



Techniques for Effective Alcohol Management

TEAM Coalition

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Since 1985, TEAM (Techniques for Effective Alcohol Management) Coalition has succeeded as a unique alliance of professional and collegiate sports, entertainment facilities, concessionaires, stadium service providers, the beer industry, broadcasters, government traffic safety experts, and others working together to promote responsible drinking and positive fan behavior at sports and entertainment facilities.

The organization encourages facilities to implement and enforce alcohol policies through an alcohol service training program that educates and certifies all facility employees in the skills of how to identify patrons who may have over-consumed and to intervene in a non-confrontational way to properly ensure everyone's safety. In addition, TEAM outreach extends beyond sports facilities to target fans in support of designated driver programs and other traffic safety messages.

### Membership

- Members contribute annual dues and ensure that the most effective, full-facility alcohol management training materials are utilized and promotion of responsible alcohol service and consumption is aggressively pursued.

### Government Partnership

- TEAM partnered with the National Highway Traffic Safety Administration (NHTSA) to develop the alcohol management training course
- TEAM unites NHTSA and sports leagues as well as state offices of highway safety and local sports teams to promote responsible behavior and traffic safety messages
- TEAM earned the 2002 NHTSA Award for Public Service, the 2003 NCADD Education Prevention Award, and the 2004 NHTSA Administrator's Achievement Award.

### Training

- The TEAM goal is to train every employee at sports and entertainment facilities - both concessions and operations staff - in effective alcohol management.
- Over 500 stadium and concessionaire managers, representing more than 100 facilities have attended a two-day Instructor Development Program, passed a certification exam, and are active TEAM trainers.
- TEAM trainers certified over 33,000 full-facility personnel in 2008, including servers, ushers, ticket-takers, and parking lot attendants.
- TEAM training helps to identify the warning signs of intoxication, prevent underage drinking, and ensure the safety of all fans.

### Alcohol Service Policies

- TEAM encourages facilities to define, communicate and enforce policies, including:
  - Preventing guests who have misused alcohol from entering the facility
  - Cutting-off beer sales before the end of the game or performance
  - Limiting the number of beers per purchase per possession
  - Checking the ID of all patrons who look younger than the legal drinking age

### Fan Education

- 335,000 fans participated in 2008 MLB *Responsibility Has Its Rewards (RHIR)* sweepstakes for designated drivers; Designated Drivers for the Season from Tampa Bay Rays and Philadelphia Phillies attended World Series; Designated Driver from Kansas City Royals attended the 2008 MLB All Star Game at Yankee Stadium
- Over 5,000 fans participated in the 2008 MLS *RHIR* sweepstakes; Designated Drivers for the Season from Columbus Crew and New York Red Bulls attended MLS Cup 2008; Designated Driver from Los Angeles Galaxy attended the 2008 All-Star Game at BMO Field in Toronto
- 140,000 fans participated in 2008 NFL *RHIR* sweepstakes; Designated Drivers for the Season from Pittsburgh Steelers and Arizona Cardinals attended the Super Bowl XLIII; the Designated Driver from the Seattle Seahawks attended 2009 Pro Bowl
- TEAM Up 2 Win, launched nationally in 2008, is an employer-based program promoting employee responsibility in conjunction with the NCAA Men's Final Four.