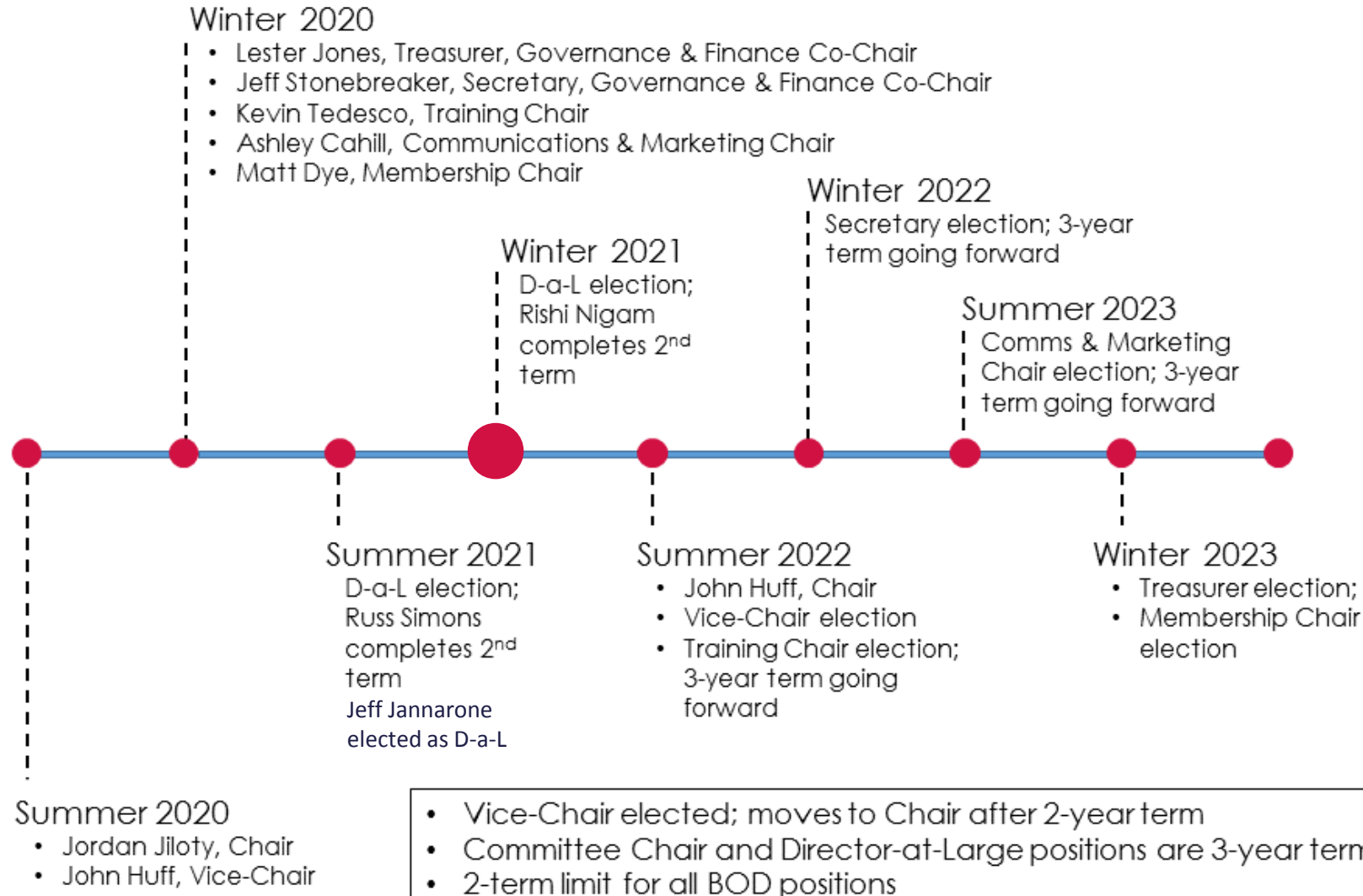
Accounts Receivable Collection in Cash Flows = \$45,340

Net Cash Flow for November = \$5,840

FYTD Program Services Revenue

Instructor Development Program	\$12,550	23 trainers certified (needed 14 to be on budget)
Online Trainer Recertification	\$0	0 trainers recertified (need 6 to be on budget)
Special Processing	\$0	
Online Employee Training	\$40,450	4 set-up; access for 4,230 employees (needed 1,680 to be on budget)
Gross sales of inventory of participant manuals	\$37,870	3,080 manuals sold (needed 2,500 to be on budget)
Less cost of goods sold	-\$4,246	

Governance & Finance



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

Attend
industry
events

Develop content
highlighting unique
partnerships and
programs that TEAM
facilitates

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.

SPECIAL PROJECT CONSIDERATIONS



**Alcohol
Responsibility
Day(s)**



**Establish
Measurable
Goals for Alcohol-
Related Harm
Reduction**



**Alcohol
Certification for
S&E Venues**

ALCOHOL RESPONSIBILITY DAY(S)

Alcohol Responsibility Day(s)

- **One or two days on the calendar where all TEAM Coalition stakeholders can show commitment to alcohol responsibility**
 - **One day focused on training**
 - **One day focused on consumer programs**
- **Social media posts / website banner**
- **In-venue signage**
- **Mid-game moment**
- **Employee recognition**
- **Toast to responsibility with consumers in-venue**



- Flexibility for stakeholders to participate however they see fit
- Media relations opportunity



- Agency expense for creative
- Risk of inconsistent participation
- Conflict with other promotional days

MEASUREABLE GOALS



- Data driven, provides proof of investment in training
- Aligned with fiscal stability objective – more training and more consumer programs



- Long-term project, no short term wins
- Difficult to obtain the data for negative behavior from sports & entertainment facilities

Establish Measurable Goals for Alcohol-Related Harm Reduction

- **Percentage increase over period of time**
 - **Count of employees certified**
 - **Count of consumers participating in responsibility programs**
 - **Count of organizations certifying employees**
- **Percentage decrease over period of time**
 - **Alcohol-related incidents**
 - **Alcohol-related arrests**
 - **Underage drinking**

ALCOHOL CERTIFICATION FOR SPORTS & ENTERTAINMENT FACILITIES

Alcohol Certification for Sports & Entertainment Venues

- Establish a national recognition program
- Elite level of commitment to alcohol responsibility, for which facilities apply
- Similar to SAFETY Act, but less intensive
- Criteria:
 - Senior management makes public commitment
 - Commitment from all organizations operating in venue
 - Minimum percentage of employees certified
 - Offer a consumer program for alcohol responsibility at all events
- Ongoing certification
 - Renewal every three (3) years
 - Must show enhanced efforts



- Drives training product sales
- Very little expense for TEAM
- Potential for viral growth



- Less opportunity to support for members and strategic partners not directly connected to facility/event management and training

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.

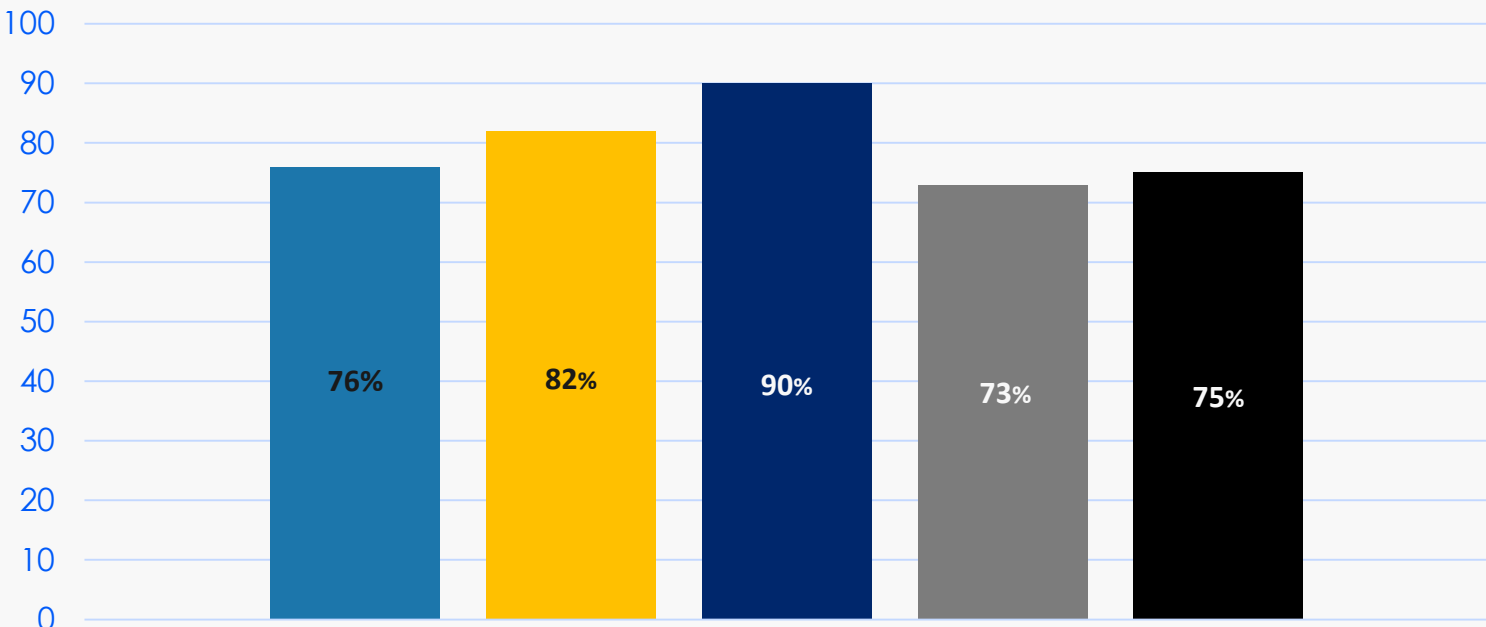
TEAM has a strong committee structure.

STAKEHOLDER SURVEY QUESTIONS

- Q1** I am satisfied with my organization's relationship with TEAM Coalition.
- Q2** TEAM Coalition supports the mission of promoting positive fan behavior and preventing drunk driving, while bringing a positive light to it.
- Q3** My organization is satisfied with the priorities TEAM Coalition committees are pursuing to support its mission. (Not applicable for training customers)
- Q4** My organization's role helps make an impact on the mission of TEAM Coalition.
- Q5** I feel like I am kept up to date with all the activities in which TEAM Coalition is involved that impact my organization.
- Q6** My interactions with the TEAM staff have been positive.
- Q7** My organization's investment (membership dues, training costs, responsibility program expenses) is being well spent.

STAKEHOLDER SURVEY RESULTS

I am satisfied with my organization's relationship with TEAM Coalition.

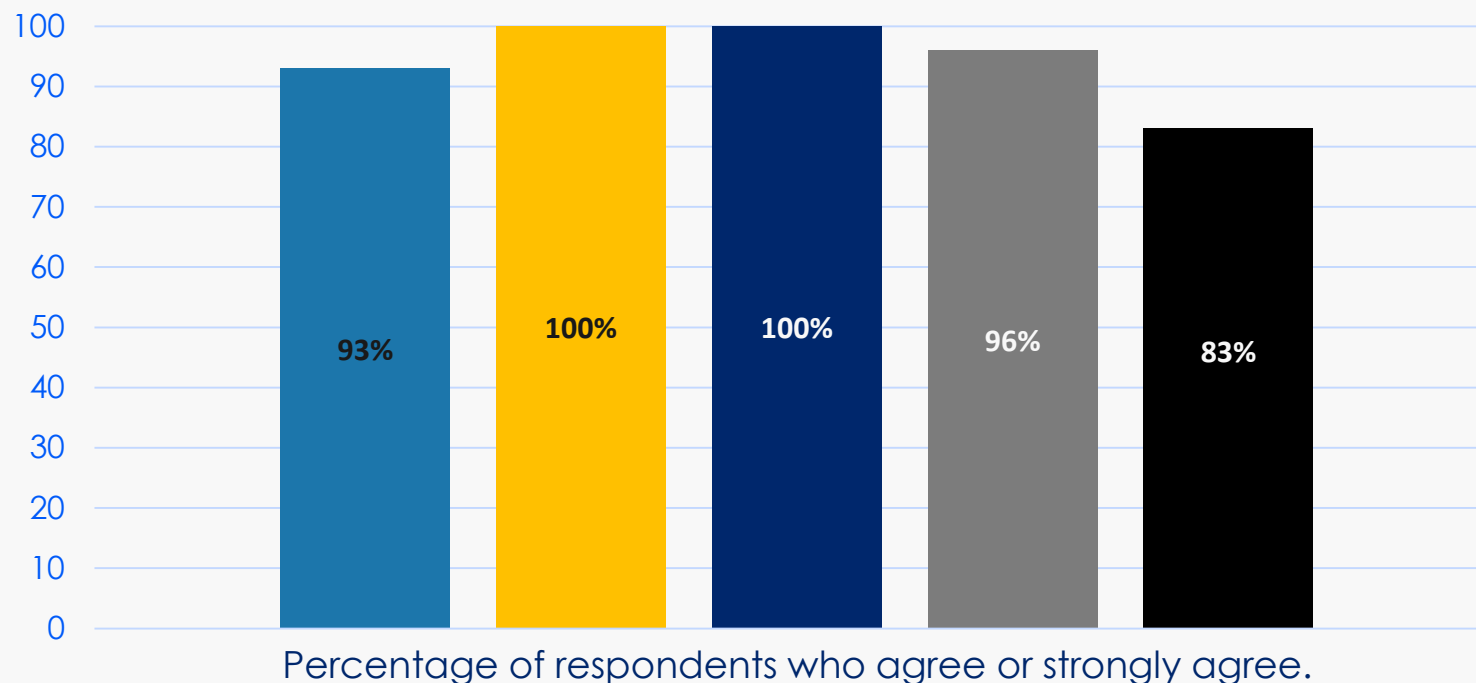


Percentage of respondents who agree or strongly agree.

- All Votes
- Strategic Partners
- Member Organization
- Master Trainers
- Training Customer

STAKEHOLDER SURVEY RESULTS

TEAM Coalition supports the mission of promoting positive fan behavior and preventing drunk driving, while bringing a positive light to it.



■ All Votes

■ Master Trainers

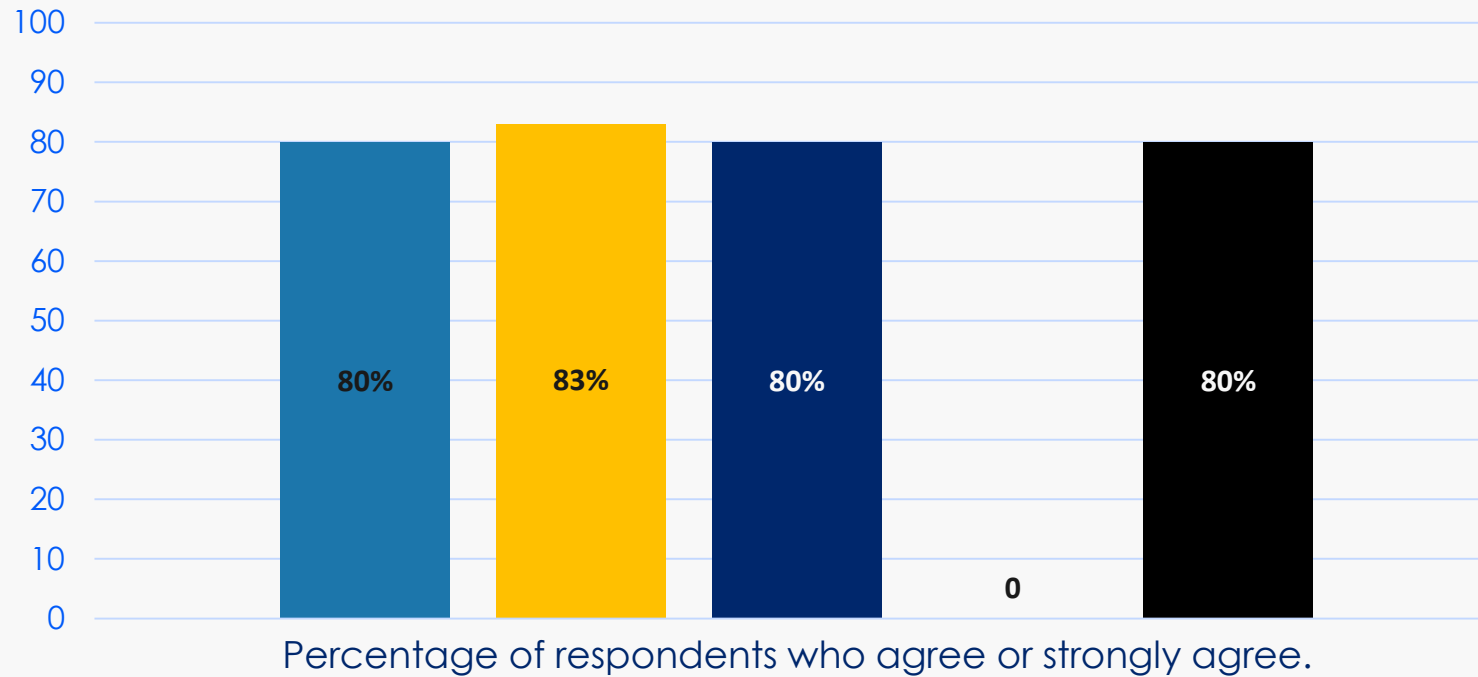
■ Strategic Partners

■ Training Customer

■ Member Organization

STAKEHOLDER SURVEY RESULTS

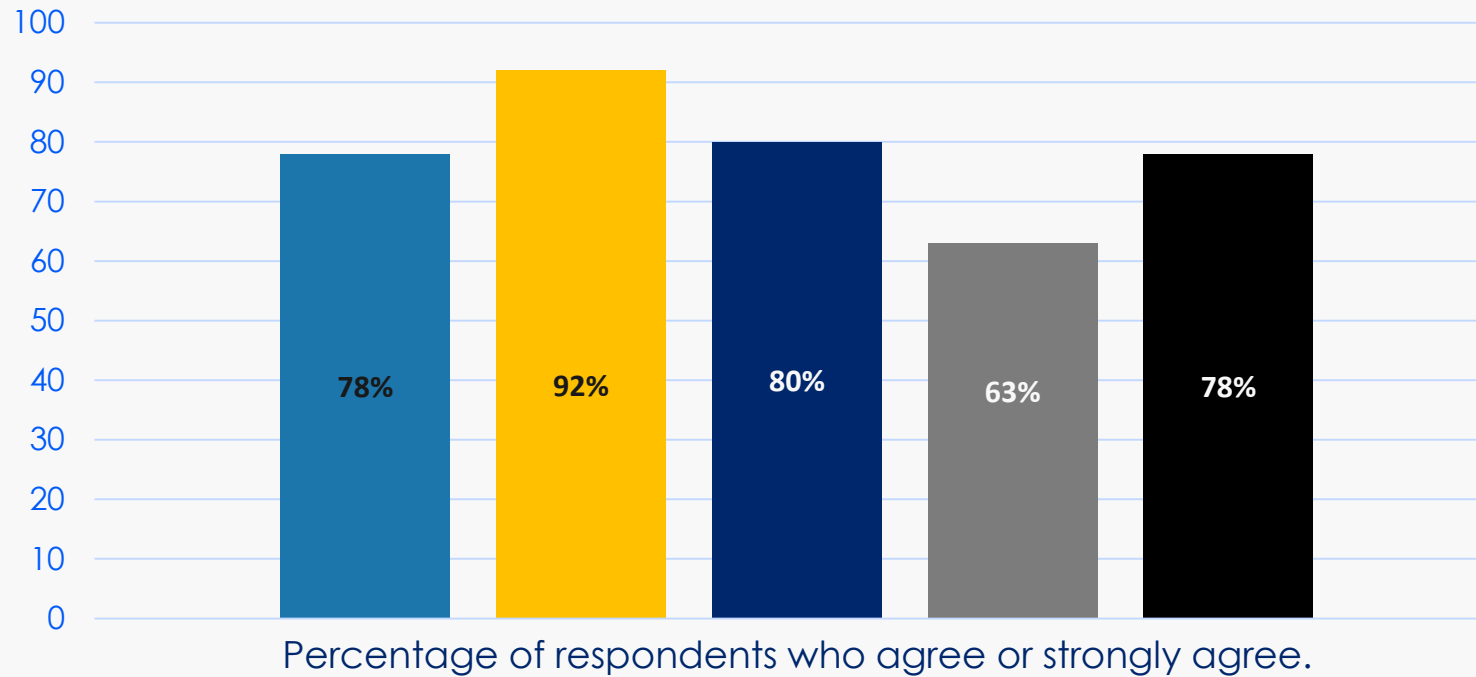
My organization is satisfied with the priorities TEAM Coalition committees are pursuing to support its mission. (Not applicable for training customers)



- All Votes
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STAKEHOLDER SURVEY RESULTS

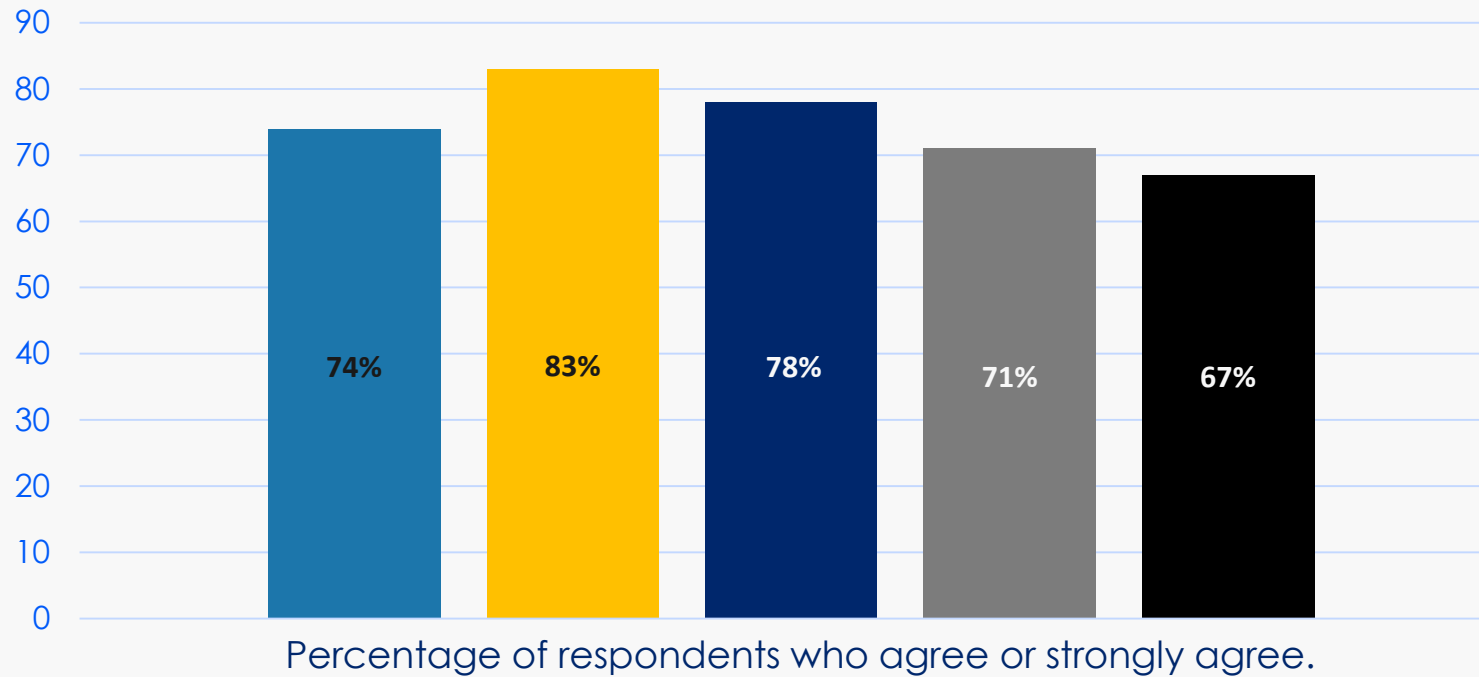
My organization's role helps make an impact on the mission of TEAM Coalition.



- All Votes
- Strategic Partners
- Member Organization
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STAKEHOLDER SURVEY RESULTS

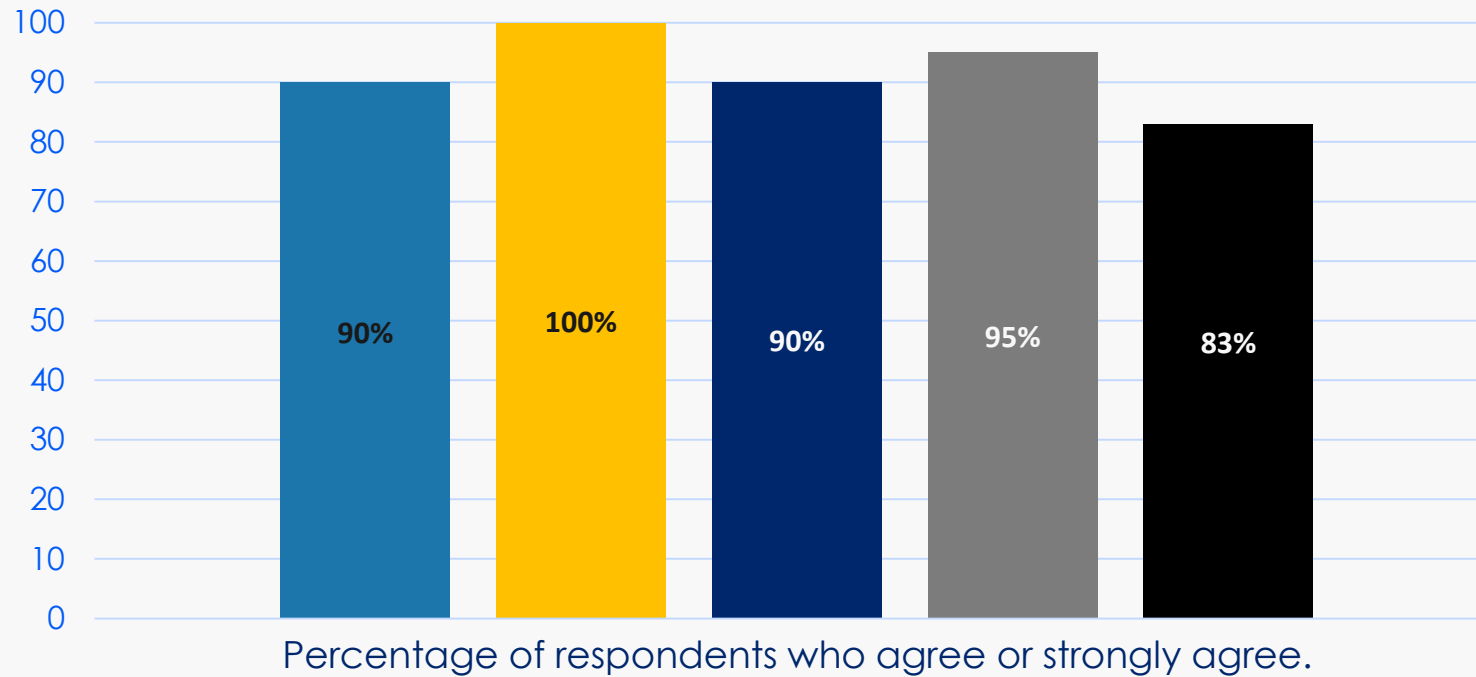
I feel like I am kept up to date with all the activities in which TEAM Coalition is involved that impact my organization.



- Percentage of respondents who agree or strongly agree.
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STAKEHOLDER SURVEY RESULTS

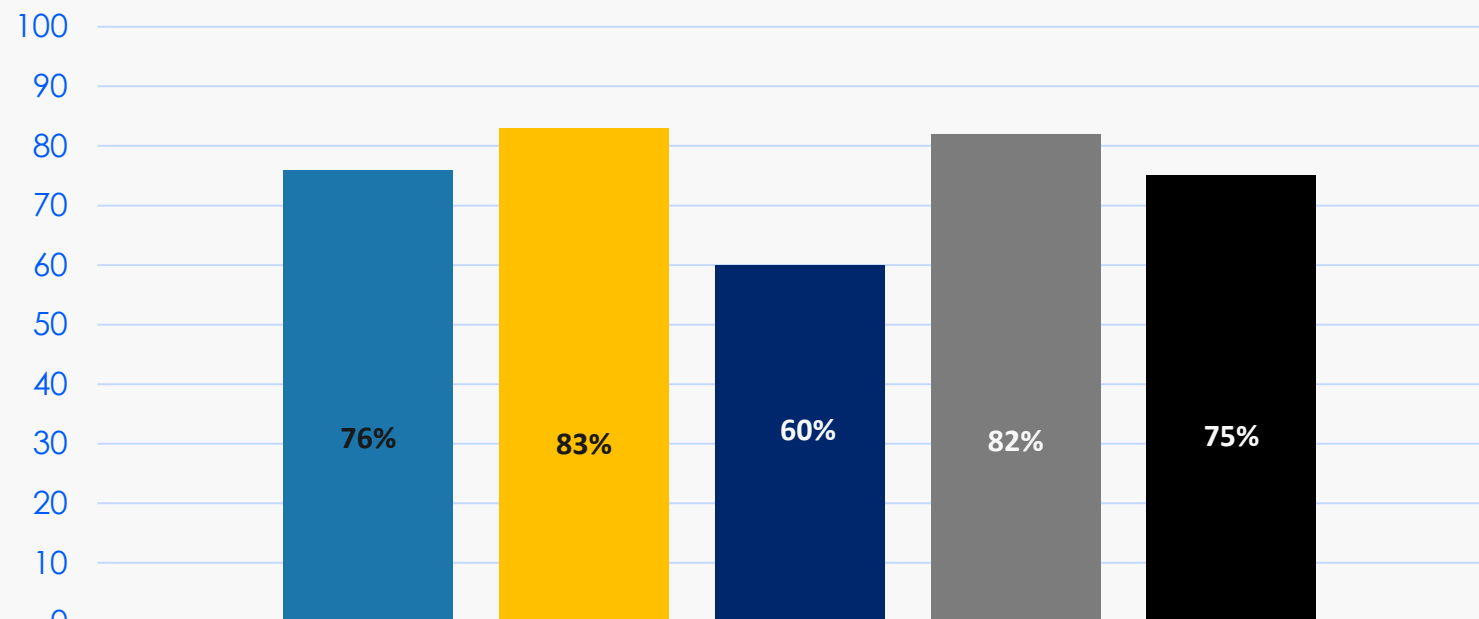
My interactions with the TEAM staff have been positive.



- Percentage of respondents who agree or strongly agree.
- All Votes
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STAKEHOLDER SURVEY RESULTS

My organization's investment (membership dues, training costs, responsibility program expenses) is being well spent.

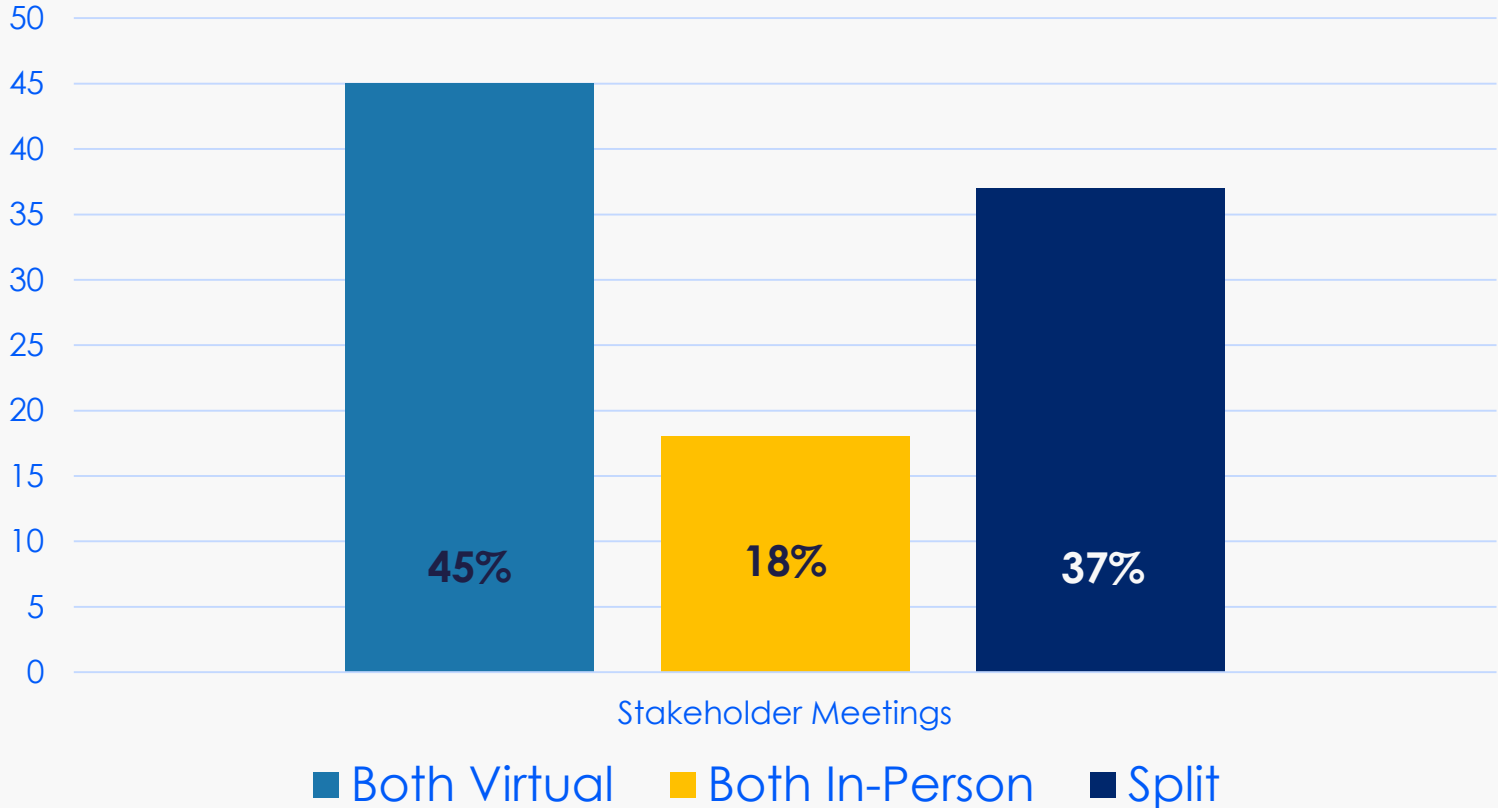


Percentage of respondents who agree or strongly agree.

- All Votes
- Strategic Partners
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STAKEHOLDER SURVEY RESULTS

Preference for semi-annual stakeholders meetings.



**MEETING
ADJOURNED!**



**TEAM
COALITION**