



TEAMCoalition.org

# WHEN EVERYONE TAKES RESPONSIBILITY EVERYONE WINS



## TECHNIQUES FOR EFFECTIVE ALCOHOL MANAGEMENT

501c3 non-profit committed to enhance the entertainment experience, provide effective **ALCOHOL MANAGEMENT TRAINING** in public assembly facilities and promote responsible alcohol consumption through the use of positive messages that **REWARD RESPONSIBLE BEHAVIOR** and help to **REDUCE NEGATIVE ALCOHOL-RELATED INCIDENTS** both in facilities and on surrounding roadways, recognizing that the vast majority of fans are responsible.

### INDUSTRY IMPACT

**1,000,000+** RESPONSIBLE FANS PLEDGE TO PREVENT DRUNK DRIVING ANNUALLY

**52%** of all major league sports facilities certify employees in **TEAM training**.

**89%** of teams, tracks & concert venues offer responsible fan programs and participate in the **Responsibility Has Its Rewards** sweepstakes.

### FISCAL YEAR 2020 KEY STATISTICS

**296** CERTIFIED TRAINERS

**13,540** CERTIFIED EMPLOYEES

**123** VENUES  
**30** STATES

**4,251** SOUVENIR PHOTOS FEATURING MEMBER BRANDS & RESPONSIBILITY MESSAGES

**8,353** FANS ENGAGED

**34** EVENT DAYS

