BOARD OF DIRECTORS MEETING

February 10, 2022 Meeting 1:00 PM ET



Agenda

1:00 PM ET Welcome & Mission Moment

1:10 PM ET FY 2022 Year to Date Financials

1:20 PM ET Committee Reports

2:00 PM ET Meeting Adjourned



Mission Moment

Local fan wins Super Bowl tickets

By Staff Reports - February 10, 2022

"I thought I was getting a free pop, and I wound up with a trip to the Super Bowl," said Wilker. "I'm a healthcare worker, my husband's a teacher, I'm a mother, you know. I didn't think anything like this would ever happen to me."



Kelli Wilker of Troy will be headed to the Super Bowl this weekend thanks to a surprise contest win.

Courtesy photo

TROY — Troy resident and longtime Bengals' fan, Kelli Wilker, will be going to Super Bowl LVI (56). Tickets are averaging around \$5,000 to \$10,000 and are not easy to come by, so how did she get them? She won them — in a contest she didn't even know she had entered.

Wilker, an ultrasound tech, has been a Bengals' season ticket holder for the last 12 years. She has stuck with the team through the highs and the lows of the last decade and has always been a responsible fan — in more ways than one.

Wilker signed up to be a designated driver and

pledged to abstain from alcohol at the games throughout this past season. In return, she thought she was being rewarded with merely a token for a free (non-alcoholic) drink from the concession stand.

What Wilker didn't know is that through a partnership with the T.E.A.M. Coalition (Techniques for Effective Alcohol Management), the NFL rewards fans like her by entering them into a raffle. One fan for each team is selected at the end of the regular season as the Responsible Fan for the Season. Fans selected to represent the teams who compete in the Super Bowl are awarded with two tickets, airfare, a four-night hotel stay in Los Angeles, and a travel stipend through the rideshare app Uber.



Kelli Wilker

January 31 at 4:14 PM · 🚱

At the bengals games, I go to their designated driver booth and sign up on their list as a DD (which I always am!) so that I can get a token for a free pop at the concession stand.

Last Saturday I received a text that I was selected as the Bengals Responsible Fan of the Season and if they won the AFC championship then I won a free trip to the Super Bowl.

Tell, the Bengals won. Which means I won.



iterally can't believe it! I sure hope I get to see that black and orange confetti raining down on y team in 2 weeks!

JHO DEY EVERYONE!!!! 🐜



350

172 Comments 5 Shares



Jenna Larger

Omg!!! That is sooooo awesome!!! Once in a lifetime!! 🏈





Jessamine Ernst Graham

I'm so excited for you! After being sure it was a scam and that you were getting your identity and kidneys stolen, we know it's real!!

Like Reply 1w







Kelli Wilker

Jessamine Ernst Graham hopefully I make it there and back with all my organs still

Like Reply 1w



Jessamine Ernst Graham

Kelli Wilker eh it might be worth a couple organs!!



Like Reply 1w





Financials – 2/1/22

Accounts Receivable Collection in Cash Flows = \$105,880

(\$30 in membership dues)

Net Cash Flow =

\$42,146

FY To Date Program Services Revenue

Instructor Development Program	\$46,775	62 trainers certified (needed 28 to meet budget)
Online Trainer Recertification	\$1,850	11 trainers recertified (needed 12 paid to meet budget)
Special Processing	\$140	
Online Employee Training	\$71,245	10 set-up; access for 5,650 employees (needed 3,360 to meet budget)
Gross sales of inventory of participant manuals	\$53,935	4,350 manuals sold (needed 5,000 to meet budget)
Less cost of goods sold	-\$6,508	



Governance

- Identify Board Candidate(s) for Summer 2022 Stakeholders meeting vote
 - Training Committee Chair Kevin is running for Vice Chair
 - Director-at-Large
- Liz Byrd is leaving TEAM



Training Committee

- 2 trainer workshops per month
- Training presentation content changes
- Incorporate tiered pricing for online employee training

ONLINE EMPLOYEE CERTIFICATION PRICES							
	Member	Member	Associate	Non-			
	Customers	Affiliates	Members	Members			
	(\$25,000 tier	(\$15,000 tier,	(\$7,500 tier)				
	or greater)	affiliated					
		teams, NPOs)					
Set-up	\$250	\$300	\$350	\$400			
Access for 50 people	\$15	\$17	\$18	\$20			
Access for 100 or 150	\$14	\$16	\$17	\$19			
Access for 200 to 450 (bundles of 50)	\$13	\$15	\$16	\$18			
Access for 500 to 950 bundles of 50)	\$12	\$14	\$15	\$17			
Access for 1,000 or more (bundles of 50)	\$11	\$13	\$14	\$16			

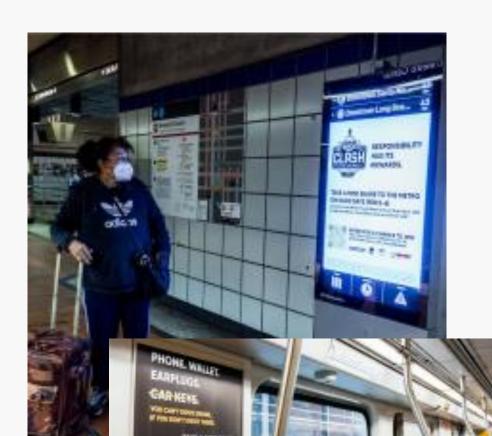


Marketing & Communications

- The Clash
- Super Bowl LVI
- NBA All-Star Game
- NCAA Fan Fests for 2022



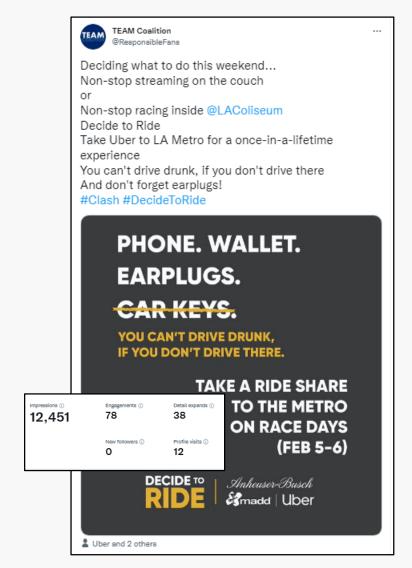
The Clash – By the Numbers



- 42,000 social media impressions (\$534 investment)
- 3.5 million impressions on LA Metro (\$25,000 investment)
- 141 online registrations
 - 37% in target demo (men 21 to 35)
 - 71% reported public transportation or ride share as safe ride plan



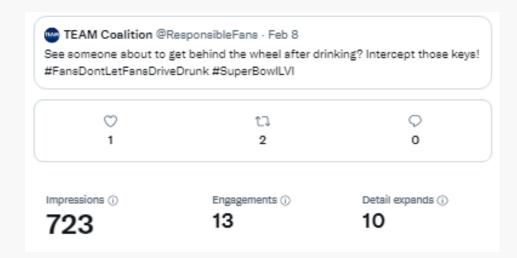
The Clash – Social Media







Super Bowl LVI – Social Media







NBA All-Star





Membership

Member	Total / Expected	Invoiced Date	Paid Date	FY Start
Constellation	\$15,000	12/15/2021	2/2/2022	10/1
Aramark	\$100,000			10/1
Delaware North	TBD			10/1
NBA	\$15,000			10/1
SMA	\$15,000			10/1
NCAA	\$15,000	2/15/2022		10/1
Brown-Forman	\$15,000			11/1
Heineken	\$15,000			12/1
Molson Coors	\$25,000	1/26/2022	2/9/2022	1/1
Beer Institute	\$15,000	11/15/2021	12/3/2021	1/1
Live Nation	\$15,000	2/11/2022		1/1
MLS	\$15,000			1/1

Member	Total / Expected	Invoiced Date	Paid Date	FY Start
NASCAR	\$15,000	2/11/2022		1/1
Spectra	\$25,000			1/1
NHL	\$15,000			1/1
Legends	\$100,000			2/1
Lyft	\$15,000			3/1
NAB	\$15,000			3/1
NFL	\$15,000			3/1
IAVM	\$15,000			4/1
Anheuser-Busch	\$50,000	7/1/2021	8/16/2021	4/1
NBWA	\$15,000			5/1
Uber	\$50,000			
NHTSA	\$40,000	1/24/2022	1/27/2022	9/1



MEETING ADJOURNED!

