

# **BOARD OF DIRECTORS MEETING**

June 1, 2022 Meeting  
11:00 AM ET

**MINUTES ADDED TO EACH SLIDE**

**TEAM  
COALITION**

# Agenda

11:00 AM ET	Welcome & Mission Moment
11:15 AM ET	FY 2022 Year-to-Date Financial Review
11:30 AM ET	Strategic Plan - Fiscal Stability
12:15 PM ET	Strategic Plan - Governance
12:45 PM ET	Break
1:00 PM ET	Feedback Survey Results
1:15 PM ET	Strategic Plan - Awareness
2:00 PM ET	Meeting Adjourned

- Guest Speaker for Stakeholders meeting only
  - Ellie VanDyke of Fanup
  - Technology partner for Heineken 0.0

# FY 2022 Year-to-Date In Review – Finances

STATEMENT OF CASHFLOWS	STATEMENT OF ACTIVITIES	STATEMENT OF FINANCIAL POSITION		
			<u>ASSETS</u>	
			Cash	\$624,885
			Accounts Receivable	\$221,401
			Inventory	\$27,158
			Prepaid Expenses	\$0
			Other Assets	\$0
			Equipment	\$20,087
			<u>Accumulated Depreciation</u>	<u>-\$15,168</u>
			<b>Total</b>	<b>\$878,363</b>
			<u>LIABILITIES</u>	
			Accounts Payable	
			Deferred payroll tax	\$3,057
			Economic Injury Disaster Loan	\$129,390
			<u>Deferred Revenue</u>	<u>\$0</u>
			<b>Total</b>	<b>\$132,447</b>
			<b>Fund Balance</b>	<b>\$745,916</b>
			<b>Total Liabilities &amp; Net Assets</b>	<b>\$878,363</b>

- Glimmernet \$20,000 contract was not listed under Accounts Payable
- \$12,000 outstanding balance appears on this slide in the Stakeholders meeting deck
- At FY year end, \$4,000 will be outstanding, will be paid in FY 2023

# FY 2022 Year-to-Date In Review – Finances

STATEMENT OF FINANCIAL POSITION	STATEMENT OF CASHFLOWS	STATEMENT OF ACTIVITIES	
			<u>REVENUE</u>
		Contributions	\$385,025
		IDPs & Online Trainer Recertification	\$86,065
		Online Employee Training	\$175,045
		Net Sales Participant Manuals	\$167,376
		Special Processing	\$140
		<u>Other</u>	<u>\$253</u>
		Total	\$813,904
			<u>EXPENSES</u>
		Compensation	\$300,881
		Outside Services	\$22,837
		Occupancy & Storage	\$9,999
		Office Management	\$83,705
		<u>Other</u>	<u>\$2,736</u>
		Total	\$420,158
		NET INCOME	\$393,747

- 2 major expenses not yet paid for 2022
- \$39,000 to Brainshark for online training
- \$59,000 to Scantron for new supply of 40,000 printed manuals

# FY 2022 Year-to-Date In Review – Finances

STATEMENT OF ACTIVITIES	STATEMENT OF FINANCIAL POSITION	STATEMENT OF CASHFLOWS	
		Beginning Cash	\$394,104
		Total Receipts	\$663,676
		Total Operating Disbursements	\$387,746
		Disbursements for Financing	<u>\$16,681</u>
		Total Disbursements	\$404,427
		Net Cash for the Period	\$259,249
		Ending Cash	\$653,353

# FY 2023 Budget

Revenue	Expenses
\$580,000 Membership Dues (represents \$215,000 of training revenue & \$60,000 of sponsorship support services)	\$40,000 Monthly operations * 12 = \$480,000
\$234,000 Online Employee Training (18,000*\$13)	\$80,000 Staff time to manage responsible fan programs with Live Nation, baseball, MLS, NASCAR, NBA, NCAA, NFL and NHL
\$216,000 Training Manuals (18,000*\$12)	<b>\$121,058 EIDL Loan repayment (close out at end of FY)</b>
(\$30,331) <i>Cost of Goods Sold</i>	\$28,000 Travel to 14 industry events
\$40,000 NHTSA Grant	<b>\$75,000 Training</b>
\$66,000 Trainer Certifications IDP (120 trainers*\$550)	\$40,000 NHTSA traffic safety ad buy LiveNation.com
\$7,500 Trainer Recertifications Online (60 trainers*\$125)	\$15,000 Specific members activations
\$1,000 Rush processing	
\$65,000 Sponsorship support services	
<b>Total Revenue: \$904,169</b>	<b>Total Expenses: \$839,058</b>
<b>NET INCOME: \$65,111</b>	

Board was in agreement that paying off the EIDL in FY 2023 was the right decision.

Membership will vote to approve the decision.

[CLICK HERE TO VOTE](#)

# FY 2022 FISCAL STABILITY OBJECTIVES



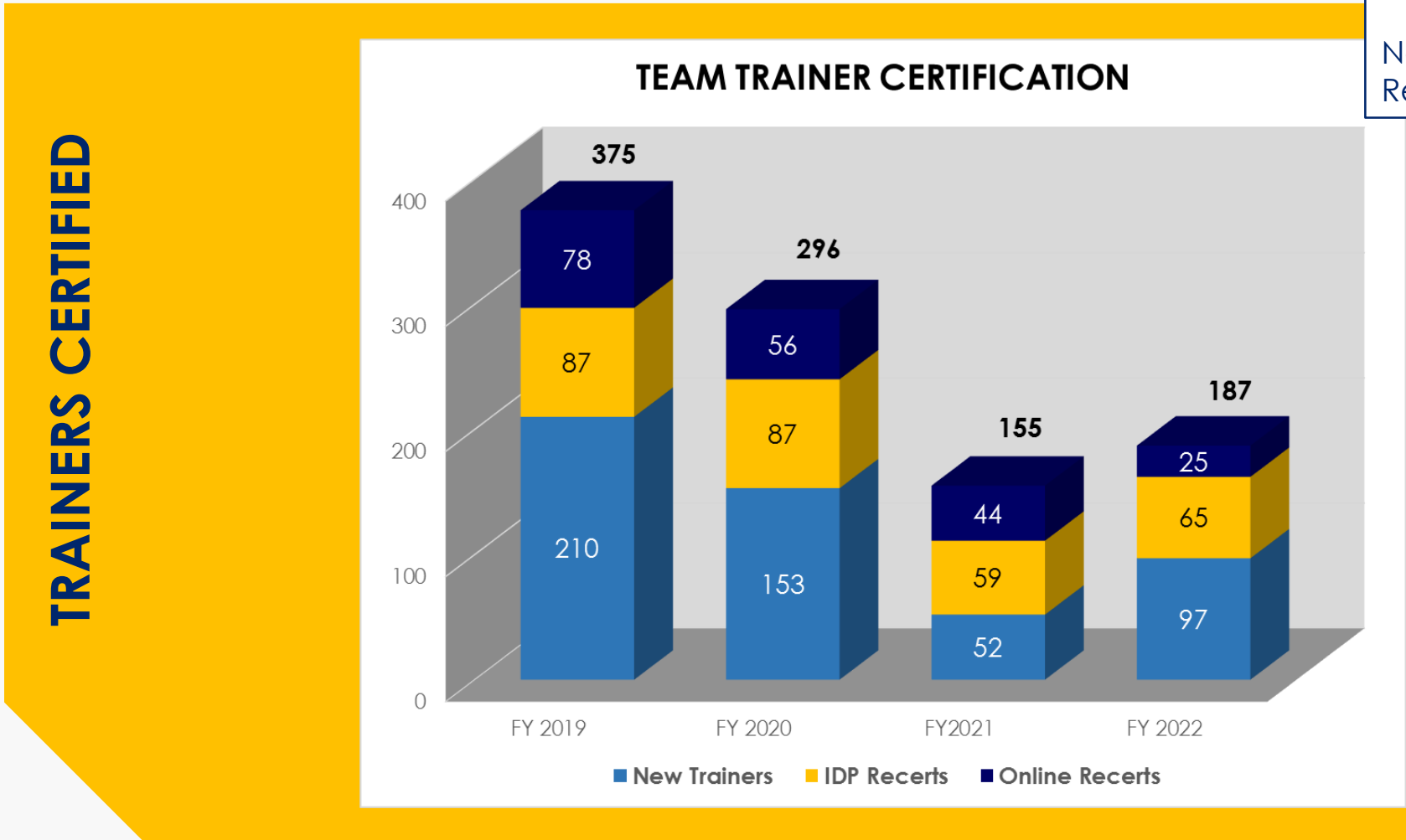
Training is known in the industry as “the gold standard.”

RBS training for alcohol servers in Qatar for FIFA 2022 World Cup may be the start of a significant opportunity for TEAM training to go global

- Training product sales are 128% of year end budget with 4 months left in fiscal year
- California RBS program implementation
- MAST approval in Washington State
- Renew approval in Wisconsin
- RBS program in development for FIFA World Cup 2022 in Qatar with Anheuser-Busch

# FY 2022 FISCAL STABILITY OBJECTIVES Alcohol Management Training

	BUDGET	
	COUNT	REVENUE
New Trainers	80	\$44,000
Recerts	40	\$5,000



TRAINERS CERTIFIED

As of 6/3/22, **208** trainers have been certified or are registered for trainer workshops this fiscal year.

- 109 new trainers
- 72 recertifying at IDP
- 27 recertifying online



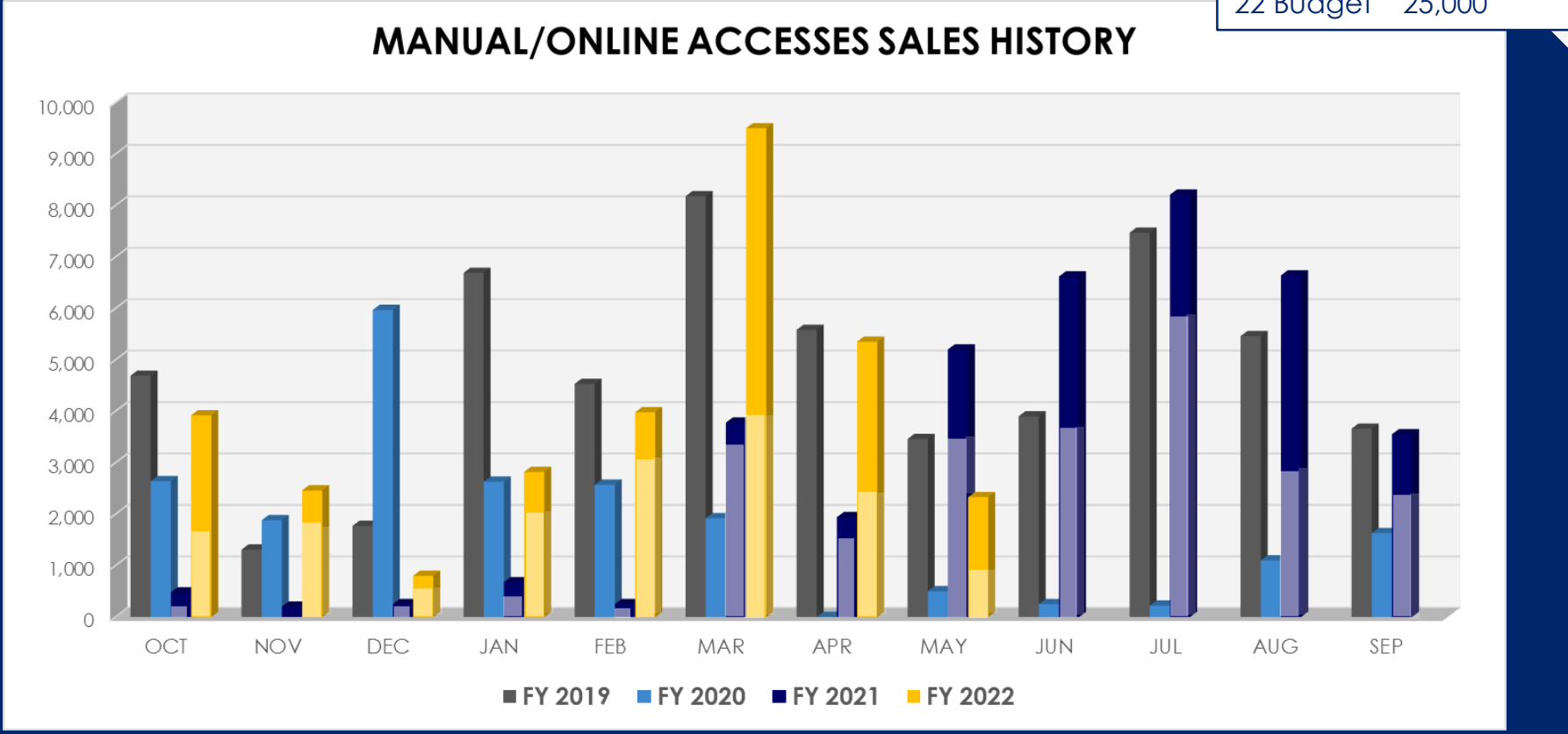
# FY 2022 FISCAL STABILITY OBJECTIVES

## Alcohol Management Training

	TOTAL SOLD	REVENUE
FY 2019	56,700	\$673,747
FY 2020	21,310	\$255,253
FY 2021	37,790	\$443,543
FY 2022	31,160	\$342,421
22 Budget	25,000	\$310,000

MANUALS/ONLINE  
ACCESSES ORDERED

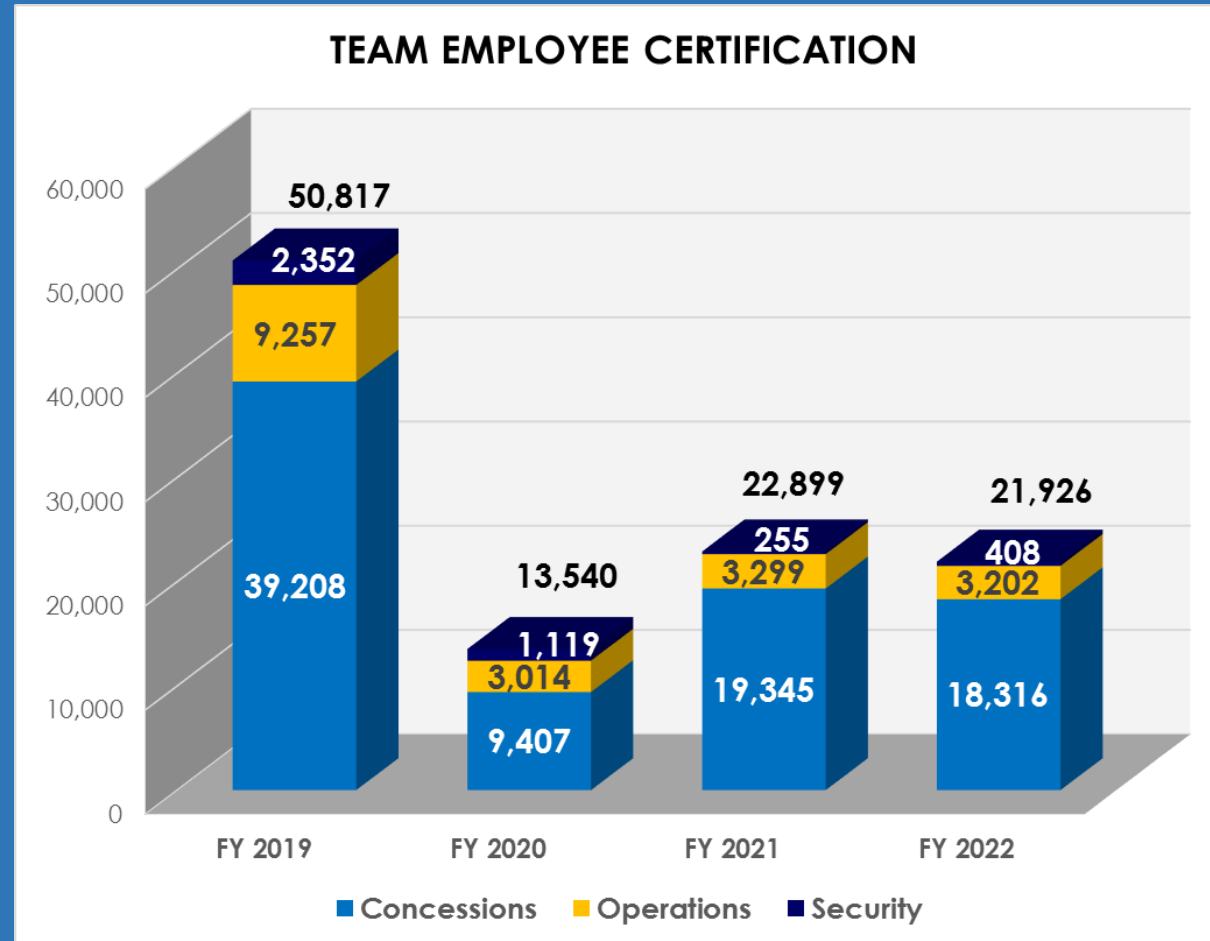
MANUAL/ONLINE ACCESSES SALES HISTORY



# FY 2022 FISCAL STABILITY OBJECTIVES

## Alcohol Management Training

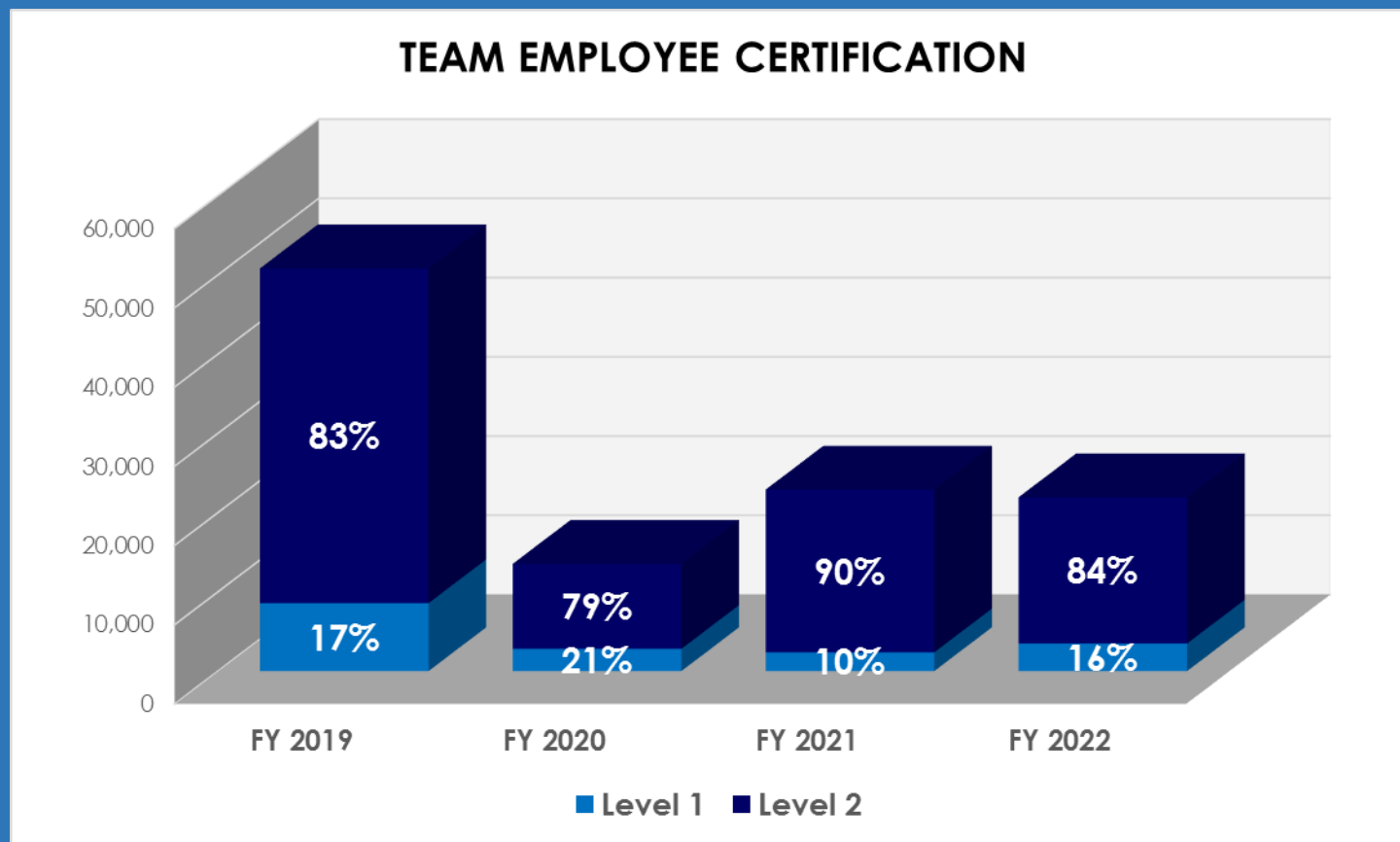
EMPLOYEES CERTIFIED



# FY 2022 FISCAL STABILITY OBJECTIVES

## Alcohol Management Training

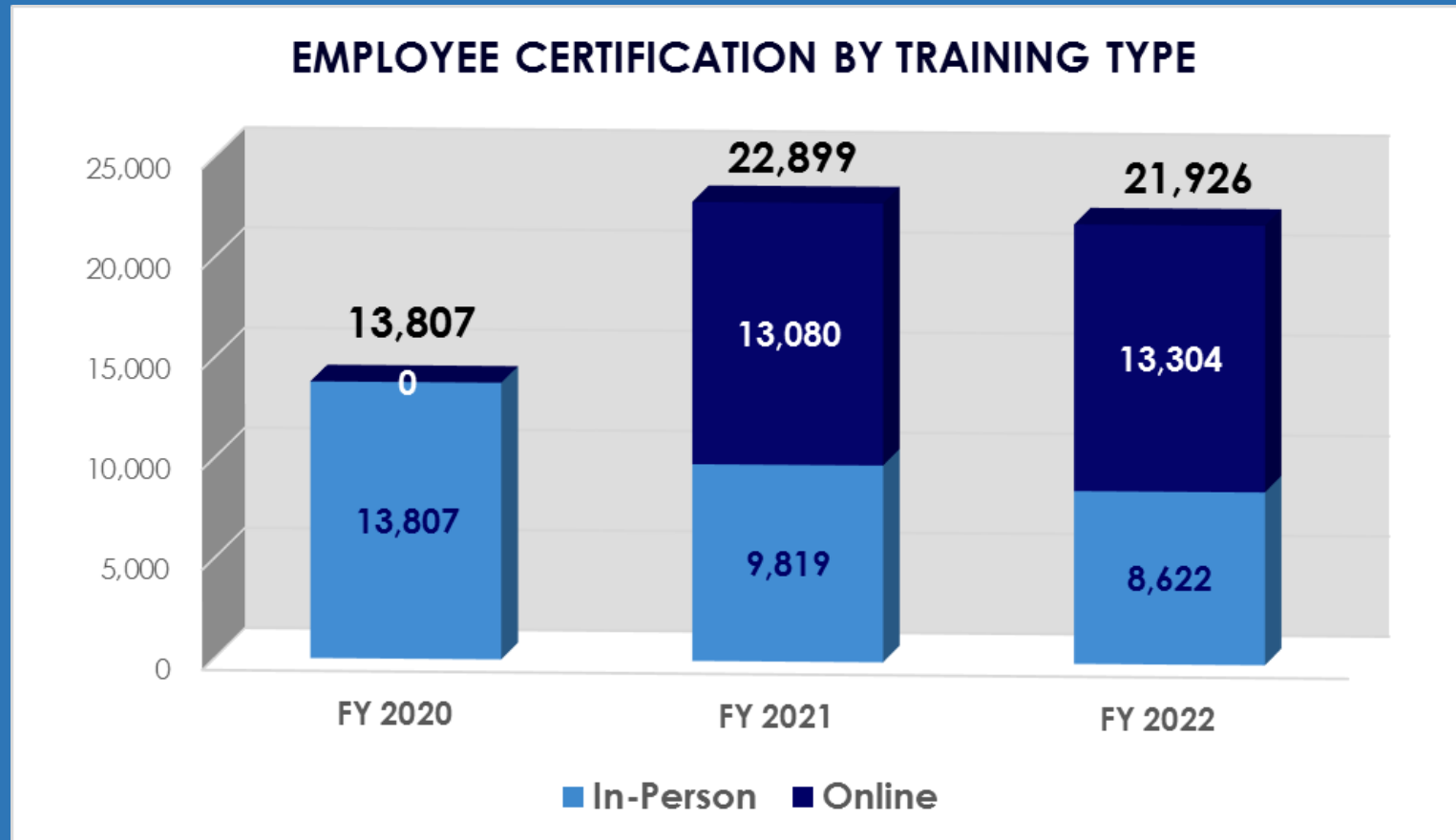
EMPLOYEES CERTIFIED



# FY 2022 FISCAL STABILITY OBJECTIVES

## Alcohol Management Training

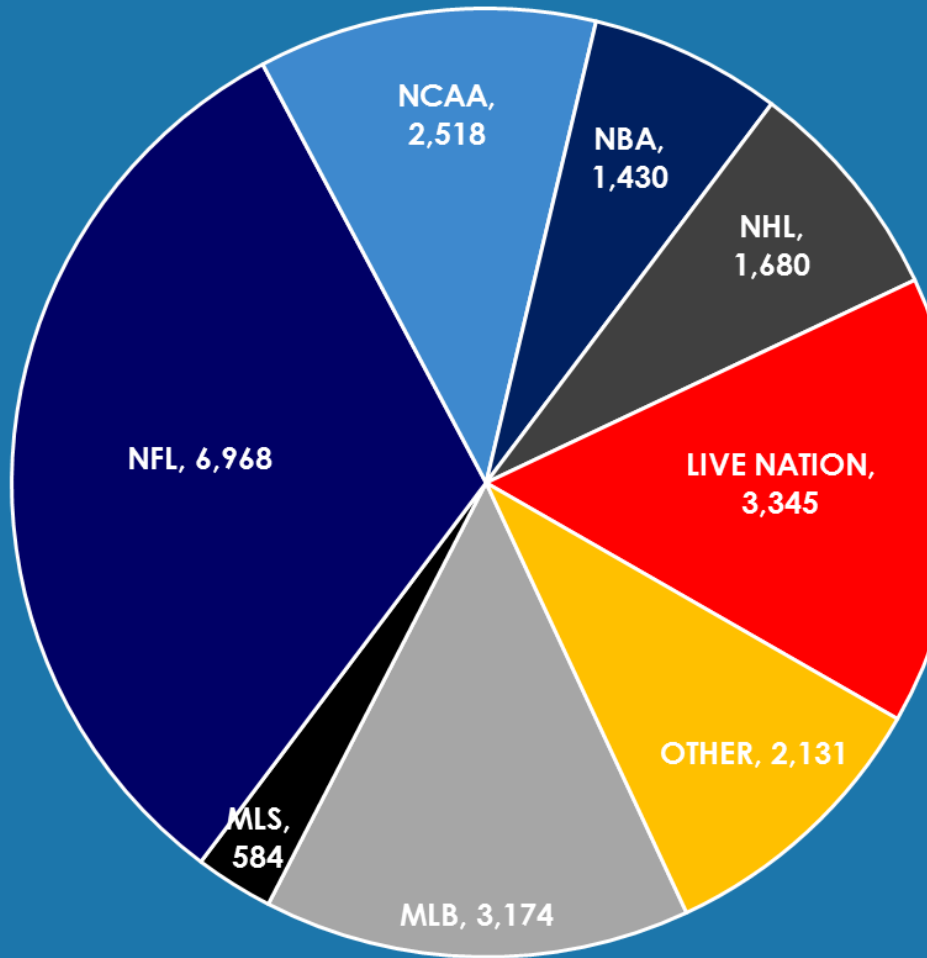
EMPLOYEES CERTIFIED



# FY 2022 FISCAL STABILITY OBJECTIVES

## Alcohol Management Training

FY22 CERTIFICATION  
BY FACILITY TYPE



### FY22 TRAINING ACTIVITY

- 4,490 manuals
- 6,450 online accesses
- 77 trainers
- **\$167,345 investment**



- 4,656 manuals
- 1,900 online accesses
- 44 trainers
- **\$93,909 investment**



# PROPOSED TRAINING PRODUCT PRICE CHANGES

Create price levels for online accesses based on membership tiers, similar to participant manual pricing

Offer participant manuals in packs of 50 (instead of packs of 10), similar to online accesses

## **BOGO**

Buy One Get One program to engage law enforcement







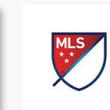


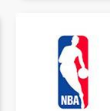


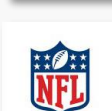
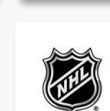


[CLICK HERE TO VOTE](#)

# PROPOSED TRAINING PRODUCT PRICE CHANGES

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

- Provides greater incentive for Member Customers to continue membership at higher value tiers
- 19 of 82 orders (23%) so far this FY would have been impacted by the new prices
- Additional \$8,280 in revenue from 16 customers would have paid the Member Affiliate price (\$2 more per access)
- Additional \$3,500 in revenue from 3 customers would have paid the Non-Member price (\$5 more per access)

MEMBER CUSTOMERS			
		Hall of Fame	\$100,000
		MVP	\$50,000
			All Star \$25,000

MEMBER AFFILIATES - Headliner \$15,000			
			
			
			
			

# PROPOSED TRAINING PRODUCT PRICE CHANGES

- Offer Participant Manuals in packs of 50, instead of packs of 10. This matches smallest order size for online accesses.
- Separate manuals from exam packets to simplify order fulfillment for California RBS customers and for customers interested in training in-person with manuals and testing online.
- English Participant Manuals only.

- 
- 21 of 90 orders (23%) so far this FY would have been impacted by the new minimum pack size
  - 410 more manuals would have been ordered
  - \$4,760 in additional revenue for TEAM Coalition



# PROPOSED TRAINING PRODUCT PRICE CHANGES

## LAW ENFORCEMENT BOGO

- Every trainer registration for an upcoming Instructor Development Program (IDP) workshop earns a complimentary registration for a law enforcement officer
- Offer starts with July/August IDP and extends through the end of the calendar year
- 1-for-1 opportunity

- 
- Goal is to engage law enforcement as partner in alcohol management
  - Opportunity to engage with Strategic Partners in a new, tangible way

Unique opportunity to partner with Strategic Partners. These organizations have yet to weighed-in on the program.



# FY 2022 FISCAL STABILITY OBJECTIVES



**TEAM has a strong value proposition for members.**

- Newest member is Uber, MVP tier
- Breakthru Beverages is considering membership
- NCAA conferences are targets
- Concessionaires and other high volume training customers are also targets

# FY 2022 FISCAL STABILITY OBJECTIVES

TEAM has a strong value proposition for members.

## Member Organizations – FY 2022 Tiers



- 12 of 23 members (52%) have paid FY 22 dues
- \$440,000 received, 72% of \$615,000 expected

# Hall of Fame - \$100,000

## Aramark



BOARD POSITION	KEY CONTACTS	RELATIONSHIP
Kevin Tedesco • <b>Training Committee Chair</b> • District GM • Citizens Bank Park	Kris Armes • <b>Membership Committee</b> • National oversight collegiate accounts Nick Kournetas • Regional Vice President Carolyn Colton • Compliance Analyst • Training orders	• Training • Professional leagues • Colleges • Performing arts • FY 2022 Training Activity • 4,490 manuals • 6,450 online accesses • 77 trainers • <b>\$167,345 investment</b>

## Legends



BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	Karen Monteros • Legal counsel Rose Magallanes • Human Resources • Training	• Training • Professional leagues • Live Nation amphitheatres • FY 2022 Training Activity • 4,656 manuals • 1,900 online accesses • 44 trainers • <b>\$93,909 investment</b>
COMMITTEE POSITION		
NONE		

# MVP - \$50,000

## Anheuser-Busch



BOARD POSITION	KEY CONTACTS	RELATIONSHIP
<p>Ashley Cahill</p> <ul style="list-style-type: none"> <li>• <b>Marketing &amp; Communications Committee Chair</b></li> <li>• Director, Better World</li> </ul>	<p>Sara Levin</p> <ul style="list-style-type: none"> <li>• <b>Membership Committee</b></li> <li>• National oversight of all RHIR consumer programs</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer programs</li> <li>• RHIR with professional leagues</li> <li>• Digital sweepstakes</li> <li>• Official beer of NASCAR, NFL, NBA, MLB</li> </ul>

## Uber



BOARD POSITION	KEY CONTACTS	RELATIONSHIP
<p>NONE</p>	<p>Nick Silver</p> <ul style="list-style-type: none"> <li>• Head of marketing U.S. and Canada</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer programs</li> </ul>
COMMITTEE POSITION	<p>Kristin Smith</p> <ul style="list-style-type: none"> <li>• Head of global road safety policy</li> </ul>	
<p>NONE</p>		

# ALL STAR - \$25,000

Fiscal Year 2022  
dues not yet paid

## Brown-Forman



BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	<p>Greg Luehrs</p> <ul style="list-style-type: none"> <li>• <b>Marketing &amp; Communications Committee</b></li> <li>• Director, Partnerships, Jack Daniel's</li> </ul> <p>Leah Kelly</p> <ul style="list-style-type: none"> <li>• Manager, Global Alcohol Responsibility</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Programs</li> </ul>

## Molson Coors




BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	<p>Tami Garrison</p> <ul style="list-style-type: none"> <li>• <b>Marketing &amp; Communications Committee</b></li> <li>• National oversight all RHIR consumer programs</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer programs</li> <li>• RHIR with teams and clubs within TEAM member professional leagues</li> <li>• Digital sweepstakes</li> </ul>


## Oak View Group

BOARD POSITION	KEY CONTACTS	RELATIONSHIP
<p>Matt Dye</p> <ul style="list-style-type: none"> <li>• <b>Membership Committee Chair</b></li> <li>• District GM</li> <li>• The Ocean Center, Daytona Beach</li> </ul>	<p>Jay Satenspiel</p> <ul style="list-style-type: none"> <li>• TEAM Master Trainer</li> <li>• Senior Vice President</li> </ul> <p>Phil DeIGuidice</p> <ul style="list-style-type: none"> <li>• Vice President Operations</li> </ul>	<ul style="list-style-type: none"> <li>• Training</li> <li>• Professional leagues</li> <li>• Colleges</li> <li>• Performing arts</li> <li>• FY 2022 Training Activity               <ul style="list-style-type: none"> <li>• 350 manuals</li> <li>• 0 online accesses</li> <li>• 5 trainers</li> <li>• \$5,775 investment</li> </ul> </li> </ul>

# HEADLINERS- \$15,000

Fiscal Year 2022 dues not yet paid

MLS 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
Jeff Stonebreaker • <b>Secretary</b> • Vice President of Safety & Security	Zoe Irizarry • Manager, Safety & Security	<ul style="list-style-type: none"> <li>• Training</li> <li>• Consumer programs</li> <li>• Alcohol management best practices shared online</li> <li>• Heineken is official beer</li> </ul>

NASCAR 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
Jordan Jiloty • <b>Chair</b> • Managing Director, Government & Community Affairs	Dan Klenetsky • <b>Marketing &amp; Communications Committee</b> • Senior Manager, Government & Community Affairs	<ul style="list-style-type: none"> <li>• Training</li> <li>• Consumer programs</li> <li>• Alcohol management best practices shared online</li> <li>• Busch is official beer</li> </ul>

NBA 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	Shaun West • Associate Vice President • Head of Team & Arena Security	<ul style="list-style-type: none"> <li>• Training</li> <li>• Consumer programs</li> <li>• Alcohol management best practices shared online</li> <li>• Michelob Ultra is official beer</li> </ul>
COMMITTEE POSITION		
NONE		
<b>NO DUES PAID IN 2021</b>		

NFL 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	Billy Langenstein • <b>Training Committee</b> • Master Trainer • Director, Security Services	<ul style="list-style-type: none"> <li>• Training</li> <li>• Consumer programs</li> <li>• Alcohol management best practices shared online</li> <li>• Bud Light is official beer</li> </ul>

NHL 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	Michael Callanan • Senior Director Partnership Marketing	<ul style="list-style-type: none"> <li>• Training</li> <li>• Consumer programs</li> <li>• Alcohol management best practices shared online</li> </ul>
COMMITTEE POSITION		
NONE		

NCAA 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	Carrie Snyder • Associate Director, Championships & Alliances  Ellen Lucey • Director, Championships Engagement	<ul style="list-style-type: none"> <li>• Training</li> <li>• Consumer programs</li> <li>• Alcohol management best practices shared online</li> </ul>
COMMITTEE POSITION		
NONE		


Membership committee is reaching out to confirm that FY 2022 dues will be paid before the end of the fiscal year on 9/30/2022.

# HEADLINERS- \$15,000

Fiscal Year 2022 dues not yet paid


LIVE NATION 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
John Huff • <b>Vice-Chair</b> • <b>Membership committee</b> • General Manager SPAC & Xfinity Theatre	Jeff Wallace • Senior Regional Director • NHTSA advertising buy on LiveNation.com and TicketMaster.com	• Training • Consumer programs • Alcohol management best practices shared online
<b>NO DUES PAID IN 2021</b>		

NAB 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	Jennifer Jose • <b>Marketing &amp; Communications Committee</b> • Senior Vice President, Public Affairs	• Consumer programs
<b>NO DUES PAID IN 2021</b>		

LYFT 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	Ed Hutchinson • Strategic Policies Partnership Manager	• Consumer programs
COMMITTEE POSITION		
NONE		
<b>NO DUES PAID IN 2021</b>		

DELAWARE NORTH 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	Bill Lohr • General Manager, MetLife Stadium	• Training • MetLife Stadium

BEER INSTITUTE 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
	Bill Young • <b>Marketing &amp; Communications</b>	• Membership Services

NBWA 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
Lester Jones • <b>Treasurer</b> • Chief Economist	Erin Donar • <b>Marketing &amp; Communications Committee</b> • Vice President, Communications	• Consumer programs • Sharing best practices among shared members


Delaware North moved to ServeSafe in 2018 for all divisions, similar to Levy. Only MetLife Stadium, Amalie Arena and TD Garden continue to use TEAM. Jeff J. commented that ServeSafe uses a drink chart that could be viewed negative in a liability case. Kevin offered to reach out to Bill Lohr on a personal level to get a sense of where the relationship stands.


Jill confirmed that Live Nation will pay FY 2022 dues. Lyft will not pay FY 2022 dues. We don't have confirmation from NAB.



# HEADLINERS- \$15,000

CONSTELLATION BRANDS 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	<p>Kim Twist</p> <ul style="list-style-type: none"> <li>Marketing &amp; Communications Committee</li> <li>Sr. Specialist, Corporate Social Responsibility</li> </ul> <p>Alicia Nestle</p> <ul style="list-style-type: none"> <li>Marketing &amp; Communications Committee</li> <li>Senior Manager, Community Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Corona Extra                             <ul style="list-style-type: none"> <li>Official cerveza of MLB</li> <li>NFL - LA Rams</li> <li>UT Austin</li> </ul> </li> <li>Modelo                             <ul style="list-style-type: none"> <li>NBA Brooklyn Nets</li> <li>NFL - Las Vegas Raiders</li> <li>NHL                                     <ul style="list-style-type: none"> <li>Dallas Stars</li> <li>Seattle Kraken</li> </ul> </li> </ul> </li> <li>Pacifico                             <ul style="list-style-type: none"> <li>NFL LA Chargers</li> </ul> </li> </ul>

HEINEKEN USA 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	<p>Pattie Falch</p> <ul style="list-style-type: none"> <li>Marketing Director, Partnerships and Consumer Experience</li> </ul> <p>Christine Karimi</p> <ul style="list-style-type: none"> <li>Sr. Manager, Partnerships and Consumer Experience</li> </ul> <p>Sandie Masucci</p> <ul style="list-style-type: none"> <li>Senior Regional Marketing Manager</li> </ul>	<ul style="list-style-type: none"> <li>Consumer programs</li> <li>Official beer of MLS</li> <li>Dos Equis                             <ul style="list-style-type: none"> <li>NBA Denver Nuggets</li> <li>11 universities</li> </ul> </li> </ul>
COMMITTEE POSITION		
NONE		

IAVM 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	<p>Mark Herrera</p> <ul style="list-style-type: none"> <li>Membership Communications Committee</li> <li>Director, Safety &amp; Security</li> </ul> <p>Kevin Bruder</p> <ul style="list-style-type: none"> <li>President, Centennial Management</li> </ul>	<ul style="list-style-type: none"> <li>Membership Services</li> <li>Training</li> <li>Consumer programs</li> <li>Alcohol management best practices shared online</li> </ul>
		NO DUES PAID IN 2021

SMA 		
BOARD POSITION	KEY CONTACTS	RELATIONSHIP
NONE	<p>Kevin Kahn</p> <ul style="list-style-type: none"> <li>Training Committee</li> <li>Vice President, Chief Customer Officer, Colorado Rockies</li> </ul> <p>Mario Coutinho</p> <ul style="list-style-type: none"> <li>Vice President, Stadium Operations &amp; Security, Toronto Blue Jays</li> </ul>	<ul style="list-style-type: none"> <li>Membership Services</li> <li>Training</li> <li>Consumer programs</li> <li>Alcohol management best practices shared online</li> </ul>

Fiscal Year 2022 dues not yet paid

# GOVERNANCE OBJECTIVES



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

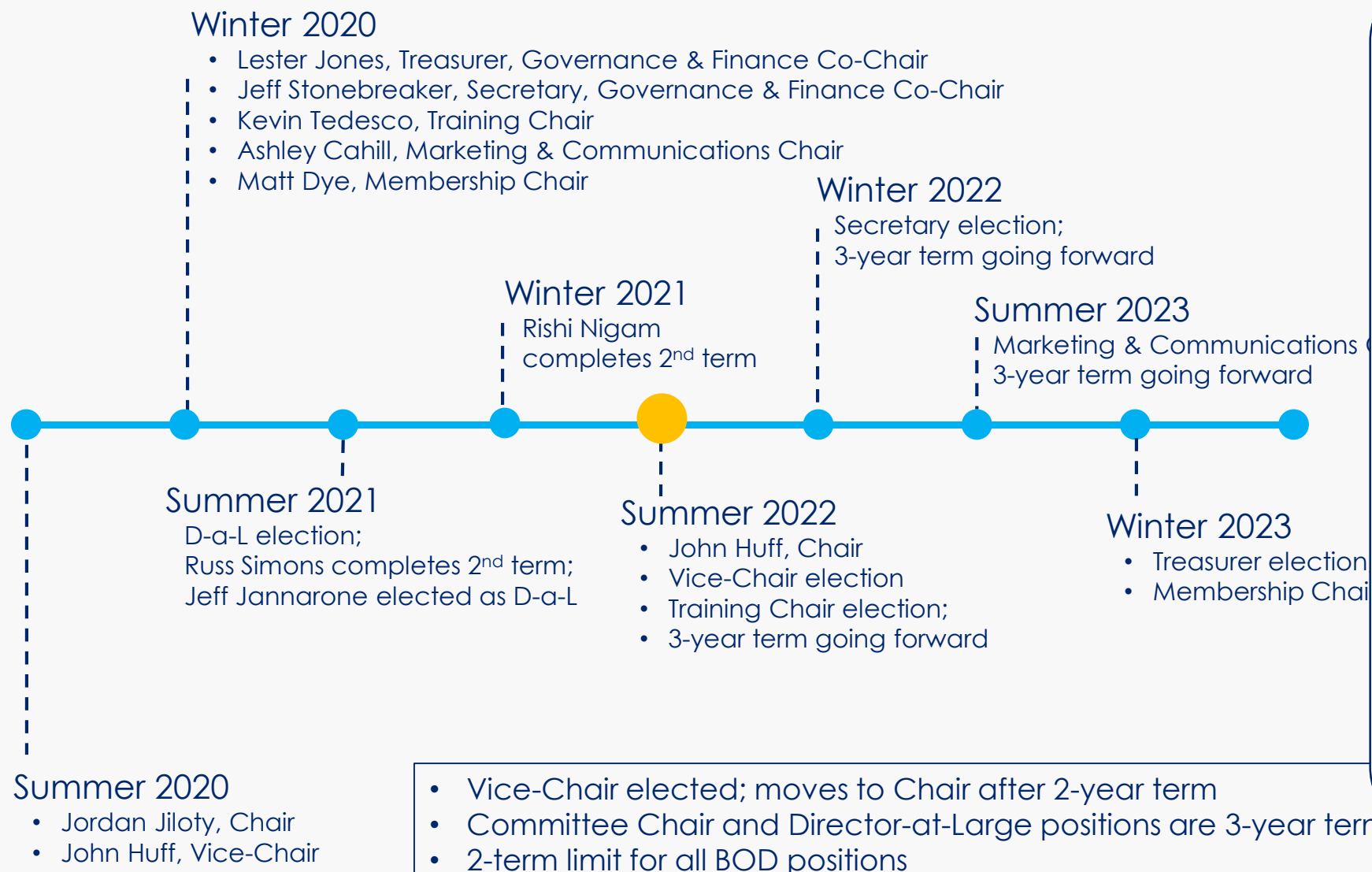
TEAM's financial oversight is process-oriented and effective.

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

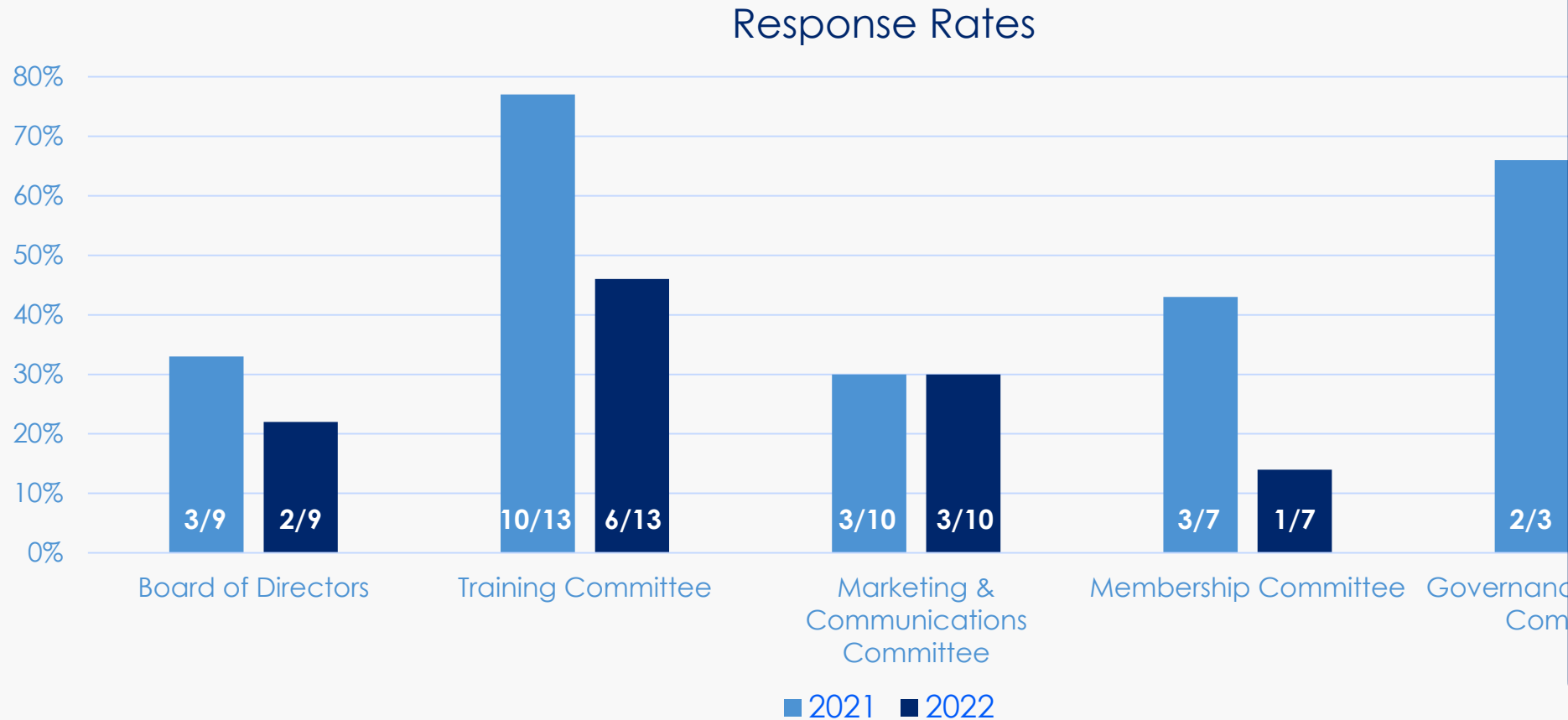
TEAM has a strong committee structure.

# Governance & Finance

[CLICK HERE TO VOTE](#)



# Board of Directors and Committee Satisfaction/ Engagement Survey Results



TEAM did not aggressively request committee members to complete the surveys.

We don't want to be the association that harasses members for feedback.

We prefer to harass members to participate in the committees.

2 rounds of surveys annually

- May survey of BOD and committee members, results shared at summer stakeholders meeting
- November survey of all stakeholders, results shared at winter stakeholders meeting

# Board of Directors Satisfaction/ Engagement Survey Results

	2021	2022
I acted in the best interest of the organization, serving as a spokesperson for the organization and representing the organization within the sports and entertainment industry.		
I strove to represent the needs of the stakeholders of the organization and speak out for their interests, holding the organization accountable.		
I attended at least 50% percent of board meetings, committee meetings, and membership meetings.		
I read reports and other relevant documents prior to each board meeting, committee meeting and membership meeting.		
I ensured that my company's membership with the organization is paid annually.		
I actively participated in one committee		
I stayed informed about what is going on in the organization. I asked questions and requested information. I participated in and took responsibility for making decisions on issues, policies, and other matters. I did not stay silent if I had questions or concerns.		
I worked in good faith with staff and other board members as partners toward the achievement of our goals.		

Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree

# Training Committee Satisfaction Survey Results

	2021	2022
Satisfied with my participation		
Satisfied with the priorities of the committee		
My participation helps make an impact on the committee		
I feel like I am kept up to date with all the projects of the committee		

Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree

# Membership Committee Satisfaction Survey Results

	2021	2022
Satisfied with my participation		
Committee has the right number of members, who represent the appropriate stakeholders		
My participation helps make an impact on the committee		
I feel like I am kept up to date with all the projects of the committee		

Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree





# Marketing & Communications Committee Satisfaction Survey Results

	2021	2022
Satisfied with my participation		
My participation helps make an impact on the committee		
Committee has the right number of members, who represent the appropriate stakeholders		
I feel like I am kept up to date with all the projects of the committee		
I am satisfied with the monthly newsletter		
I am satisfied with TEAM's use of social media platforms (LinkedIn, Twitter, Facebook)		

Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree



# Governance & Finance Committee Satisfaction Survey Results

	2021	2022
Satisfied with my participation		
My participation helps make an impact on the committee		
Committee has the right number of members, who represent the appropriate stakeholders		
I feel like I am kept up to date with all the projects of the committee		

Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree

# FY 2022 AWARENESS OBJECTIVES



**TEAM IS A  
STRONG  
BRAND**

**TEAM IS A “GO-TO”  
RESOURCE FOR  
MEDIA AND  
INDUSTRY**

- Responsibility Has Its Rewards in-venue and online consumer programs
- Implement Social Media Strategy
- Develop content highlighting unique partnerships and programs that TEAM facilitates
- Attend industry events
- Leverage association members to share content with membership

# FY 2022 AWARENESS OBJECTIVES

## Unique Partnerships

### LA Metro

Media	Impressions
270 Internal car cards	810,000
18 Interactive kiosks	2,370,000
2 video walls	267,000



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

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

**TAKE A RIDE SHARE  
TO THE METRO FEB 5-6**

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



**RESPONSIBILITY  
HAS ITS  
REWARDS.**

**TAKE A RIDE SHARE TO THE METRO  
ON RACE DAYS, FEB 5-6.**

Connect to the Metro E Line (Expo) and exit Expo Park/USC or take the Metro J Line (Silver) and exit 37th St/USC.

**ENTER FOR A CHANCE TO WIN  
TWO TICKETS AND VIP CREDENTIALS TO THE  
WISE POWER 400 AT AUTO CLUB SPEEDWAY.**



No purchase necessary. Open only to legal residents of California, 21 years of age or older at the time of entry, who reside within a 150-mile radius of the Los Angeles Memorial Coliseum ("Venue"). Starts at 7:00 AM PST on January 24, 2022 & ends at 11:59 PM PST on February 6, 2022. TEAM Coalition's Responsibility Has Its Rewards sweepstakes is sponsored by NASCAR. Grand prize valued at \$500. Void where prohibited. Go to <https://nascars.com> for complete rules.

Online pledges/registrations

- 71% reported public transportation or ride share as their safe ride plan
- 37% in target demographic – between ages 21 and 35

Sweepstakes winner – **Eric Brower** – attended Wise Power 400 at Auto Club Speedway on 2/27/2022

### Social Media

Media	Impressions	Engagement
RHIR Tweet	804	32
Decide to Ride Tweet	10,782	65
RHIR FB/IG Boosted Post	19,144	232
DTR FB/IG Boosted Post	11,516	281

Event	Date	Metro Board	Attendance	% Boardings
SJ State Spartans	9/4/2021	1,729	33,259	5%
Stanford Cardinal	9/11/2021	1,767	41,023	4%
Oregon State Beavers	9/25/2021	2,166	31,050	7%
Utah Utes	10/9/2021	2,190	36,024	6%
UCLA	11/20/2021	2,221	51,939	4%
Ye and Drake	12/9/2021	1,131	58,127	2%
<b>Clash at the Coliseum</b>	<b>2/6/2022</b>	<b>3,346</b>	<b>48,311</b>	<b>7%</b>

# FY 2022 AWARENESS OBJECTIVES

## Responsibility Has Its Rewards



**TEAM** Coalition  
@ResponsibleFans

Troy Bengals fan wins trip to Super Bowl for being designated driver <https://www.wdtn.com/news/local-news/troy-bengals-fan-wins-trip-to-super-bowl-for-being-designated-driver/>



wdtn.com  
Troy Bengals fan wins trip to Super Bowl for being designated driver  
LOS ANGELES (WDTN) – A Bengals fan from Troy got recognized for being the designated driver after games with a free trip to the Super ...

**TEAM** Coalition  
@ResponsibleFans

Congratulations to the @Eagles Responsible Fan for the Season for winning the #RHIR sweepstakes and a trip to the 2022 #ProBowl



Philadelphia Eagles and NFL

# FY 2022 AWARENESS OBJECTIVES

## Implement a Social Media Strategy



Since 2008, the @NBA and TEAM Coalition have rewarded @ResponsibleFans for their commitment to #NeverDriveDrunk. Whether your safe ride plan is to be the #DesignatedDriver, get a ride from a DD, take a ride share or use public transportation, Responsibility Has Its Rewards #RHIR

# FY 2022 AWARENESS OBJECTIVES

## Responsibility Has Its Rewards

### Women's Final Four Results

- 431 people
- \$4,700 total cost
- 199 photos



### Men's Final Four Results

- 835 people
- 414 photos
- \$6,800 total cost



**DRINK RESPONSIBLY**

### Men's Lacrosse Championships Results

- 214 people
- \$4,500 total cost
- 108 photos



# RESOURCE FOR MEDIA AND INDUSTRY



## THE IMPORTANCE OF INTERNATIONAL BEST PRACTICES FOR SPORTS SPONSORSHIP

Leading governing bodies, leagues, and rights holders in the sports industry are working together with members of the International Alliance for Responsible Drinking (IARD), to take further action to prevent minors from exposure to alcohol marketing and to reduce harmful use of alcohol.

As some of the most prominent international sports bodies, we are passionate about promoting our sport and sharing it in communities across the world, investing several million dollars each year.

At all levels, sport promotes an active lifestyle, contributing to overall physical, mental, and social well-being. Moreover, sport promotes social bonding, good communication, discipline, resilience, and leadership among athletes of all ages and skill levels.

Following a turbulent period for sporting events due to the COVID-19 pandemic, funding to support sport at all levels has never been more critical to promote physical and mental health, and to enable development of the next generation of sports stars.

Funding from sponsorship is vital in helping to engage more people with sports. Just as importantly, the platform presented by sport provides a powerful opportunity to raise awareness and change social norms and behaviors to reduce harmful drinking, especially during sporting events – traditionally a drinking occasion in many communities. We seek to ensure all fans can enjoy sport, whether they choose to drink or not.

By coming together with IARD members – the world's leading beer, wine, and spirits producers – we believe we can raise standards internationally and through the responsibility elements of our contracts encourage responsible practices among our wider sectors throughout diverse global territories. We invite others to join us to bring about further global change.

## WORKING IN PARTNERSHIP TO REDUCE THE HARMFUL CONSUMPTION OF ALCOHOL

This document demonstrates the many ways leading governing bodies, leagues, and rights holders in the sports industry are working in partnership with members of the International Alliance for Responsible Drinking (IARD), to help ensure marketing is only directed at those over the legal purchase age (LPA) and to reduce harmful consumption of alcohol.

IARD is a not-for-profit organization dedicated to addressing harmful drinking worldwide and promoting understanding of responsible drinking, among those who choose to drink. In collaboration with sports rights holders, IARD member companies are united in their commitment to the highest standards for responsible business practices.

As leading global producers and the stewards of some of the best-known brands, IARD member companies implement best practices for alcohol sponsorship through robust marketing codes and responsibility elements of contractual agreements. In addition to these effective mechanisms, IARD member Marketing Codes, IARD's [Digital Guiding Principles](#), [Influencer Guiding Principles](#) form part of a wide-reaching global ecosystem with partners beyond the industry to raise standards and help ensure marketing communications are only directed at those of legal purchase age.

By sharing best practices from around the world, we hope to encourage further take-up of effective actions and widen the partnerships that will strengthen a whole-of-society response to improving health.



### TEAM Coalition: promoting positive fan behavior

Established in 1985, the USA's TEAM (Techniques for Effective Alcohol Management) Coalition is a unique alliance of professional and collegiate sports, stadium service providers, brewers, distillers, entertainment facilities, broadcasters, government traffic experts, and others who are working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

The initiative was originally launched by the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) because government traffic fatality data showed (and continues to show) that men between the ages of 18 and 35 are the most likely to drive drunk. One thing that demographic has in common is a passion for sports, so NHTSA tasked TEAM to leverage this passion to change fan behavior.

Indeed, when the initiative was launched, driving to sporting events, drinking without much regard for impairment, and driving home were standard practice by sports fans.

Over time, TEAM Coalition became a membership-based, stand-alone 501(c)(3) non-profit organization, which continues to provide sports and entertainment facilities with the tools to monitor fan behavior before, during, and after the event; educate fans on their role in drink driving prevention; and train venue employees in responsible alcohol service.

The coalition's 23 member organizations help ensure that the most effective, full-facility alcohol management training materials are used, and their goal is to train every employee at sports and entertainment facilities – both concessions and operations staff – in effective alcohol management. This training identifies warning signs of impairment, prevents underage drinking, and helps ensure safety of both sports facility employees and fans.

TEAM Coalition is supported by companies including the Anheuser-Busch Foundation, Brown-Forman, Heineken, and Molson Coors.

## 935k

sports and entertainment fans pledged to be designated drivers at TEAM Coalition member organization events in 2019

## 130

sports and entertainment facilities across North America certified their employees in TEAM training in 2021

### Responsible alcohol service policies

TEAM Coalition encourages facilities to define, communicate, and enforce policies including:

- Cutting off alcohol sales before the end of the event
- Limiting the number of alcohol beverages per purchase per possession
- Checking the ID of patrons who look younger than the legal drinking age

### 50,000

full-facility personnel including alcohol servers, bartenders, ticket takers, and parking lot attendants

### TEXT NYC TO 86225

**Lite KC**

HAVE GOOD TASTE  
DON'T DRIVE DRUNK

CELEBRATE RESPONSIBLY™

**RESPONSIBILITY HAS ITS REWARDS**

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

# ATTEND INDUSTRY EVENTS



## VenueConnect 2022

IAVM's 97th VenueConnect Annual Conference and Trade Show will be hosted at the Phoenix Convention Center in Phoenix, Arizona. VenueConnect hosts professionals from a spectrum of public assembly venues including arenas, convention centers, amphitheaters, fairgrounds, performing arts centers, stadiums, universities, and more. This is the only industry conference that inspires industry leaders, provides targeted education, and brings attendees together creating relationships that last a lifetime.

### Balancing the Thirst for Revenue with the Risk of a Liability Hangover



Room: TBD

Wednesday, July 20, 2022: 3:15 PM - 4:15 PM

#### Speaker(s)



**Jill Kiefer**  
Executive Director  
TEAM Coalition

Panelist



**Kevin Daly**  
Assistant General Manager  
University of Southern California, Los Angeles Memorial Coliseum

Panelist



**Kris Armes**  
Director of Collegiate Athletics  
Aramark Sports + Entertainment

Panelist



**Michael Junod**  
CVE  
Director of the University Center  
Mercer University - University Center

Session Champion



**Will Gorman**  
Director  
Show Me Center

Session Champion

#### Description

In 2021, college sports venues reached a tipping point when it comes to alcohol service. 65 colleges and universities in the Power 5 conferences have football programs. As of the 2021 college football season, a majority of them (39 to be specific, that's 60%) sell beer through general concessions. Don't forget the nearly 100 college football stadiums that sell beer on game day for schools in the other 9 conferences making up D1 FCS, and the 11 conferences in the FBS. Beer service at college sports is no longer the anomaly. Learn from those who are serving alcohol profitably and responsibly about how you might join the club.



# SPECIAL PROJECT

## 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

- July 2022: Website for registration
- August 2022: Launch social media
- October 2022: Deadline for year 1
- December 2022: Announce year 1 recipients

## GOAL FOR YEAR 1

1 certification recipient from each venue



- Jeff J. asked what the application fee would be.
- As of now, there is no plan to charge an application fee.
- Opportunity to learn how facilities implement alcohol management best practices
- Frequency of training beyond certification every 3 years
- Recently, trainers have asked us what our policy is for employees who fail the certification test twice. We require them to start with a new training session before taking the test a 3<sup>rd</sup> time.
- Some organizations terminate after 2 failed attempts (MSG), others assign roles that don't touch alcohol (Aramark Citi Field)
- Jeff J. emphasized the need for reasonable accommodation for test takers. TEAM allows for any accommodation for employees to complete the exam, except for someone else completing the test on their behalf.

**MEETING  
ADJOURNED!**

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**TEAM  
COALITION**