

# US Lacrosse 2006 Special Events Vendor & Advertising

**Vendor and Advertising Request Form  
Deadline: May 1, 2006**



15,000 people participate in US Lacrosse national events each year, and the numbers continue to grow. An integral part of US Lacrosse, these national events bring the lacrosse community together to share its love and passion for the sport from all over the country, and from around the world.

From a marketing perspective, what better place to find your perfect niche market? Whether it's the men's and women's college athlete, women and girls of all ages, coaches of youth, high school, college and club teams, or the boys high school senior elite player, US Lacrosse special events and event programs let you perfectly craft your message to a very distinct group.



## 2006 US Lacrosse Special Events Advertising & Vendor Guide

### ADVERTISING MECHANICALS

Full page \$400  
8.5" w x 11" h

Half page \$250  
7" w x 5" h

Format: pdf, eps or jpeg  
300 dpi  
black/white only

Delivery: emailed to Kira Muller (kmuller@uslacrosse.org)  
by no later than May 1, 2006  
Please call Kira Muller at 410-235-6882 x105 with questions.

### VENDOR GUIDELINES

#### 2006 US Lacrosse Women's Division National Tournament

Lehigh University - Bethlehem, PA  
Official Apparel Sponsor: YOLO Sportswear  
Event Partner: Heather Leigh Albert Foundation

FRIDAY - May 26, 2006  
Team Registration - 5:00pm - 9:00pm  
Event Ticket Sales - 5:00pm - 9:00pm  
Vendor Check-in - 5:00pm - 9:00pm

SATURDAY - Saturday May 27, 2006  
Vendor Check-in - Ulrich Complex Ticket Office - Vendors can check-in and set-up starting at 7:00am  
Vendor Village opens at 9:00am  
Games schedule begins at 8:30am  
High School All-Star Game - 7:30pm  
US Team Exhibition Game - 8:30pm

SUNDAY - Sunday May 28, 2006  
Vendor Village opens at 8:00am  
Games Schedule begins at 8:00am  
Girls Championship Award Ceremony

#### 2006 US Lacrosse U-13 National Youth Festival

UMASS - Amherst, MA

FRIDAY - June 16, 2006  
Team Registration - 1:00pm - 4:00pm  
Vendors can begin set-up at 11:00am - Vendor Village will be open to attendees at 3:00pm  
Games schedule begins at 4:00pm

SATURDAY - June 17, 2006  
Games schedule begins at 8:00am  
Vendor Village officially opens at 10:00am

SUNDAY - June 18, 2006  
Games Schedule begins at 8:00am  
Vendor Village officially opens at 9:00am

#### 2006 US Lacrosse U-15 National Youth Festival

Disney Wide World of Sports - Orlando, FL  
Presented by: Warrior Lacrosse

FRIDAY - June 23, 2006  
Team Registration - 1:00pm - 4:00pm  
Vendors can begin set-up at 11:00am - Vendor Village will be open to attendees at 3:00pm  
Games schedule begins at 4:00pm

SATURDAY - June 24, 2006  
Games schedule begins at 8:00am  
Vendor Village officially opens at 10:00am

SUNDAY - June 25, 2006  
Games Schedule begins at 8:00am  
Vendor Village officially opens at 9:00am

### VENDOR SPECIFICATIONS

- All vendors will be limited up to two (2) 10' x 10' continuous booth spaces. All spaces must be limited to single level structures. No multi level structures will be permitted. One vendor space equals a 10 foot by 10 foot space one 6-foot table and two chairs. Two vendor spaces equal 20 feet of forward linear space across the front of their vending area two 6-foot tables and two chairs.
- Other than the event sponsor all vendors will be housed under centrally located vendor specific tent areas. 10' by 10' pop-up tents will most likely not fit under these tents.
- All Vendors are given the option to purchase either one or two spaces when registering for the US Lacrosse spring events. Under no circumstances will vendors be able to exceed the confines of their designated spaces. Each vendor will be given ONE vendor parking pass per booth space purchased. Additional vendor parking has been secured within walking distance of the vendor areas. As part of our agreement with our event sponsors all vendor vehicles and trailers will be confined to the vendor parking areas. These vehicles/ trailers will not be allowed to be adjacent to the vendor village tent area nor will they be allowed for marketing purposes.
- There will be no overnight security provided, vendor areas at each event must be broken down each evening and re-set each morning. No vendors will be allowed to break down their areas prior to the conclusion of each event.
- Vendors will be expected to be acceptably dressed. Vendors in swimwear or tight fitting clothing will be asked to change.

### EVENT SPONSOR LIMITATIONS

- YOLO is the official apparel sponsor at the 2006 US Lacrosse Women's Division National Tournament. As part of this agreement YOLO has exclusive rights to sell event related apparel including use of the official event logo and event name. No other company is allowed to sell or display event related apparel.
- US Lacrosse has exclusive rights to sell event related apparel including use of the official event logo and event name for the U-13 Youth Festival. No other company is allowed to sell or display event related apparel.
- Warrior is the presenting sponsor of the 2006 US Lacrosse National U-15 Youth Festival and they have exclusive rights to sell event related apparel including use of the official event logo and event name. No other company is allowed to sell or display event related apparel.

**Please complete and return the Vendor Request form before May 1, 2006, with payment in full, to reserve your space. Only payment in full will reserve a space for your company at each event.**

Thank you for considering participating in this springs US Lacrosse events. We look forward to seeing you .

For more information please visit our web site [www.uslacrosse.org](http://www.uslacrosse.org) or contact: [events@uslacrosse.org](mailto:events@uslacrosse.org)



**INTERCOLLEGIATE ASSOCIATES NATIONAL CHAMPIONSHIP**

May 9-13, 2006 - Dallas, Texas  
Advertising only. No vendor opportunities available.

Showcasing the best men's and women's collegiate associate lacrosse teams from every corner of the US, this souvenir program is distributed to the players, coaches and fans of the 44 teams (28 men's and 16 women's) who compete for the IA National Championships.

This influential and trend-setting market of die-hard college lax players is a powerful purchasing group. Put your name in front of this young, hip and bold men's and women's lacrosse market and watch your sales boom.

<u>ADVERTISING RATE</u>	
Full page	\$400
8.5" w x 11" h	
Half page	\$250
7" w x 5" h	



**US LACROSSE WOMEN'S NATIONAL TOURNAMENT**

May 26-28, 2006 - Bethlehem, PA  
Vendor and advertising opportunities.

The historic National Tournament attracts the best competitors nationwide as well as thousands of spectators and dozens of lacrosse retailers to a celebration of women's lacrosse. True fans of lacrosse put this event on the top of their list!

Put your name in front of the women's lacrosse market... a passionate group of young, stylish, and assertive women who like to spend money... and join the ranks of smart and profitable lacrosse businesses catering to them.

<u>VENDOR RATE</u>	
1 space	\$375.00 LIC members
1 space	\$450.00 non-LIC members
2 spaces	\$550.00 LIC members
2 spaces	\$625.00 non-LIC members

<u>ADVERTISING RATE</u>	
Full page	\$400
8.5" w x 11" h	
Half page	\$250
7" w x 5" h	



**MEN'S NATIONAL SENIOR SHOWCASE**

June 23-25, 2006 - St. Louis, MO  
Advertising only. No vendor opportunities available.

This "final four" of men's high school lacrosse features the top 96 men's senior high school lacrosse players in competition representing the North, South, East, and West. More than half of these players will be continuing their lacrosse careers at a Division I school.

Just as this event is limited to the top players, there are a very limited number of advertising pages available in this souvenir program marking the end of their high school lacrosse careers.

<u>ADVERTISING RATE</u>	
Full page	\$400
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**US LACROSSE U-13 YOUTH FESTIVAL**

June 16-18, 2006 - Amherst, MA

**US LACROSSE U-15 YOUTH FESTIVAL**

June 23-25, 2006 - Orlando, FL

Vendor opportunities only.

The US Lacrosse National Youth Festivals gives teams from each of the 54 US Lacrosse chapters the opportunity to come together to "Honor the Game" of lacrosse. No other youth lacrosse event gathers boys and girls from such a diverse and varied cross-section of the youth lacrosse spectrum. Celebrate youth lacrosse with a highly visible vendor booth.

The US Lacrosse U-13 Festival will be held at UMass June 16 - June 18, while the US Lacrosse U-15 Youth Festival is heading to Disney Wide World of Sports® Complex on June 23 - June 25.

These are two fabulous opportunities to get yourself in front of the large and profitable youth market and clear the shelves for next season's items.

<u>VENDOR RATE</u>	
1 space	\$400.00 LIC members
1 space	\$475.00 non-LIC members
2 spaces	\$725.00 LIC members
2 spaces	\$825.00 non-LIC members

