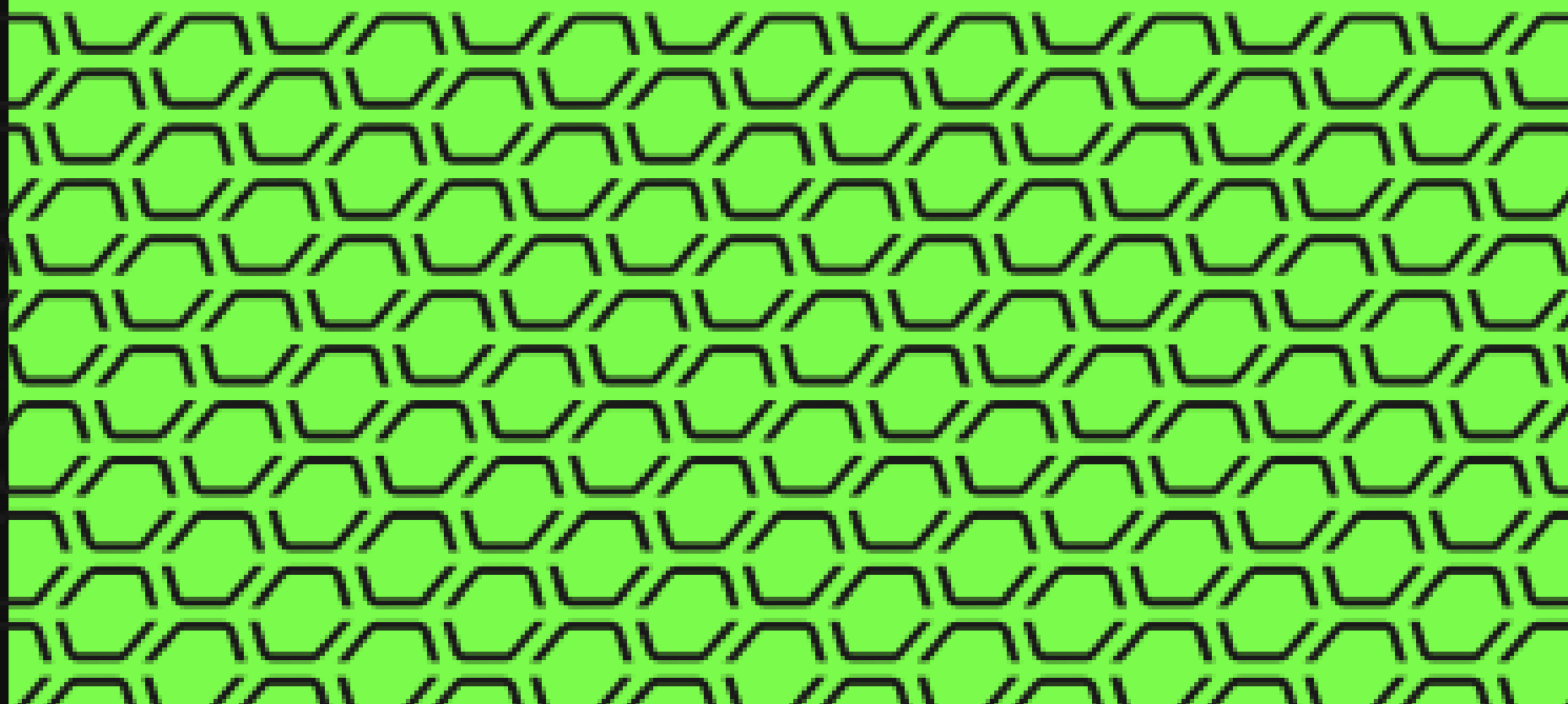
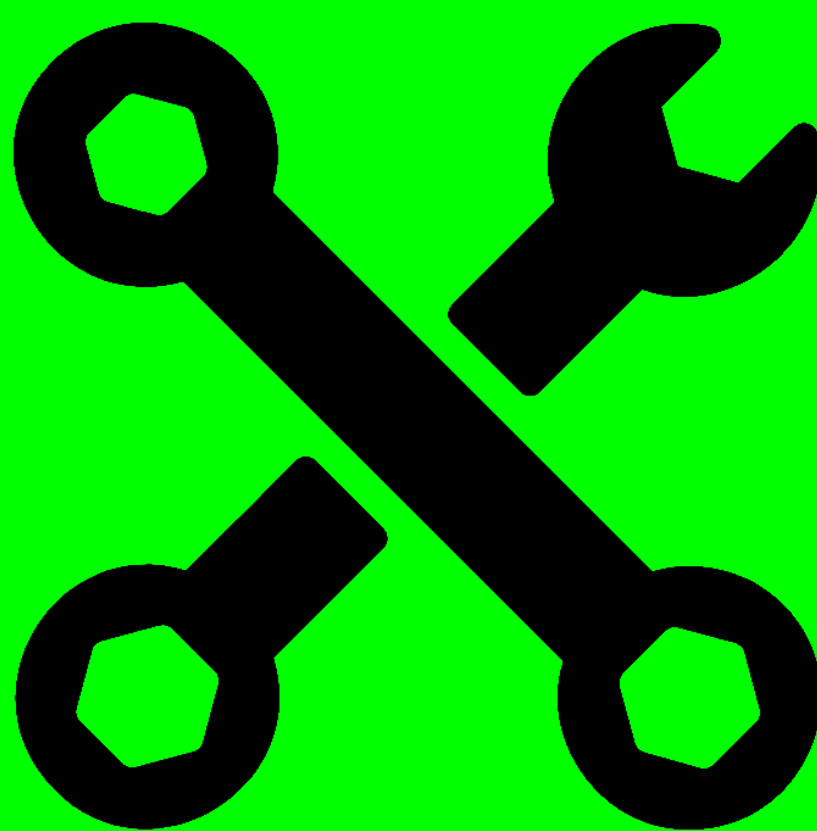




# ***SOCIAL ACTIVATION TOOLKIT***



# CONTENTS OF THIS

## SOCIAL ACTIVATION TOOLKIT

Here's what you'll find in this World Lacrosse Sixes toolkit/template slides:

- A Social Media Strategy for the Sixes Launch
- A slide structure based on a WL Sixes Social Media strategy, which you can easily adapt and customize to your needs. For more info on how to edit the template, please visit WL Sixes Brand & Communications Guidelines
- An assortment of graphic resources that are suitable for use in the presentation can be found at the end of the slideshow
- A selection of Avatar slides, where you'll find a blank Avatar template you can edit and fill with custom colors.
- A selection of Social Media Frame slides, where you'll find examples and blank Frame Templates you can edit for your NGB/program needs.
- A Social Media infographic describing World Lacrosse Sixes and how to play it
- Final slides with: additional assets and contact information for any questions!



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Sixes Brand Assets  
(website links/info)



# SOCIAL STRATEGY/TIMELINE

MAY  
10

10:00 (US-MST)

Sixes Brand Assets released to  
NGB's (this is not public yet,  
please keep internal)

MAY  
18

10:00 (US-MST)

World Lacrosse Sixes Brand  
Launch (Public)



# WL SIXES LOGOS

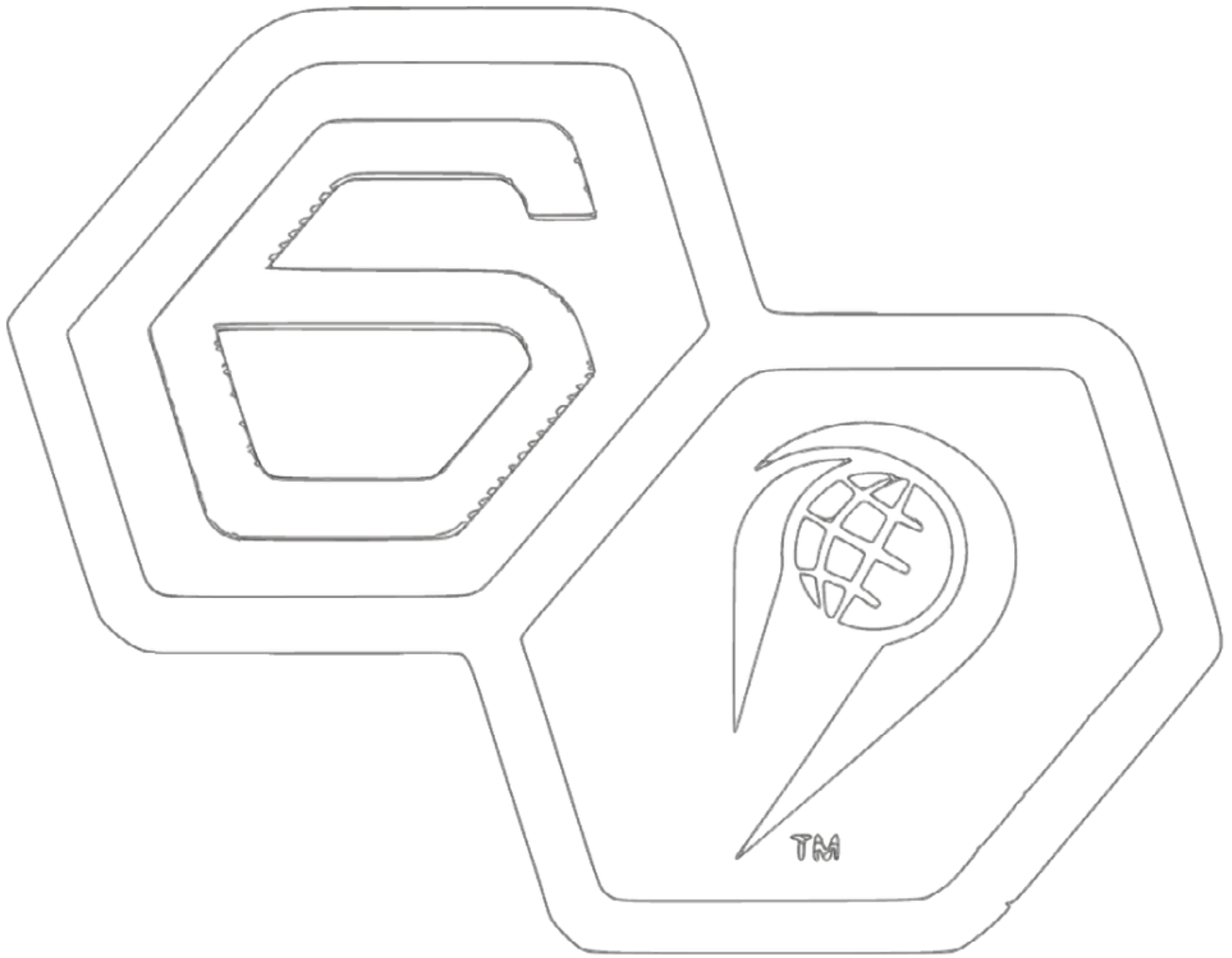


WL SIXES **AVATARS**



# WL SIXES AVATAR

## HOW TO CUSTOMIZE

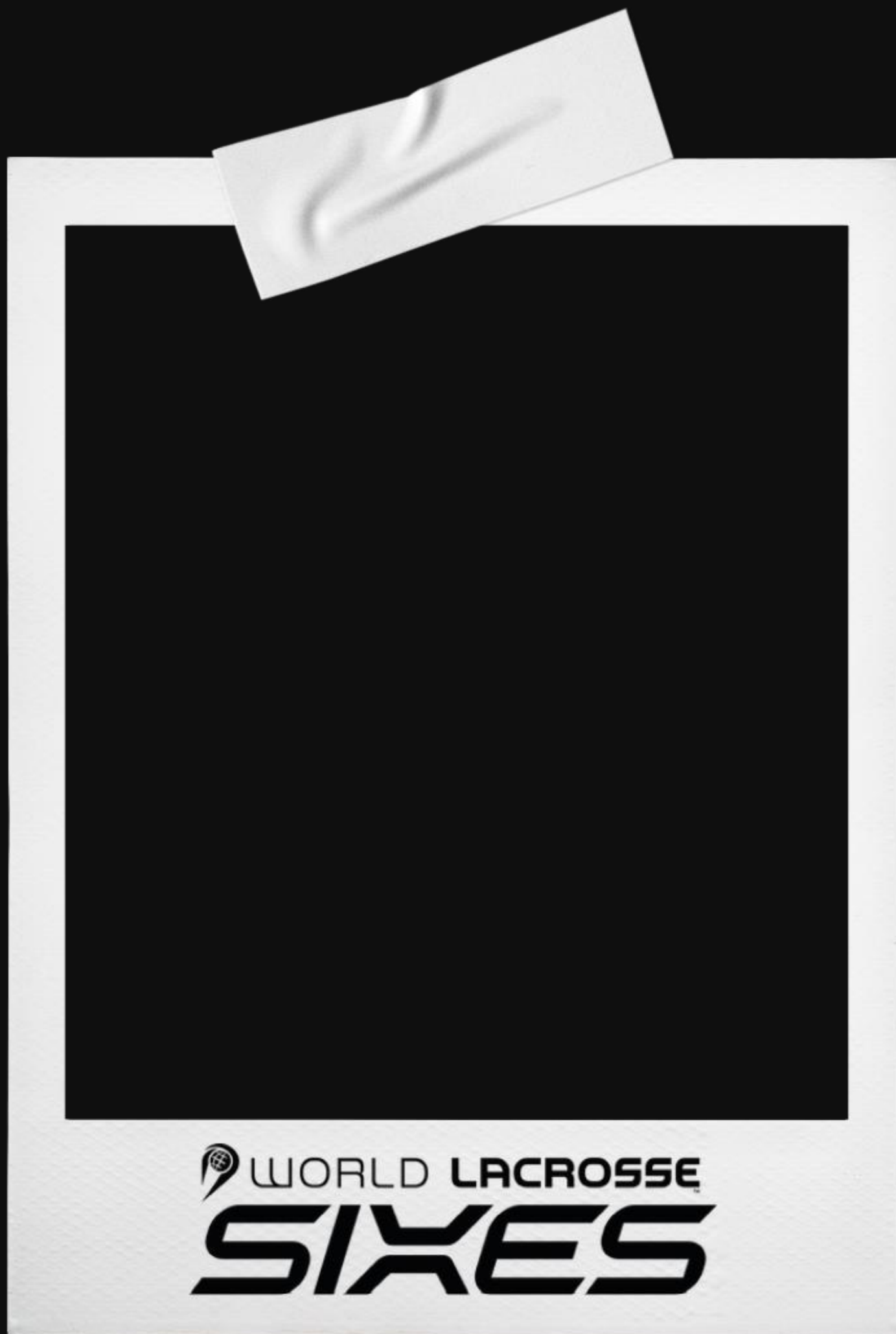


ON Google Slides or Powerpoint:  
File > Download > JPG image > Current slide

Need an .eps or .svg file? See the end of the  
presentation for all file templates

# WL SIXES

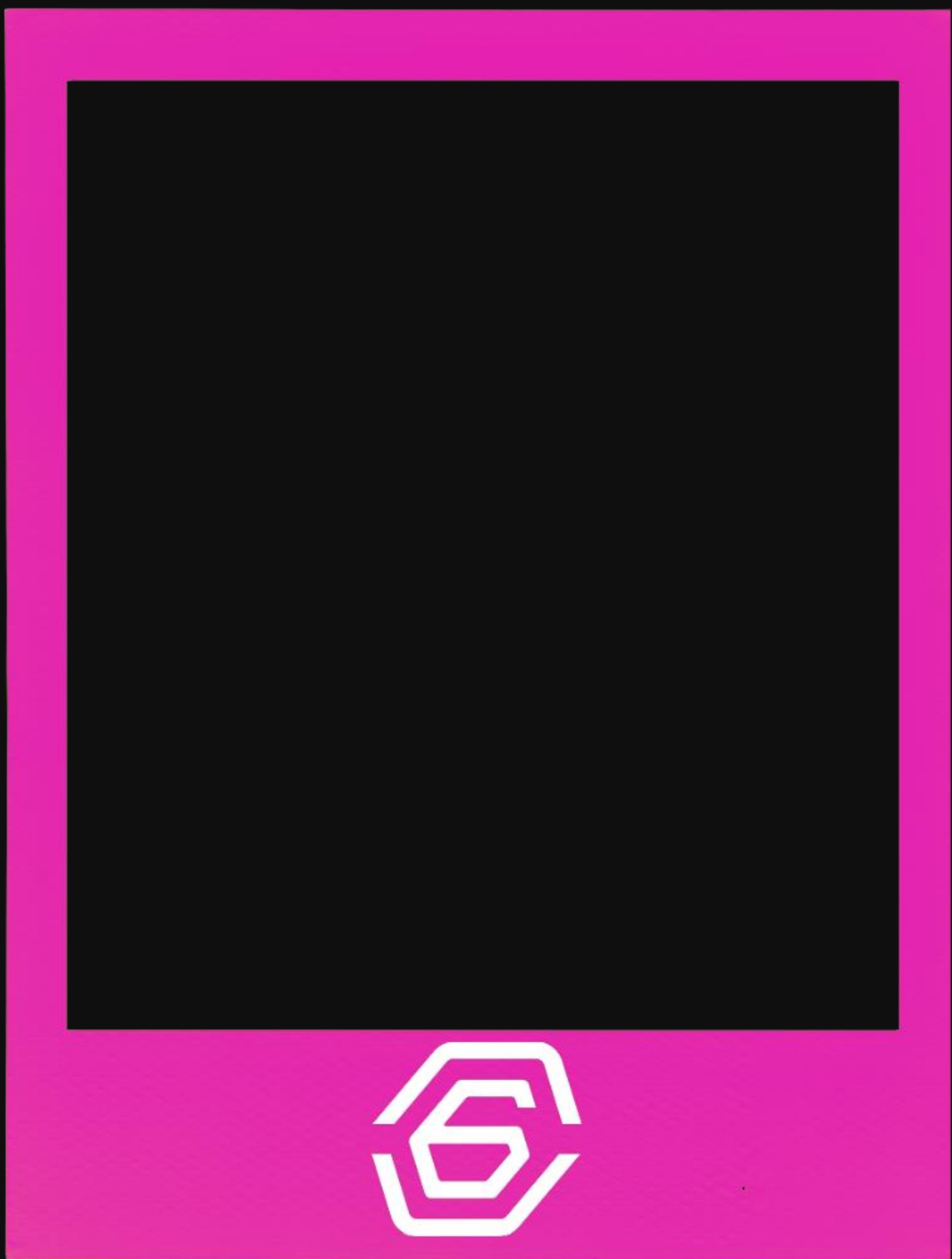
## SOCIAL FRAMES





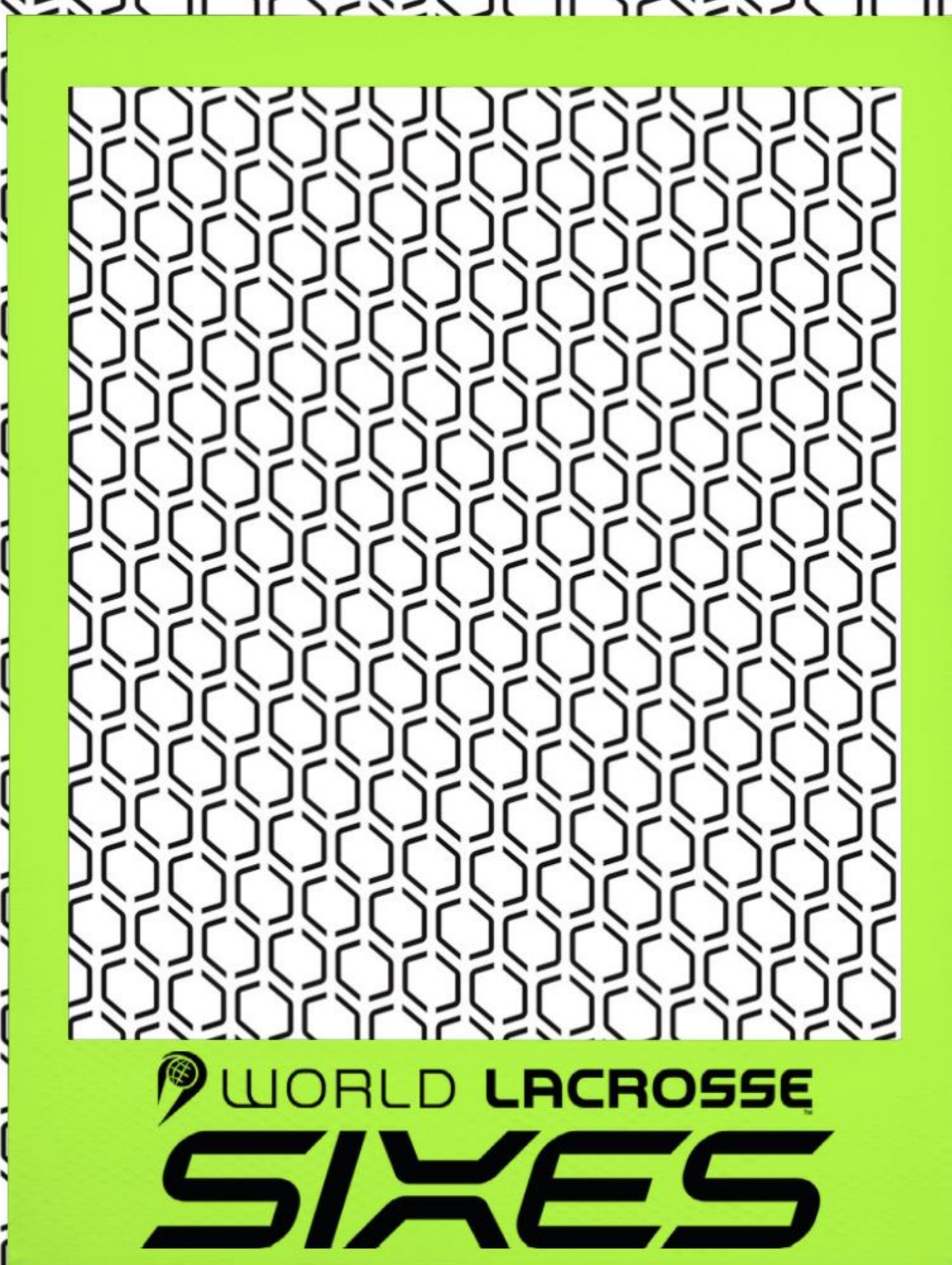
# WL SIXES

## SOCIAL FRAMES



# WL SIXES

## SOCIAL FRAMES



# WL SIXES

## INFOGRAPHICS

*What is*

WORLD LACROSSE  
**SIXES**

*?*





# WL SIXES

## INFOGRAPHICS



*Players on the field per-team*



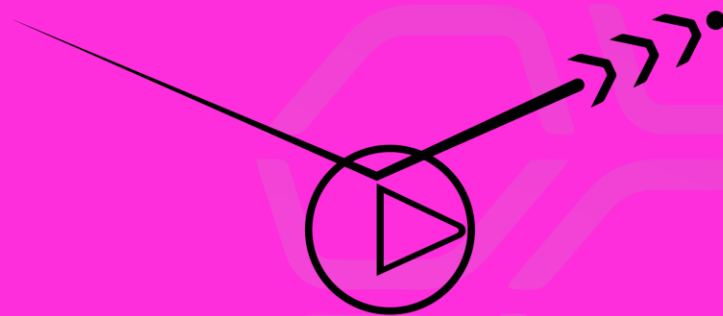
*Players per-team*

# WL SIXES

## INFOGRAPHICS



*30-Second Shot-Clock*



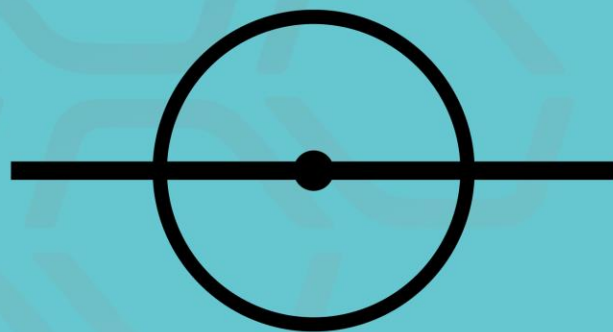
*A shot that misses or hits the goal and goes out-of-bounds is awarded to the defensive team*

# WL SIXES

## INFOGRAPHICS



*8-Minute Running  
Quarters*



*Quarters begin  
with a draw*



*Goalies restart  
play after a goal  
and must remain  
onsides*

# WL SIXES

## INFOGRAPHICS

### WORLD LACROSSE

# SIXES

World Lacrosse Sixes brings the excitement and speed of lacrosse to a smaller, faster, more accessible format.

### Game Play

During World Lacrosse Sixes competition, teams are allowed active rosters of 12 athletes.

In Sixes play, each team is allowed five field players who can move anywhere in the playing area, and one goalie who must stay on their own half of the field.

6

Players on the field per team

12

Players per team



Quarters begin with a draw



8-Minute Running Quarters



Goalies restart play after a goal and must remain onsid

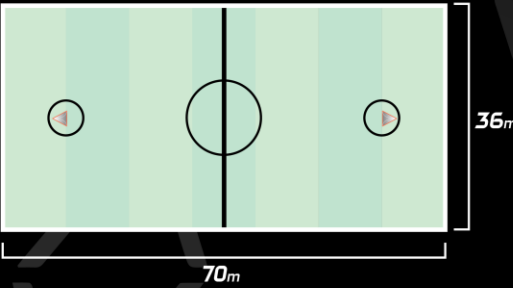
### Shot Clock

Once a team possesses the ball, the 30-second shot-clock will begin. Shots that hit the goal or the goalie will reset the shot clock. If a player shoots the ball out of bounds, the opposing team is awarded the ball.



### Field of Play

The field is 70x36m. In addition to a midfield line, the field of play features a center draw circle (5m radius) and two crease circles (2.74 radius).



### Equipment

All men's and women's sticks shall be between 100cm to 110cm in length. Men's goalie stick length: 100 cm to 135 cm. Women's goalie stick length: 100 cm to 140 cm.



Men's Goalie



Women's Goalie



Men's and Women's Field Players

### Fouls

Fouls are categorized as minor fouls (30-second suspension from play), major fouls (1-minute suspension from play), or expulsion fouls. Players that commit more than three major fouls will foul out of the game.



Minor Foul



Major Foul

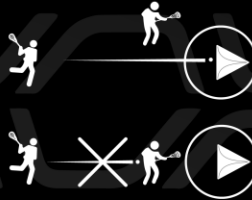


Expulsion Foul or 3+ mins of major fouls

### Dangerous Propel (Women's)

In the Women's Sixes game, shooting the ball in a dangerous way, without a regard for the positioning of an opposing player, is a major foul.

It should be noted that the "shooting space" foul of the women's 10-per-side game does not apply in World Lacrosse Sixes. However, defenders are not allowed to form a stack or wall in front of the goal.



### Strategy



Coaches and players will find that the pace of World Lacrosse Sixes is very fast. Athletes should be prepared to move up and down the field throughout the game, playing both offense and defense. With smaller rosters and standardized stick lengths, athletes will be challenged to develop a range of technical skills.

### Good Luck!



Designed with the future of the game in mind, World Lacrosse Sixes provides athletes with a new way to enjoy the sport.

While this document highlights many of the differences from 10-a-side field play, coaches and players should review the official rulebook before taking the field.





# SIXES SOCIAL ACTIVATION ASSETS

WL SIXES STRATEGY

<https://worldlacrosse.sport/sixes/sixes-brand-communications/>

AVATARS / FRAMES / INFOGRAPHICS

[https://dlaxv.de/downloads/? dl\\_kategorien=werbematerial](https://dlaxv.de/downloads/? dl_kategorien=werbematerial)

ADDITIONAL QUESTIONS?

Please email [j.grossehagenbrock@dlaxv.de](mailto:j.grossehagenbrock@dlaxv.de)