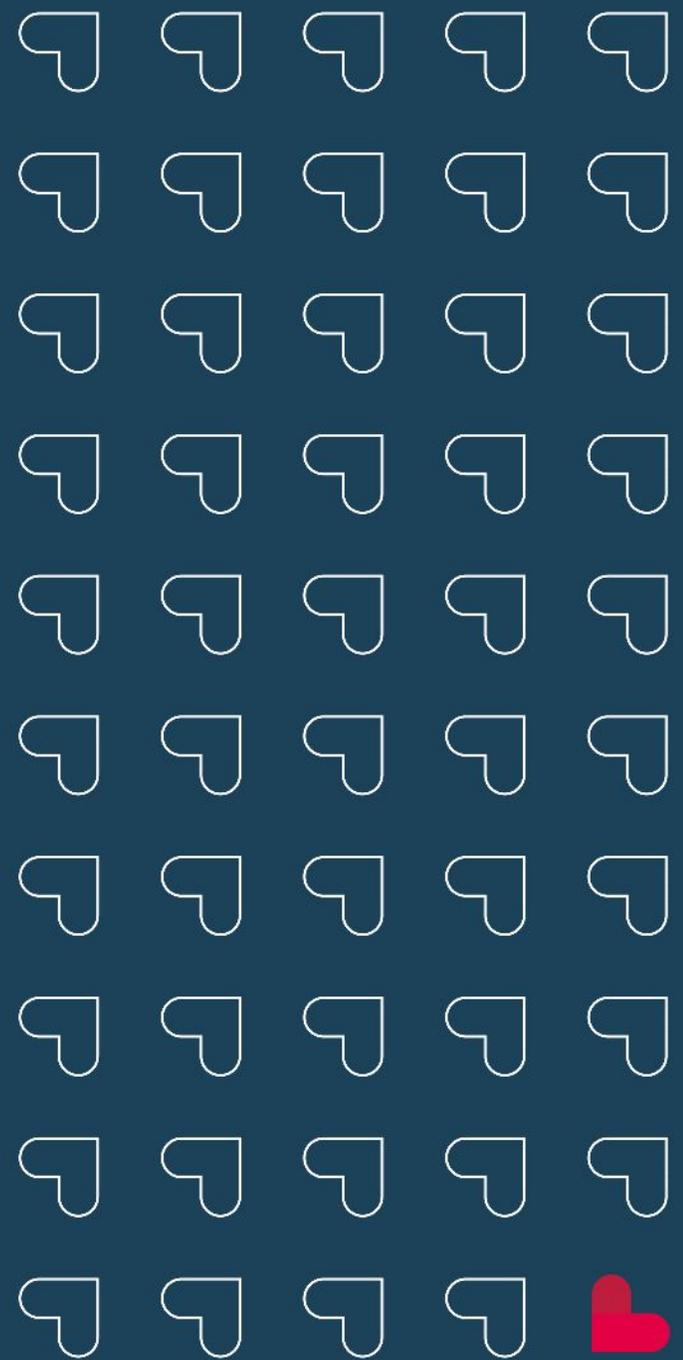


Twins EOY 2025



Season in Review

Overview

Building on year one learnings, season two of our partnership with the Minnesota Twins delivered measurable impact; expanding community reach, amplifying brand visibility, and deepening advisor and client engagement across markets.



Strategic Wins

Strategic Lever

2025 Highlights



Community and Brand Impact

At Bat for Impact engaged **16 nonprofits** and generated **13K+ fan votes (up 482%)**, while new programs like Game Changers elevated minority-owned businesses and positioned Thrivent as a champion of local entrepreneurs.



Client & Advisor Engagement

Introduced Generosity Night as a signature home event and expanded Away Experiences to connect advisors with clients and COIs across eight key markets.



Operational Excellence

Established a new activation framework maximizing asset use and measurement, resulting in \$35k greater asset utilization stronger measurable results from both the home and away experiences.

Season in Review

Key Learnings

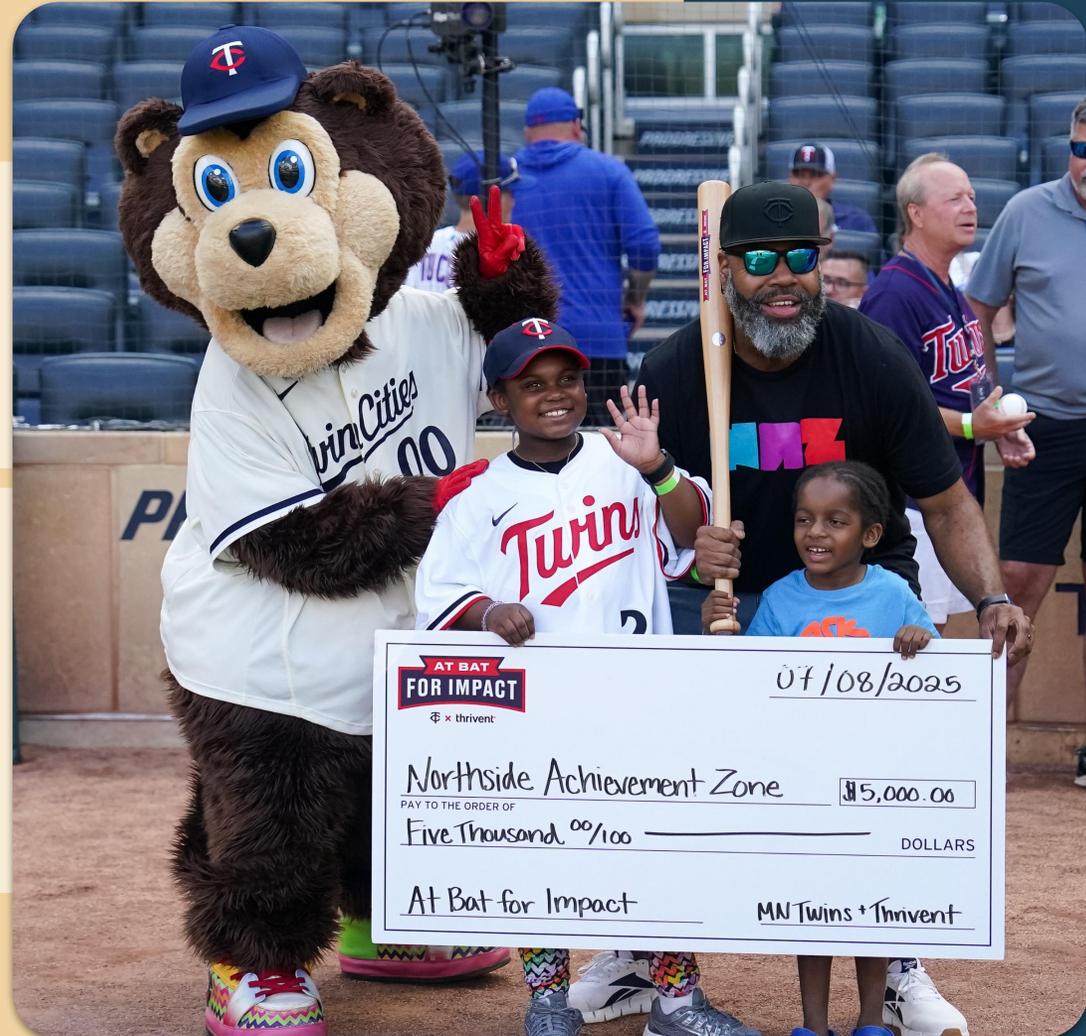
Evolving Engagement Efficiency

In the first seasons, we used 8 non-game day uses of the Thrivent Club (out of 20 assets available). Reallocation of this Thrivent Club access presents an **opportunity to extend impact beyond game days through targeted leadership, client, and community events.**

Continuous Feedback Loops

Future **success depends on real-time insight capture** from engagement leaders, participants, and nonprofit partners to refine experience design and storytelling.

Together, **these results illustrate how our second season with the Twins drove measurable growth** across every KPI, setting the stage for continued momentum in 2026.



2025 in Context | Evolving for Deeper Impact

In our second season, we refined how we use our assets, broadening who we reach, deepening our impact in the community and elevating the story we tell through the Minnesota Twins partnership.

Strategic Focus

2025 Action & Outcomes



Audience Depth & Reach

Expanded **multicultural and younger generation fan engagement** through activations at home and away games, including Hispanic Heritage Night, Faith Day, and Generosity Night experiences, advancing our **goal to reach and reflect diverse communities**.



Digital Access & Participation

Transitioned At Bat for **Impact to a mobile-friendly web platform**, enabling fans to vote outside the ballpark and on non-gamedays, driving record fan voting and extending community participation.



Asset Optimization & Purpose Alignment

Implemented a **new asset-allocation framework grounded in purpose and performance**; reallocated under-leveraged assets such as Twins Pass to Game Changers to advance small-business equity.



Reimagining the Client Experience

Positioned Thrivent as a unique membership destination through one of a kind **memorable experiences and deep community impact opportunities**.



These strategic shifts reflect how the partnership matured, from activation to amplification, setting the stage for the measurable growth seen on the next slide.

2025 Impact at a Glance

Driven by a clear strategic approach, the **Twins partnership** experienced impactful growth from the first year of the partnership.

Key Metric	2024 Results	2025 Results	Delta vs. 2024	Strategic Interpretation
Total Fan Votes Cast (AB4I)	2,324	13,528	+482%	Web-based platform expanded reach beyond stadium audiences.
Funds to AB4I Orgs	\$200k	\$224k	+12%	Creation of fundraising pages for individual orgs created opportunities for further funding.
Value of home assets utilized	Approx \$95k	Approx \$130k	+36.84%	Strategic selection created greater value for partnership assets.
Fans visited the Thrivent Club	178k	177k	-.56%	In a down season for overall attendance the Thrivent Club is still an appealing ticket option.
Total Media Impressions	633M	17.4M	-97.5%	Even without the boost of media opportunities from the launch, the partnership delivers strong media impressions.
Teams Across the Enterprise Supporting this Partnership	25+	27+	+8%	Thrivent's Multi-Cultural and Financial Education teams were key additions this year.
Volunteer hours at Home/Away Experiences	313	3,814	+1,118%	Strategic framework expanded the opportunities for volunteerism.



These **results set a strong foundation for continued momentum in future seasons** as we continue to **optimize this partnership.**

Home Experiences

At Target Field, Thrivent transformed traditional partnership assets into meaningful touchpoints that connect engagement leaders, FAs, clients, and communities through purpose-driven experiences. These activations illustrate how we bring our values to life for thousands of fans in Minnesota.

Roof Deck Events: Goldy's Run Celebration, Hispanic Heritage Night and Game Changers Recognition

Field of Dreams: Highland Friendship Club and Thumbs Up

Suites: Volunteer Appreciation, Black Men Teach, NPG and Faith Day

First Pitch: David Royal and Carolyn Sakstrup
Faith Day and Generosity Night

Takeover Nights: Faith Day and Generosity Night

Total Attendees:
902 + over 1800 for BDC = 2700 (1302 last season).

Appts. With 3 months:
67 (not tracked last season).

Conversion Rate: 15.4% (not tracked last season).

New Contracts: 42 (not tracked last season).

Community Impact:

Beneficiaries: 895

\$'s Raised and In-Kind Donations: \$71,003.75 in kind and \$157,702 in donations plus \$70k for Q4 (Fundraising - \$3650 and in-kind \$5,293.03 last season)

of Volunteers: 1985 (313 last season)

of Volunteer Hours: 980

\$2,300 in savings from Thrivent Club tickets purchased by employees.



100
Home Opener
Tickets

144
Employee
Portal Tickets

221
Thrivent Group
Ticket Purchases

**Overall NPS
Score: 64**

Home Experiences



Faith Day:

Thrivent continues to seek to engage in Faith Day with the Twins each season.

- 30,720 fans in attendance
- David Royal First Pitch

Generosity Night:

Celebrate Generosity, engage fans, and elevate Thrivent's brand presence.

Game Attendance: 28,242

Activation Space:

- 13,226 people entered the stadium through the two closest gates to the activation – 51.9% of fans that night.
- 2,500 Thrivent towels handed out.
- 167 Thrivent hearts added to the tree.

In-Stadium Presence: Initial reporting of 567,541 in-stadium impressions.

“The Twins partnership has been a great addition for my advisors by allowing them to engage with new and familiar organizations in a fun way at the Twins games. The partnership team allowed my Spanish speaking advisors to engage with the Hispanic population in the twin cities for a wow experience on the Twins roof deck for Hispanic Heritage Month and this opened up possibilities for them that they never really thought of. Our team is thankful for this partnership!”

Carley Tabatt – Engagement Leader

Purpose in Action: At Bat for Impact and Game Changers

Through our flagship community platforms, we empower fans and small business leaders to create positive change across Twins Territory, illustrating how generosity and financial confidence work hand-in hand. These programs also highlight what makes this partnership unique as it demonstrates Thrivent and the Twins shared values.

AB4I

Overview: Season two of *At Bat for Impact* delivered remarkable growth, continuing to support 16 outstanding nonprofits across Twins Territory. Fan participation in voting surged, awareness of nonprofit work expanded, and engagement from Thrivent staff and members deepened.

Key Results:

13,528 total votes –
482% increase

25,000
Webpage visits

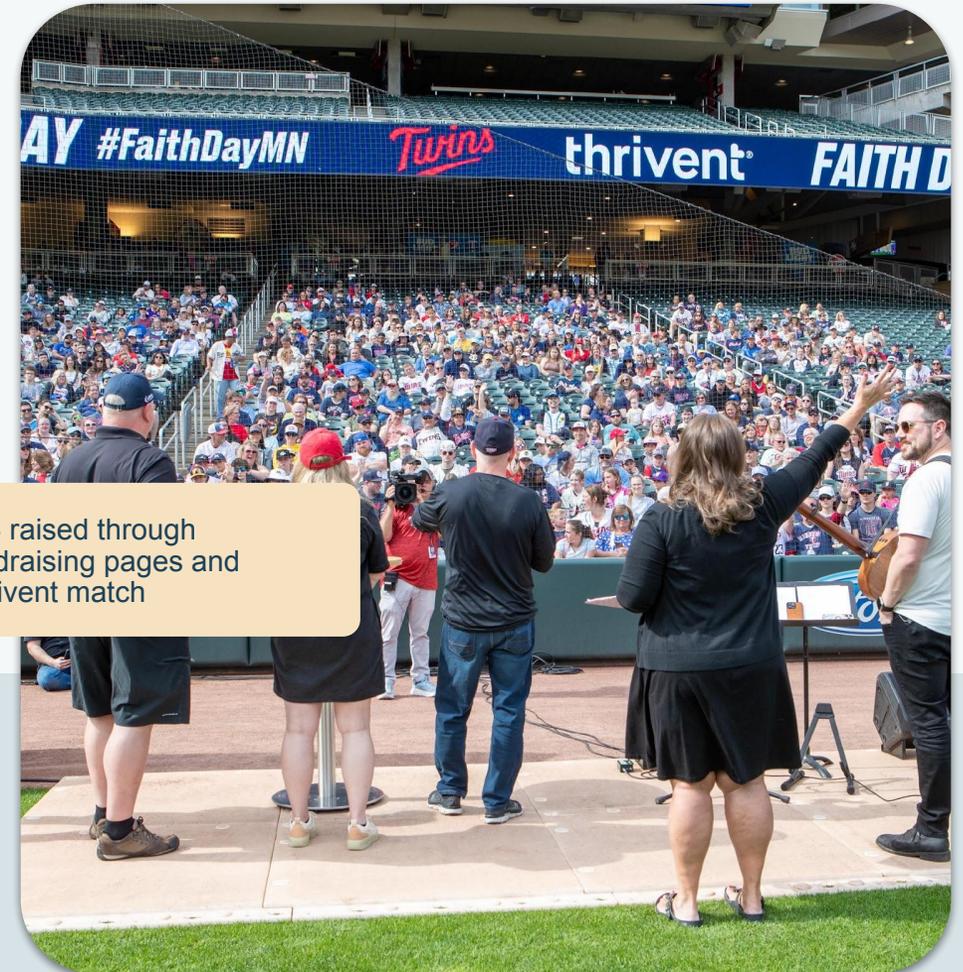
1.37M impressions for each
non-profit (1M last season)

\$135,946 media value
for each non-profit
(\$22,000 last season)

1,497,528 AB4I
total emails

\$24 raised through
fundraising pages and
Thrivent match

\$24 raised through
fundraising pages and
Thrivent match



“Thank you for this!! We are still so thrilled and grateful to have been part of this initiative.

We have received the donation from Thrivent - such wonderful support that will ensure that all girls can participate regardless of their family's financial situation. It will make an immediate local impact on Minnesota girls. Thank you.”

Kristi Pogatchnik – Girls on the Run

Purpose in Action: At Bat for Impact and Game Changers

Game Changers

Overview: This season we welcomed a new community impact initiative to our partnership with Game Changers. This initiative honors local minority owned small businesses and highlights the work they are doing in the community.

Key Results:

\$5k donated to each small business.

\$5k provided to each small business to gift to a community organization.

802 Webpage visits (9.71% Increase YOY).

15 Small Business nominations (50% Increase YOY)

Roof Deck Event: Thrivent hosted representatives from the selected small businesses for this season and each of the prior seasons for a celebration event on the roof deck at Target Field. One guest wrote "I'm impressed with how Thrivent shows how they value the work of entrepreneurs through their actions, I felt seen and appreciated."



"Together, these initiatives reached thousands of fans, small business owners, and community partners; demonstrating how Thrivent's purpose extends far beyond financial services and into everyday acts of generosity."

Away Experiences

Overview

Our Away Experiences extend the power of the Twins partnership to key markets nationwide, helping advisors connect with clients, prospects, and community leaders through events that bring our purpose to life.

2025 Locations:

- Atlanta
- Boston
- Chicago
- Denver
- Ft. Myers – Spring Training
- Houston
- Los Angeles
- Washington DC

Total Attendees:

693 (890 in 10 events last season)

Appts within 3 months:

57 (68 in 10 events last season)

Conversion Rate:

16.1% (13.8 last season)



Community Impact:

Beneficiaries: 3830
(wasn't tracked last season)

Volunteer Hours: 2834 (wasn't tracked)

\$'s Raised and In-Kind Donations:
over \$18k (\$13,950 last season)

of Volunteers: 501
(197 volunteers last season)

Overall NPS Score: 73

New Contracts:
18 (18 in 10 events last season)

(Note- many of the away experiences are recent within the last 2 -3 months so the full picture is still developing)



Away Experiences

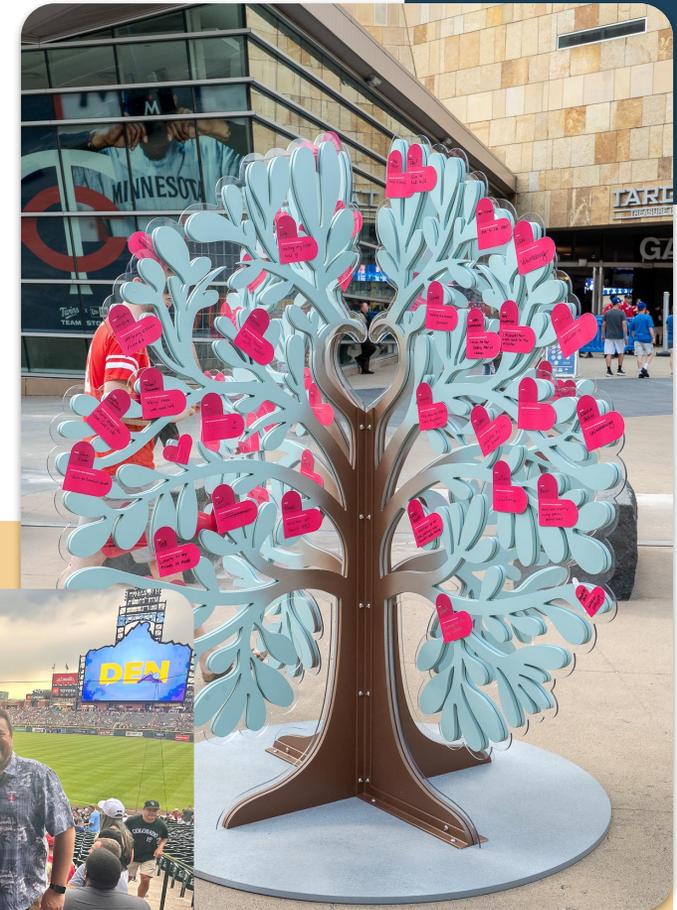
Examples:

Denver: Hosted 35 nonprofit leaders for a Thrivent Charitable pregame session. Resulted in new partnerships and a multi-million-dollar endowment transition to Thrivent.

Washington DC: Hosted 40 Howard University athletes and Athletes for Hope staff for HBCU Night. Strengthened relationships with key HBCU partners and showcased Thrivent's investment in youth and education.

“Hosting clients, prospects and COI's at the Dodgers games has been a game-changer. The shared experience opens the door to meaningful conversations about the work we do at Thrivent—conversations that have led to real financial impact. One invite turned into an open door with a local community organization, resulting in three workshops and dozens of new prospects.”

Ardis Curtis – Financial Advisor – West Advisor Group





8
Markets

693
Attendees

16%
Conversion

2,834
Volunteer Hours

Key Metric	2024 Results	2025 Results	YOY	Strategic Takeaway
Total Attendees	890	693	↓ -22%	Attendance decreased intentionally as we refined events for quality and ROI.
Appointments within 3 months	68	57	↓ -16%	Slight dip due to condensed schedule, but improved conversion rate.
Conversion Rate	13.8%	16.1%	↑ +2.3 pts	Higher-quality engagement driving stronger lead outcomes.
New Contracts	18	18	—	Stable yield despite fewer events, which is evidence of improved efficiency.
Beneficiaries	—	3,830	NEW	Tracking implemented to create greater understand of impact.
Volunteers	197	501	↑ +154%	Intentional planning and tracking to deepen impact opportunities
Volunteer Hours	—	2,834	NEW	Tangible demonstration of our generosity platform in action.
Funds & In-Kind Donations	\$13.9K	\$18K+	↑ +29%	Increased community investment across markets.
Overall NPS	—	73	—	Strong satisfaction benchmark, exceeding industry averages

Results are from activations across the following markets: Atlanta, Boston, Chicago, Denver, Ft. Myers, Houston, Los Angeles and Washington DC
(Note- many of the away experiences are recent within the last 2 -3 months so the full picture is still developing)

Media Exposure

The Twins partnership continues to generate impactful media exposure opportunities for Thrivent brand presence, Executive Leaders and community partners.

Leadership Visibility:

Two Interviews with Carolyn Sakstrup (TwinsTV and Fox9): Carolyn was interviewed once, prior in the pregame show by Fox9 and then for an in game feature with TwinsTV to discuss Thrivent's partnership with the Twins and highlight AB4I.

Purpose & Community:

AB4I Video in-game and on TwinsTV game broadcasts: An enhanced promotional video for AB4I aired pregame, and many times in game at Target Field and then midway through the season began airing on TwinsTV game broadcasts creating a powerful opportunity for the participating orgs to receive exposure and highlighting Thrivent's partnership with the Twins.

Critical Mention Report

Key Media Insights:

17.4 M

Ballpark + Digital + Social Impressions

\$520,108

Earned Media Value

110 mentions

Across TV, radio and online news

News media audience of

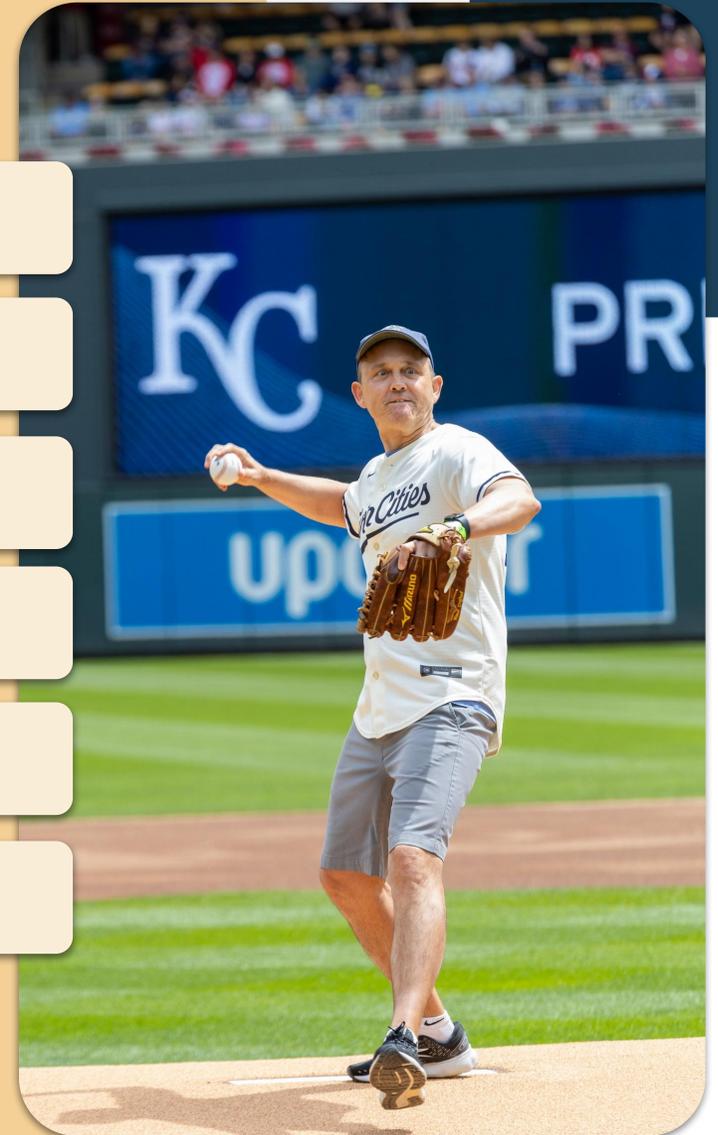
13,104,667 (110 mentions)

Internal Reporting:

6M earned media impressions

62k AB4I

and Game Changer Spot Impressions



Stakeholder Voice and Measured Impact

Wakefield Research conducted an independent study among sports fans and Thrivent's target audiences to measure awareness, perception, and community association driven by the Minnesota Twins partnership. [Full report here.](#)

When asked to recall who the Twins corporate partner is 42.2% of people answered Thrivent compared to Ameriprise – 9.3% and Edward Jones 5.7%

Measurement	2024 Result	2025 Result	YOY	Strategic Takeaway
Thrivent Club as the key asset that fans recognize as identifying Thrivent as a partner.	56.1%	59.3%	+3.2%	The Thrivent Club naming rights continue to be a key asset in fans recognizing the Thrivent brand.
Percentage of fans that responded that community impact applies to our brand.	68.3%	60.5%	-7.8%	The need to continue to find ways to highlight Thrivent's strong community presence in Twins activations.
Name/Logo recall	21.8%	26.1%	+4.3%	Strategic placement of the logo in the AB4I video on TwinsTV and in stadium, along with "takeover games" have helped increase logo and name recognition.

2026 Optimization and Plan

As we continue to build upon the key learnings from each season of the Twins partnership, our 2026 strategy focuses on going deeper, both in our approach to our home and away experiences and in creating opportunities for impact through our community programs.



1

Focusing on fewer, higher-impact markets. While celebrating the success of this season's away experiences, we see opportunities for growth. Our focus will shift to quality and depth, limiting events to 4–5 key markets to allow for more meaningful engagement in each location while strengthening the community impact opportunities. While building out a strong schedule of away experiences, we also plan to activate around the Twins participation in MLB's Field of Dreams event next season.

2

Elevating signature home experiences like Generosity Night. Following the success of our first Generosity Night, we plan to make this an annual tradition. Our goal is to create new, innovative ways for Thrivent to engage fans in generosity while showcasing the heart of Thrivent to all attendees. We will also look to create other signature moments throughout the season to further highlight what makes Thrivent unique.

3

Scaling purpose platforms like AB4I and Game Changers. We aim to optimize participation in the Game Changers initiative and expand fan engagement by highlighting the nomination process to increase submissions of minority-owned businesses and positioning Thrivent as a resource and advocate for small businesses.
(More details to follow after our meeting with the Twins on the 4th.)

Thank You 

