

BOARD OF DIRECTORS MEETING

February 10, 2022 Meeting

1:00 PM ET

TEAM
COALITION

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.

Well, the Bengals won. Which means I won.

👉❤️ I WON A TRIP TO WATCH MY TEAM IN THE SUPER BOWL! ❤️👈

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

WHO DEY EVERYONE!!!! 🐾

👍👍👍 350

172 Comments 5 Shares



Jenna Larger
Omg!!! That is sooooo awesome!!! Once in a lifetime!! 🍷
Like Reply 1w



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 Customers (\$25,000 tier or greater)	Member Affiliates (\$15,000 tier, affiliated teams, NPOs)	Associate Members (\$7,500 tier)	Non-Members
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

TEAM Coalition
@ResponsibleFans

Deciding what to do this weekend...
Non-stop streaming on the couch
or
Non-stop racing inside @LAColiseum
Decide to Ride
Take Uber to LA Metro for a once-in-a-lifetime experience
You can't drive drunk, if you don't drive there
And don't forget earplugs!
[#Clash](#) [#DecideToRide](#)

**PHONE. WALLET.
EARPLUGS.
CAR KEYS.**

**YOU CAN'T DRIVE DRUNK,
IF YOU DON'T DRIVE THERE.**

**TAKE A RIDE SHARE
TO THE METRO
ON RACE DAYS
(FEB 5-6)**

DECIDE TO RIDE | *Anheuser-Busch*
madd | Uber

Uber and 2 others

Impressions	Engagements	Detail expands
12,451	78	38
New followers	Profile visits	
0	12	

TEAM Coalition
Fans Don't Let Fans Drive Drunk
Published by Jill Pepper · February 3 at 11:35 AM

Responsibility Has Its Rewards 🏆
<https://bit.ly/rhir-clash-22>
Share your safe ride plan for the NASCAR Busch Light Clash 2/5-6/22
Take RIDE share
Give a RIDE (be a DD)
Get a RIDE (from a DD)
RIDE LA metro
Enter for a chance to win tickets & VIP credentials
[#Clash](#)
NASCAR Los Angeles Memorial Coliseum California Office of Traffic Safety Busch

19,144	232
People reached	Engagements



RESPONSIBILITY HAS ITS REWARDS

YOU CAN'T DRIVE DRUNK, IF YOU DON'T DRIVE THERE.





TEAMCOALITION.ORG
Responsibility Has Its Rewards -
Make the responsible decision, take a ride share to the metro for the NASCAR B...

Sign up



Super Bowl LVI – Social Media

TEAM Coalition @ResponsibleFans · Feb 8
See someone about to get behind the wheel after drinking? Intercept those keys!
#FansDontLetFansDriveDrunk #SuperBowlLVI

1 2 0

Impressions ⓘ Engagements ⓘ Detail expands ⓘ
723 **13** **10**

TEAM Coalition @ResponsibleFans

Flag! Drunk driving is the ultimate form of unsportsmanlike conduct! Designate a sober driver.
[#FansDontLetFansDriveDrunk](#) [#SuperBowlLVI](#)

**SUPER BOWL FANS
DON'T LET FANS
DRIVE DRUNK**

**DESIGNATE A
SOBER DRIVER**

NFL
SUPER BOWL

NHTSA **TEAM COALITION**

NBA All-Star

RESPONSIBILITY

CLE 22

HAS ITS

REWARDS

TEAM

2019 SWEEPSTAKES WINNER

2020 SWEEPSTAKES WINNER

More than 250,000 NBA fans have pledged to prevent drunk driving over the last 5 seasons.

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!**



**TEAM
COALITION**