

US Lacrosse Sponsorship Opportunities

Q4 - 2007 Update

2008

Profit from the Explosive Growth of the Sport of Lacrosse!

America's first sport continues to become one of the country's most popular, reaching every corner of the nation. Often described as the "fastest game on two feet" lacrosse is now played by over 1.6 million players nationwide.*

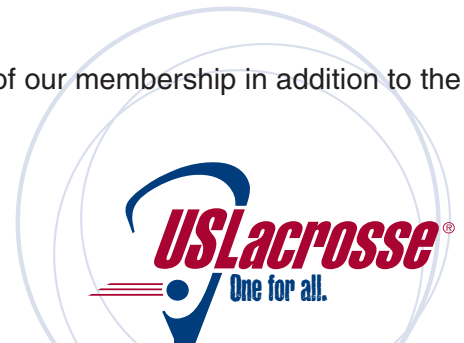


About US Lacrosse

Celebrating a decade of bringing lacrosse to life, US Lacrosse serves as the national governing body of the sport. Since 1998 we have grown to over 200,000 members and are the only organization to represent all facets of the game: players, coaches, officials and fans.

US Lacrosse offers you the opportunity to reach highly targeted segments of our membership in addition to the greater lacrosse community.

* - Source: SGMA




2008 US Lacrosse Sponsorship Opportunities

US Lacrosse National Convention

January 17-20, 2008 – Philadelphia

Once again, over 5,000 youth, high school, college and club coaches, administrators, officials and industry representatives will meet in Philadelphia for the 2008 US Lacrosse National Convention. In what has been traditionally recognized as the “unofficial start of the lacrosse season”, the convention gives attendees the chance to network and learn about the latest coaching techniques and product offerings.

Presenting Sponsor

Sponsored by 

On-field Experience Sponsor

Sponsored by  

On-field Experience Turf Supplier

Sponsored by 



Youth Council Breakfast – Saturday Morning - \$6,500

The only awards ceremony at the National Convention, take this opportunity to reach approximately 200 key influencers and program administrators in the booming youth lacrosse community.

Men's Recruiting Fair

Sponsored by 

The Lax Lounge – Friday and Saturday night - \$3,000 for shared sponsorship

This year's social hub of the convention! Stop by after hours to meet and relax.

Sponsored in part by 

Women's Coaches/Officials' Roundtable

Sponsored by  

Men's Field Pad - \$3,500

Place your logo on 5,000 men's field pads - instant and ongoing impact

Convention Bag Stuffers - \$3,500

Guaranteed to sell out and always a popular item, this year the convention bag will limit the numbers of companies providing inserts. Don't miss this chance to get your literature in the hands of 5,000 attendees. ONLY A FEW SPOTS REMAIN!

Note: All items except convention bag stuffers are also available to multi-year deals at 2008 prices.

2008 US Lacrosse Sponsorship Opportunities

US Lacrosse has created two new and exciting presenting sponsorships for your consideration – a Women's Event Sponsorship and a Youth Event Sponsorship. Each are focused on your particular target markets.

Women's Events Sponsorship Package

Women's Division Intercollegiate Associates National Championships • May 7-10, 2008 – Denver (tentative)

Women's Division National Tournament • May 25 – 27, 2008 – Baltimore area (tentative)



The **Women's Division Intercollegiate Associate's National Championships** showcases the best women's collegiate club lacrosse teams in the nation. To add to the appeal, the presenting sponsor will receive ground rights for the championship game which will be broadcast nationwide via lacrosse-leader CSTV.

Total Attendance – Both Events:

Participants: 2,500

Spectators: Approximately 5,000

Presenting sponsorship: \$12,500 + in kind

Celebrating its 75th year the **Women's Division National Tournament** features regional all-star teams from the high school, college and post-collegiate club ranks.

* Due to a prior commitment the Heather Leigh Albert Foundation will share presenting sponsorship, and Yolo Sportswear would be the official retailer for the 2008 Women's Division National Tournament.

Youth Events Sponsorship Package

Under-13 Youth Festival • June 13-15, 2008 – TBD

Under-15 Youth Festival • June 20-22, 2008 – TBD

National Senior Showcase • June 20-22, 2008 – TBD

Total attendance

Participants: 2,500

Spectators: Approximately 7,000

Presenting Sponsorship: Sponsored by **WARRIOR**



The **Under-13 Youth Festival** provides you the opportunity to reach youth players and their families throughout the country!

Boys and girls teams throughout the country are brought together to engage in healthy competition.

Like the U-13's the **Under-15 Youth Festival** will reach the highly sought after youth demographic.

A true national all-star game of men's high school lacrosse the **National Senior Showcase** features the 100 top high school boys' lacrosse players in competition representing the North, South, East and West regions. Run in conjunction with the U-15, but on a separate site, the tournament will feature a round-robin format, championship game and awards dinner.



Official Retail Partner – Special Events

- **Women's Division Intercollegiate Associates Championships: \$5,000**
- **Under – 13 Youth Festival: \$5,000**
- **Under – 15 Youth Festival & National Senior Showcase: \$5,000 for both**

Serve as the official retail partner at your choice of the events listed above. Rights include development and sale of the official event t-shirt, 20' of premier booth space in the vendor village, and program advertising.

US Lacrosse has an "open door policy" regarding vending at all US Lacrosse events. As with the National Convention, other non-industry sponsors and lacrosse industry members are invited to purchase booth and program advertising.

2008 US Lacrosse Sponsorship Opportunities

US Lacrosse Foundation Open Putting Tournament

September 2008 – Denver

Hosted by the US Lacrosse Foundation, a putting event is geared more toward a fun social setting rather than a “true” golf outing. The format of the tournament is designed to be quick and fun, yet allow time for networking and our special guest speaker.

Package levels per year

- Exclusive Presenting Sponsorship: \$15,000
- Other sponsorships: Associate (\$5,000), Putting Foursome (\$2,500)



US Lacrosse Official Sponsors



Nationwide®

SPRINTURF®



National Hall of Fame Celebration

November – Baltimore

Sponsored by **Bollinger**
Insurance Since 1876



Marketing Affiliates

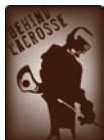


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Media Affiliates



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