

STAKEHOLDERS MEETING

June 2, 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
12:00 PM ET	Strategic Plan - Governance
12:30 PM ET	Break
12:45 PM ET	Feedback Survey Results
1:00 PM ET	Guest Speakers – Heineken and Fan Up
1:30 PM ET	Strategic Plan - Awareness
2:00 PM ET	Meeting Adjourned

Mission Moment

Erin Meluso shared some very exciting news about the RADD Ohio program. The program is expanding to Michigan.



<https://raddohio.org/>

I just wanted to reach out and say that I thoroughly enjoyed the TEAM training presentation.

I have taken multiple training courses on alcohol awareness etc. over the last twenty five years and this one was excellent.

I especially enjoyed that people at the top of the food chain in a variety of aspects of our business were speaking about the importance of this training, from CEOs of popular beer companies, sporting commissioners, and large scale event promoters. To me that spoke in volumes.

Thanks so much.

Unsolicited feedback about online training.

Reminder to update the introductory video, part of the FY 2023 budget if the membership approves.

- Christina Stalnaker
Delaware North, Amalie Arena

FY 2022 Year-to-Date In Review – Finances

STATEMENT OF CASH FLOWS	STATEMENT OF ACTIVITIES	STATEMENT OF FINANCIAL POSITION	<u>ASSETS</u>	
			Cash	\$624,885
			Accounts Receivable	\$221,401
			Inventory	\$27,158
			Prepaid Expenses	\$0
			Equipment	\$20,087
			<u>Accumulated Depreciation</u>	<u>-\$15,168</u>
			Total	\$878,363
			<u>LIABILITIES</u>	
			Accounts Payable	
			Deferred payroll tax	\$3,057
			Glimmernet	\$12,000
			Economic Injury Disaster Loan	\$129,390
			<u>Deferred Revenue</u>	<u>\$0</u>
			Total	\$144,447
			Fund Balance	\$733,916
			Total Liabilities & Net Assets	\$878,363

FY 2022 Year-to-Date In Review – Finances

STATEMENT OF FINANCIAL POSITION	STATEMENT OF CASH FLOWS	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 CASH FLOWS	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)	\$121,058 EIDL Loan repayment (close out at end of FY)
(\$30,331) <i>Cost of Goods Sold</i>	\$28,000 Travel to 14 industry events
\$40,000 NHTSA Grant	\$75,000 Training
\$66,000 Trainer Certifications IDP (120 trainers*\$550)	\$39,000 Brainshark
\$7,500 Trainer Recertifications Online (60 trainers*\$125)	\$4,000 Glimmernet
\$1,000 Rush processing	\$32,000 Introductory Video updates
\$65,000 Sponsorship support services	\$40,000 NHTSA traffic safety ad buy LiveNation.com
	\$15,000 Specific members activations
Total Revenue: \$904,169	Total Expenses: \$839,058
NET INCOME: \$65,111	

[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

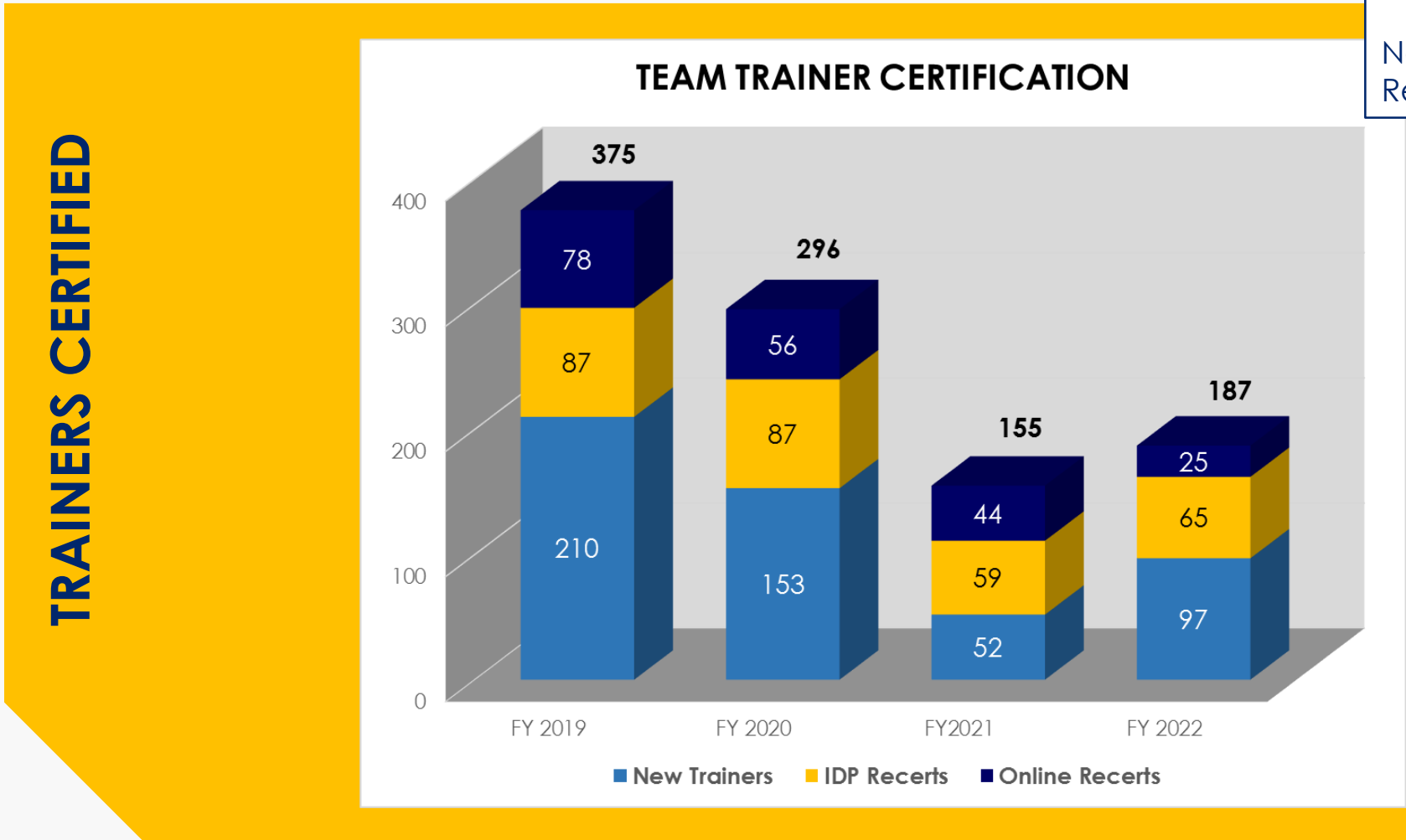
- Bill Squires will travel to Qatar in October for in-person training
- Approximately 400 servers will be certified through online training

- 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 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

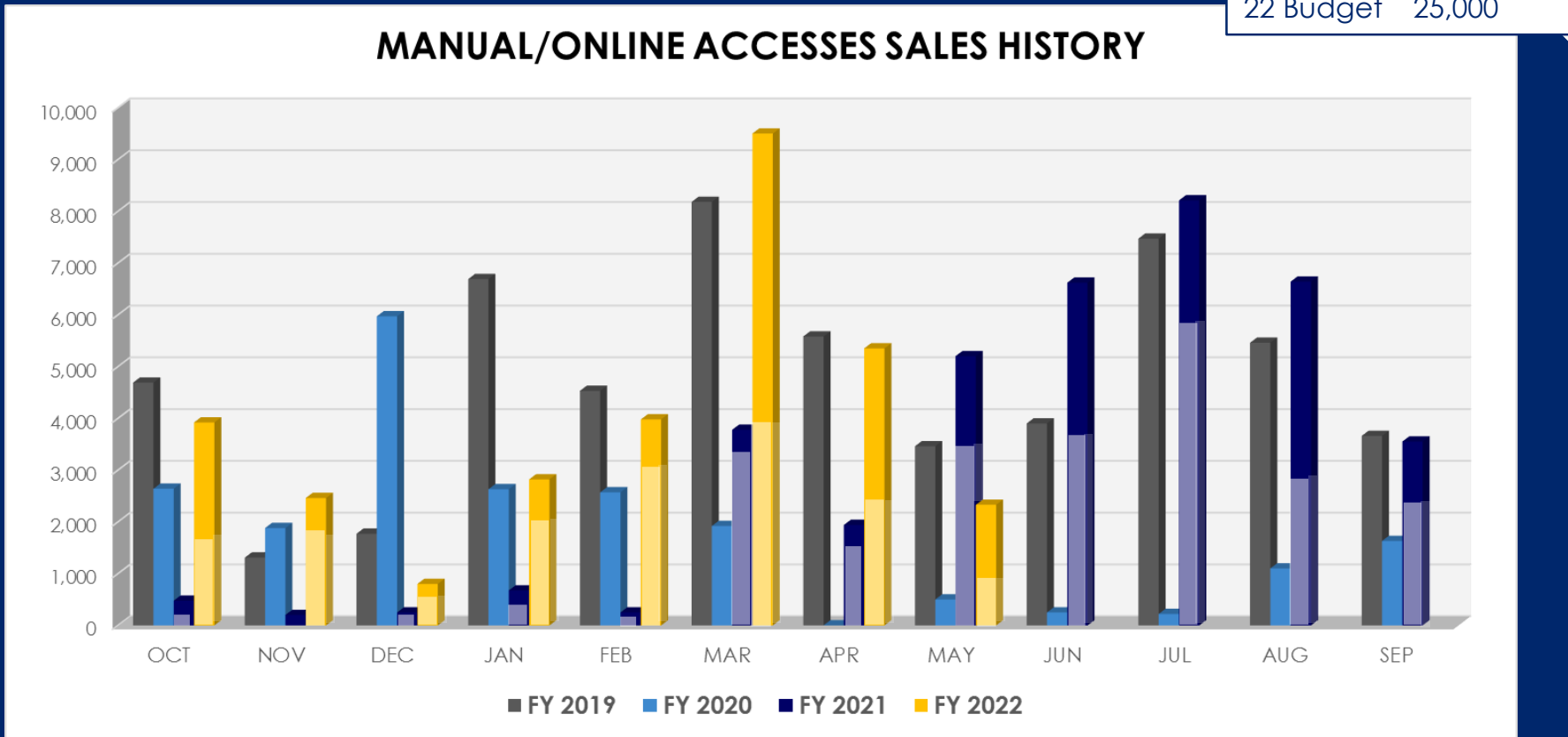
FY 2022 FISCAL STABILITY OBJECTIVES

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

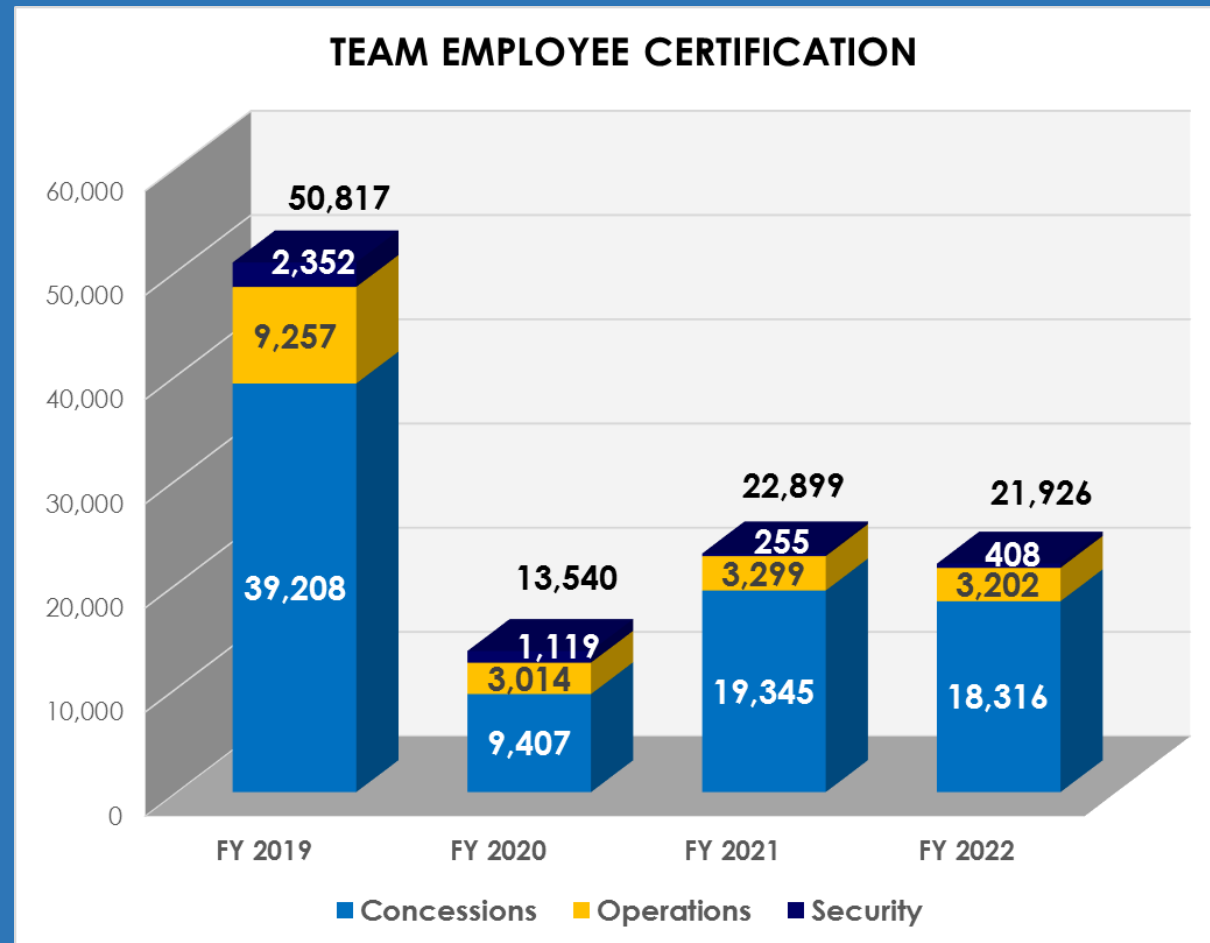
MANUAL/ONLINE ACCESSES SALES HISTORY



FY 2022 FISCAL STABILITY OBJECTIVES

Alcohol Management Training

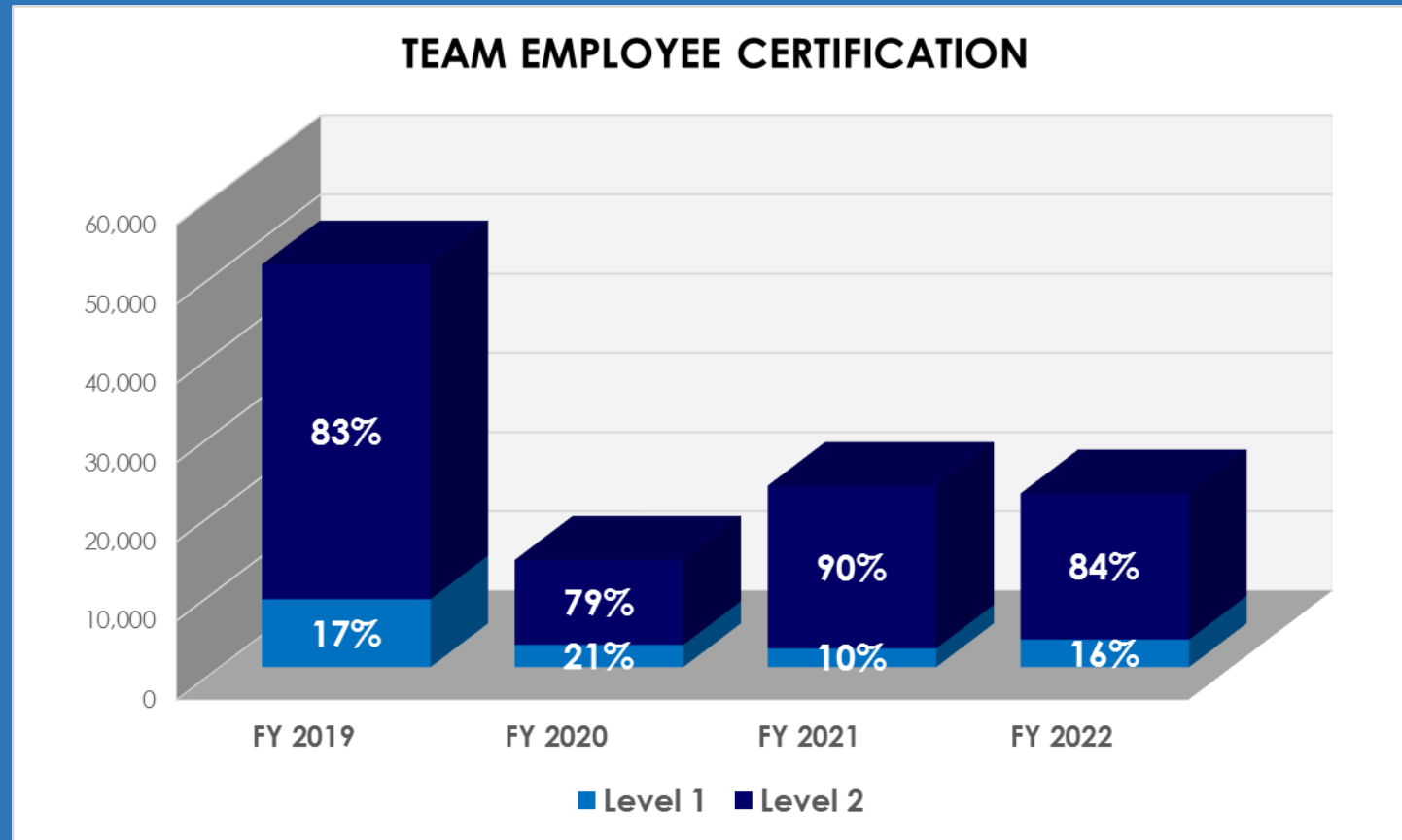
EMPLOYEES CERTIFIED



FY 2022 FISCAL STABILITY OBJECTIVES

Alcohol Management Training

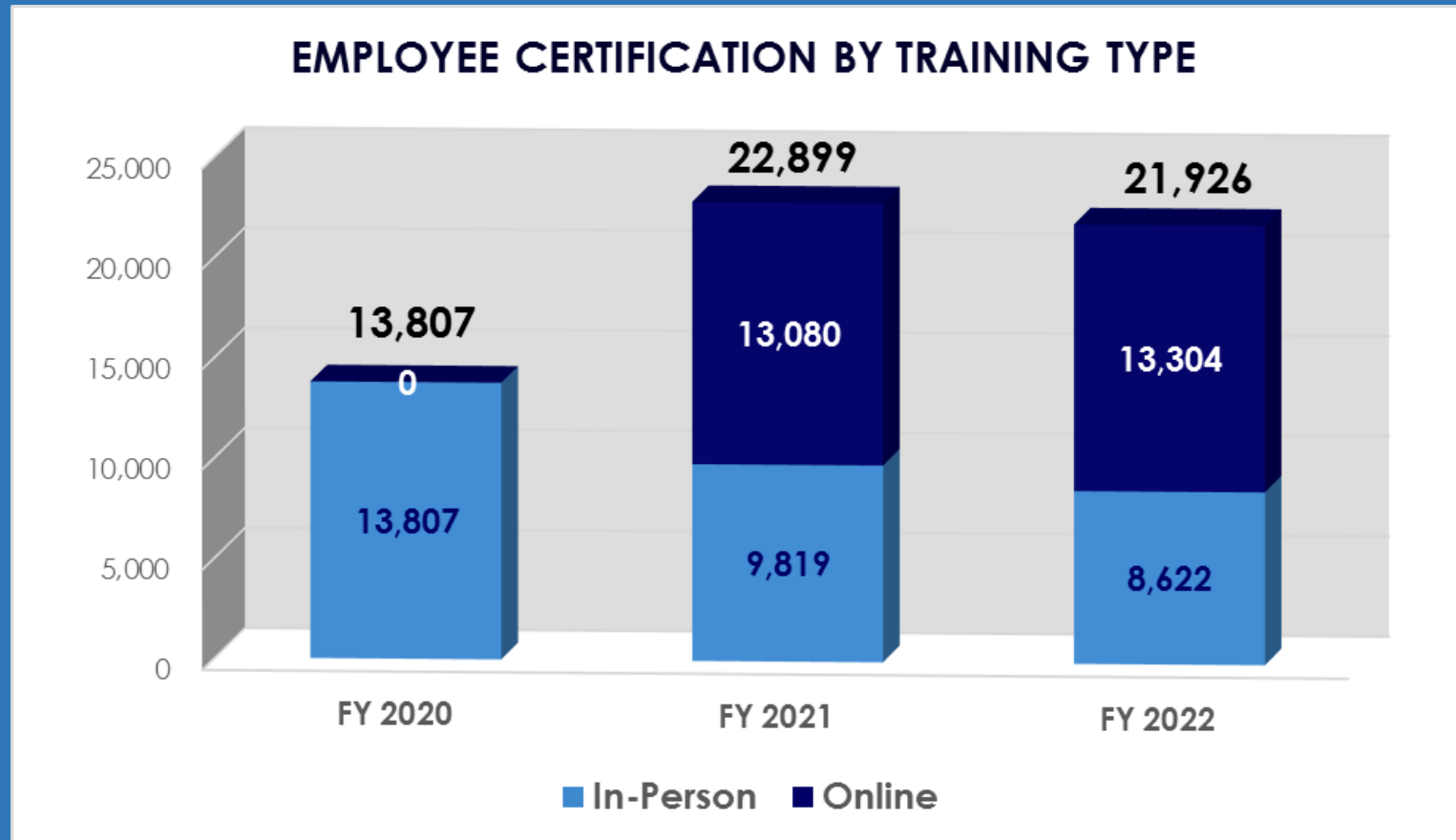
EMPLOYEES CERTIFIED



FY 2022 FISCAL STABILITY OBJECTIVES

Alcohol Management Training

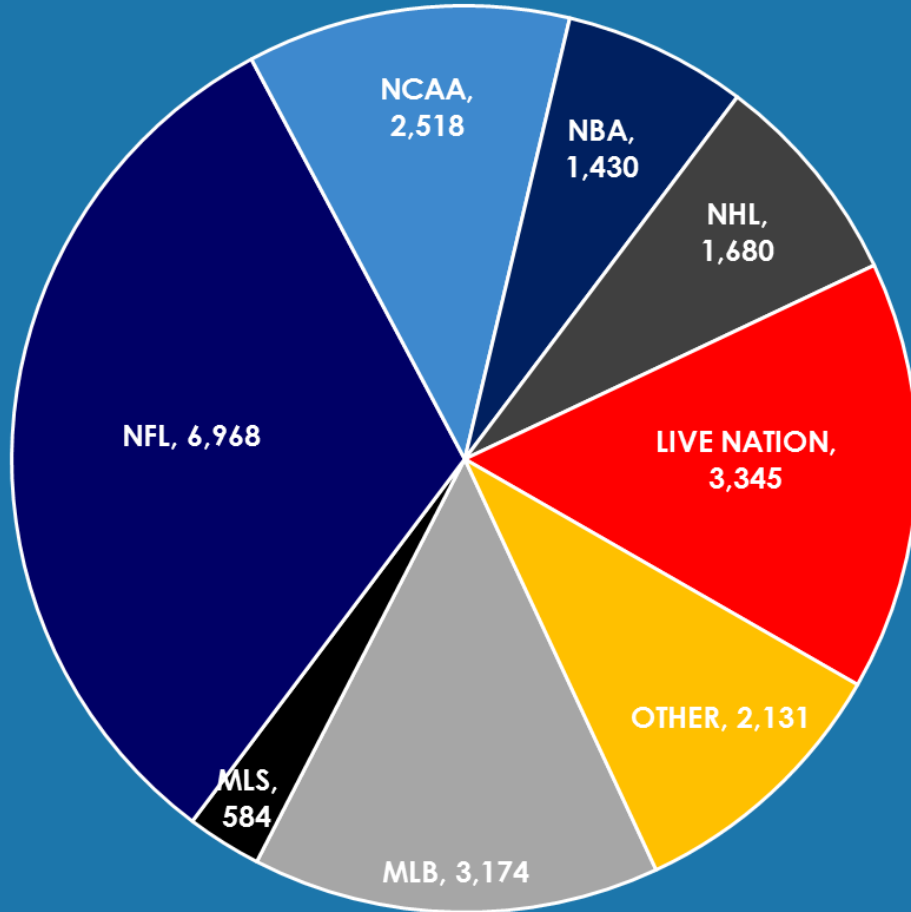
EMPLOYEES CERTIFIED



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






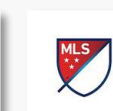




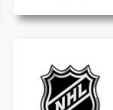
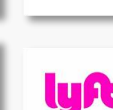
	Member Customers (\$25,000 tier or greater)	Member Affiliates (\$15,000 tier, affiliated teams, NPOs)	Associate Members (\$7,500 tier)	Non-Members
Set-up	\$250	\$300	\$350	\$400
Access for 50 people	\$15	\$17	\$18	\$20
Access for 100 or 150	\$14	\$16	\$17	\$19
Access for 200 to 450 (bundles of 50)	\$13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

August 1st start time for price increases for all customers outside Member Customer category, allows plenty of time to order online accesses at the lower price

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.

August 1st start time to coincide with the online access price change, assuming membership approves price changes.

-
- 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
- New Membership Targets
 - NCAA conferences
 - Concessionaires and other high volume training customers

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

GOVERNANCE OBJECTIVES



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

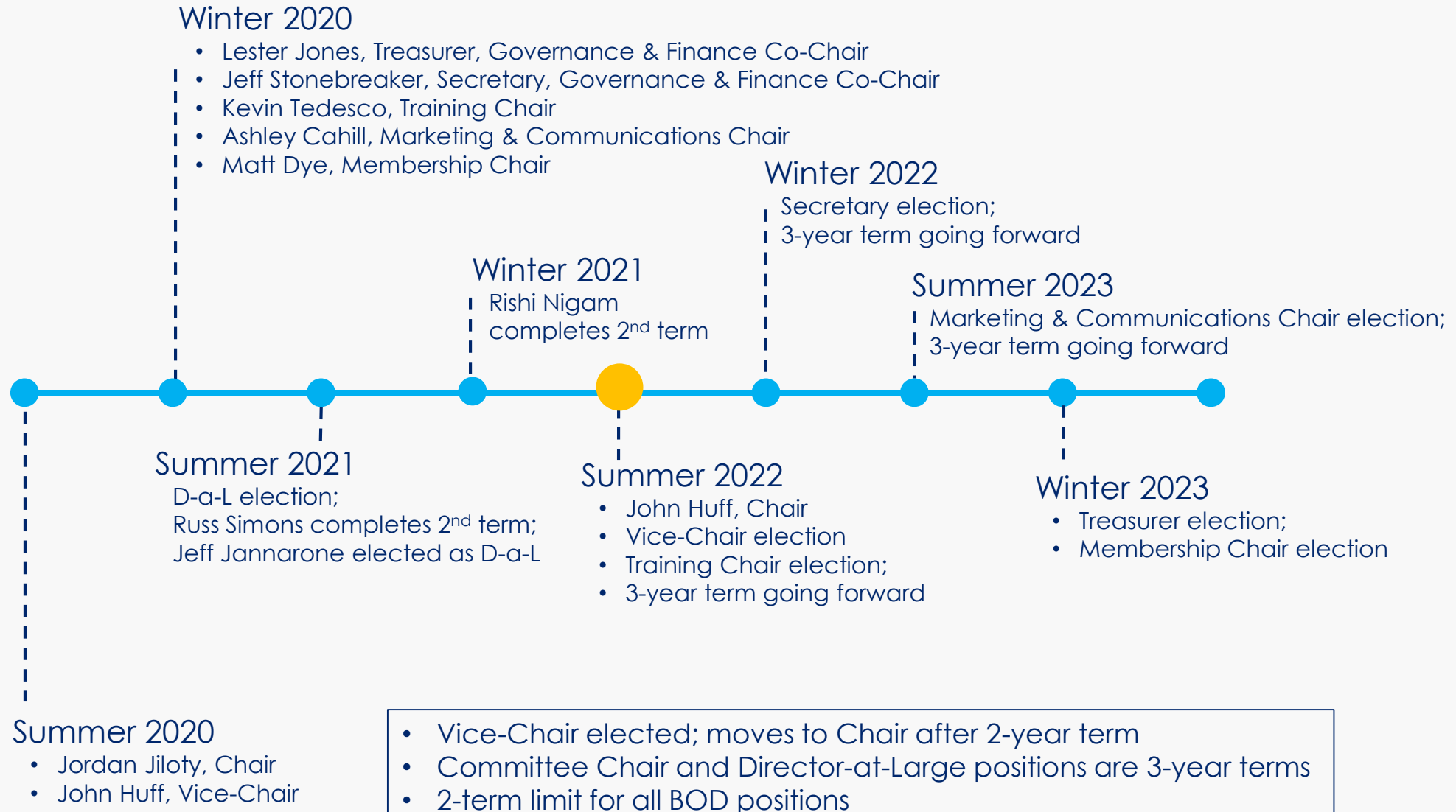
TEAM's financial oversight is process-oriented and effective.

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

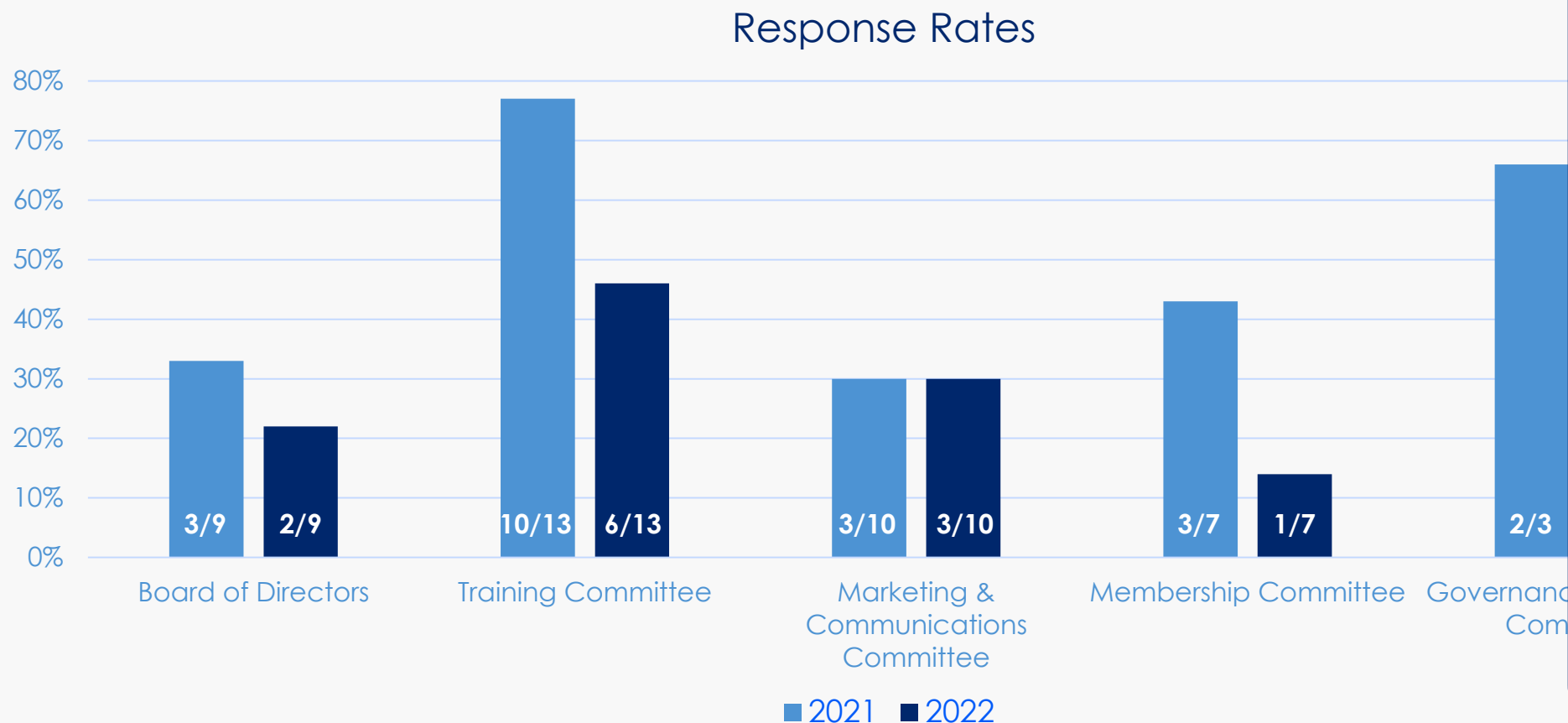
TEAM has a strong committee structure.

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

TEXT NYC TO 86225

MAKE THE PLEDGE FOR YOUR CHANCE TO WIN!

Fifteen (15) lucky fans will win a Signed Limited Edition Scarf and ALL participants 21 and up will get a complimentary Alcohol Free Heineken® 0.0

...and will be entered into the Responsibility Has Its Rewards Sweepstakes!



TEXT "GIANTS" TO 86225 TO TAKE THE PLEDGE AND ENTER TO WIN



TEXT ISLANDERS TO 86225

Make the pledge for your CHANCE TO WIN!

Three (3) of you will WIN a NY Islanders Prize per game and ALL participants 21 and up will get a complimentary Alcohol Free Heineken® 0.0

SEE RULES AT WWW.FANUPSOFTWARE.COM. OFFICIAL BEVERAGE OF NY ISLANDERS. © 2015 FANUP SOFTWARE INC. ALL RIGHTS RESERVED. NY ISLANDERS IS A REGISTERED TRADEMARK OF NY ISLANDERS. NY ISLANDERS IS A REGISTERED TRADEMARK OF NY ISLANDERS.

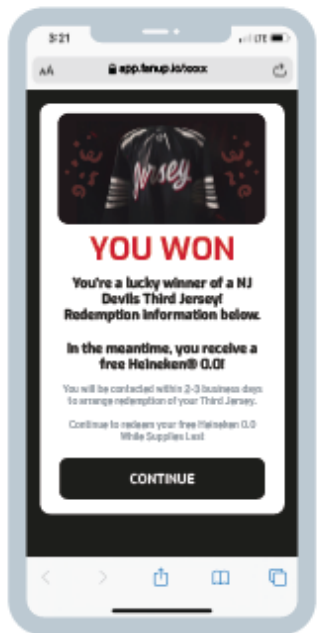


Responsibility has its rewards.

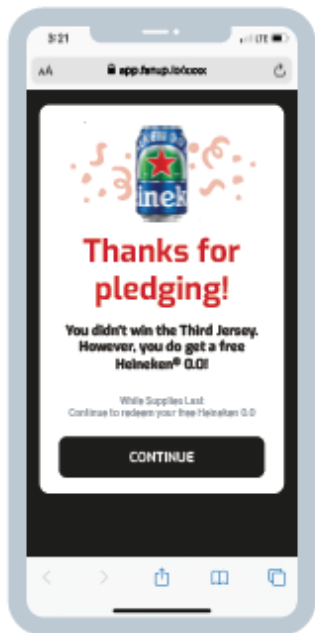


Ellie VanDyke
COO | FanUp Software Inc
Email: ellie@fanup.io
(406) 209-1721

fanUp



Winner Screen



Non-Winner Screen



NJ Devils

SAFE RIDE HOME CAMPAIGN

2022

At each Devils home game, all fans (21+) with a smartphone could text in for the chance to win a NJ Devils Third Jersey. All participants received a free Heineken 0.0.

TOTALS FROM 2021–2022

14,068

Total Participants

10,669

Total Forms Completed

673

Total Heineken 0.0s

The totals above are from 25 games, starting on 1/6/22 and ending on 4/29/22. This does not include 2021 activation numbers.

DETAILS

- Participants were required to fill out the 7-field safe ride home form (including information and safe ride plan)
- FanUp created a custom promotion video to increase participation (saw a 6x increase from initial games)
- Main prize for first 19 games was a Signed Player Photo



Still of Main Promotion Video



NY Islanders

SAFE RIDE HOME CAMPAIGN 2022

At each Islanders home game, all fans (21+) with a smartphone could text in for the chance to win a main prize from the team. All participants received a free Heineken 0.0.

TOTALS FROM 2022

11,984

Total Participants

9,640

Total Forms Completed

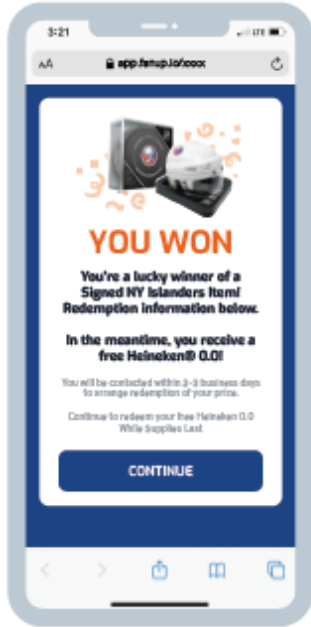
592

Total Heineken 0.0s

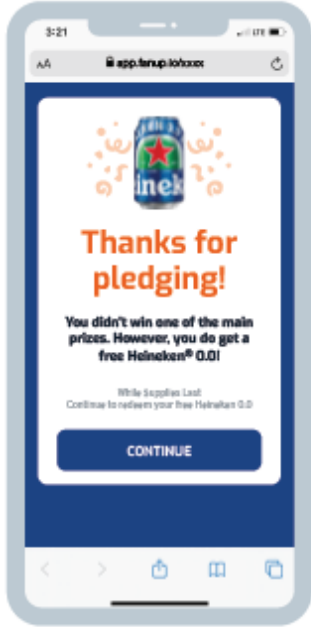
The totals above are from 18 games, starting on 2/2/22 and ending on 4/29/22.

DETAILS

- Participants were required to fill out the 7-field safe ride home form (including information and safe ride plan)
- Main prize rotated between Signed Mini Helmet, Hockey Stick Bottle Openers, Replica Rings, or Signed Pucks
- There were 8 sizes of event graphics running



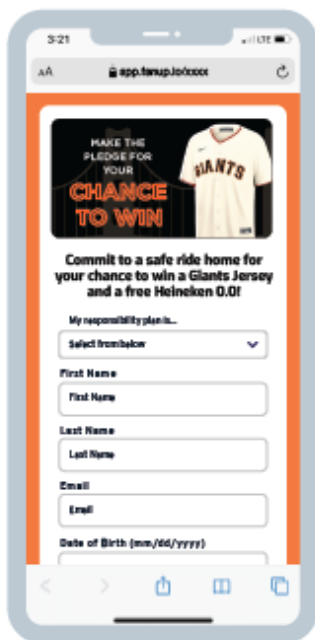
Winner Screen



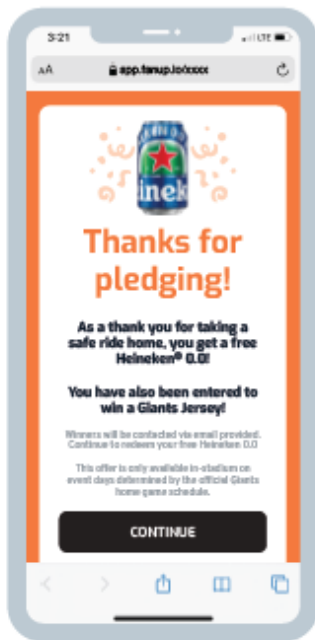
Non-Winner Screen



Main Videoboard



Form Entry Screen



Heineken 0.0 Screen



Still of Main Promotion Video



SF Giants

SAFE RIDE HOME CAMPAIGN

2022

At each Giants home game, all fans (21+) with a smartphone can text in to make the Safe Ride Pledge and instantly receive a free Heineken 0.0 and be entered to win a Jersey.

TOTALS FROM 2022

2,408

Total Participants

2,206

Total Forms Completed

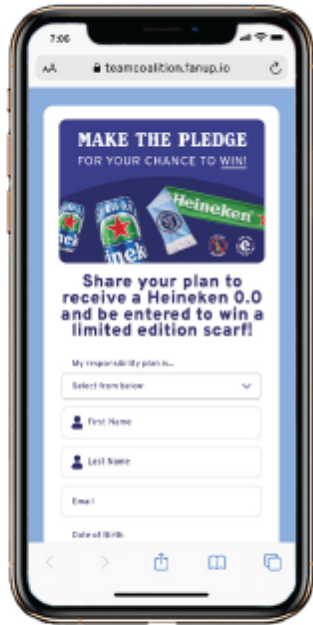
350

Total Heineken 0.0s

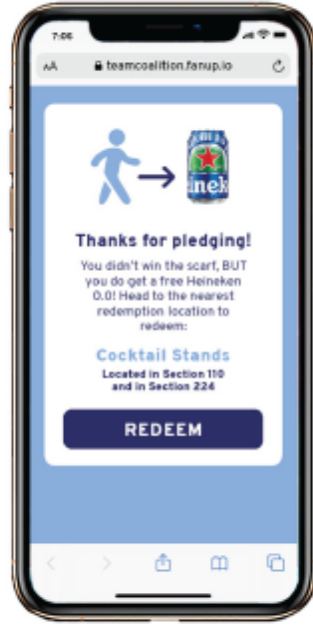
The totals above are from 24 games, starting on 4/8/22.

DETAILS

- Participants are required to fill out the 7-field safe ride home form (including information and safe ride plan)
- No main prize instant win (jersey winners selected at a later date and contacted via email provided)
- There is one main promotion video with a small CTA



Form Entry Screen



Heineken 0.0 Screen



Main Videoboard



NYCFC

SAFE RIDE HOME CAMPAIGN

2021

At each NYCFC home game, all fans (21+) with a smartphone can text in to make the Safe Ride Pledge and instantly receive a free Heineken 0.0 and be entered to win a Signed Scarf.

TOTALS FROM 2021

1,866

Total Participants

1,220

Total Forms Completed

101*

Total Heineken 0.0s

The totals above are from 7 regular season games and 1 playoff game, starting on 07/25/21.

DETAILS

- Participants are required to fill out the 7-field safe ride home form (including information and safe ride plan)
- All regular season activations ran without prizing
- Playoff game gave away Signed Scarves as the main prize on 11/21/21.

FY 2022 AWARENESS OBJECTIVES



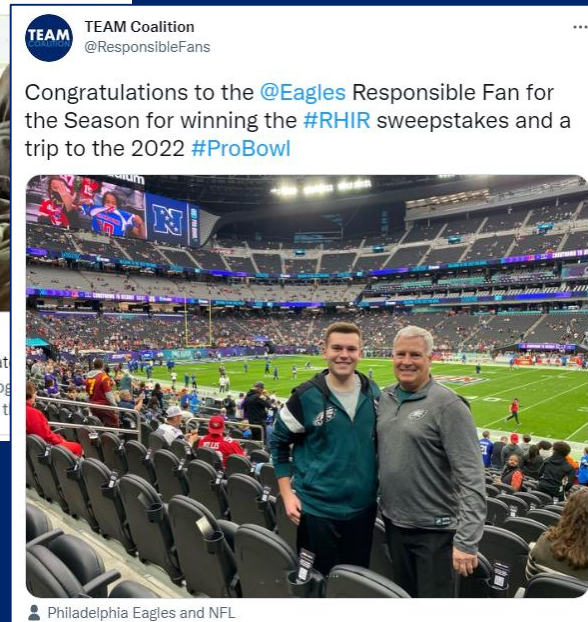
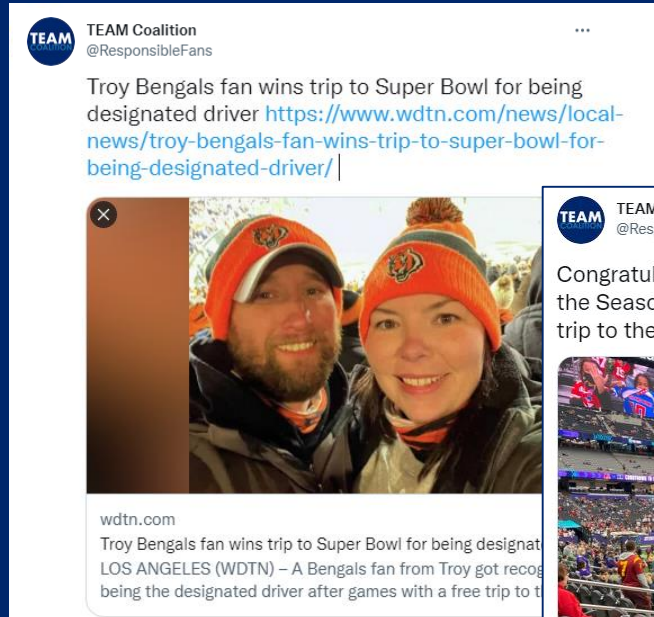
**TEAM IS A
STRONG
BRAND**

**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

Responsibility Has Its Rewards



SEASON-LONG SWEEPSTAKES

- 32 teams participated
- 3 beer sponsors
- 2 NPOs
- 4 digital programs managed in-house
- TEAM managed 9 digital programs
- 108,000 fans pledged to be responsible

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



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

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://nascarr.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%
Clash at the Coliseum	2/6/2022	3,346	48,311	7%

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 invited 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

Annually, the network of TEAM coalition-certified trainers – sports and entertainment facility managers for food & beverage, catering, guest services and security – certifies more than

50,000

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



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 Panelist
Executive Director
TEAM Coalition




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



Kris Armes Panelist
Director of Collegiate Athletics
Aramark Sports + Entertainment



Michael Junod Session Champion
CVE
Director of the University Center
Mercer University - University Center



Will Gorman Session Champion
Director
Show Me Center

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 complete
- August 2022: Launch social media campaign
- October 2022: Deadline for year 1 applications
- December 2022: Announce year 1 certification recipients

GOAL FOR YEAR 1

1 certification recipient from each venue type



**MEETING
ADJOURNED!**



**TEAM
COALITION**