

LACROSSE NATIONS CUPS

GERMANY LACROSSE CONVENTION

20. – 22. MAY 2022 | DRESDEN



DLaxV

DEUTSCHER LACROSSE VERBAND e.V.

GERMAN LACROSSE ASSOCIATION

WWW.DLAXV.DE



LACROSSE IS FAST, SPECTACULAR AND INCLUSIVE

We want to showcase all these aspects in one event specifically designed to engage with a large audience consistent of members of the whole lacrosse community and those who want to become member. The Germany Lacrosse Convention will be the biggest lacrosse event in Europe!



Sixes

New, fast, and young lacrosse version designed for the big stage Olympics



Box

Tough, fast and exciting - ideal to attract large crowds in an indoor venue



Wheelchair

Lacrosse for everyone - an inclusive version of the game for anyone





INTERNATIONAL VISION: OLYMPIC GAMES 2028

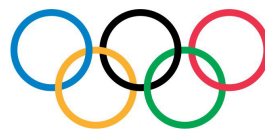
World Lacrosse is on track to bring lacrosse back into the Olympics, the biggest stage for any sport. WL recently became full member of the IOC and is setting the stage for the sport to grow internationally. The newly created Sixes format is not only a great platform to showcase our sport it features all aspects to be part in a major multisport event.

Sixes will first be played at the World Games 2022, the second biggest multi sporting event worldwide, featuring a total of 8 men's and women's teams. Germany has qualified to participate with a mens team.

Women's and Men's World Championships will be hosted in the USA in 2022 and 2023, respectively. We want to take this momentum and generate a big platform for Lacrosse in Europe



International Federation
recognised by the



INTERNATIONAL
OLYMPIC
COMMITTEE





**WE USE THIS MOMENTUM AND HOST
THE BIGGEST LACROSSE EVENT IN EUROPE
GERMANY LACROSSE CONVENTION AND NATIONS CUPS**





EUROPEAN HIGHLIGHT EVENT - NATIONS CUPS



Box Lacrosse Nations Cup

Highlight Indoor Event featuring top European Teams
Germany, England, Netherlands and Czech Republic



Sixes Nations Cup

Highlight Outdoor Event featuring
top European and international
Men's and Women's Teams



Wheelchair

Showgames, Clinics and Tutorials
with international contribution.

SCHEDULE

Box Nations Cup	4 Teams Sat-Sun Semifinal - Final format
Sixes Nations Cup	4 Teams Sat - Sun Semifinal - Final format
Wheelchair	Exhibition and try out Sat Show Game Sun





GERMANY LACROSSE CONVENTION

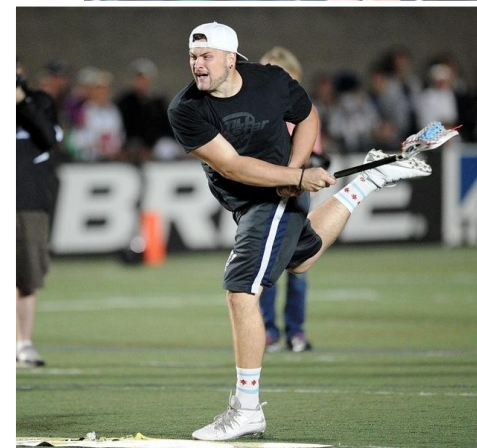
WORKSHOPS + CLINICS

Practice sessions, clinics, workshops etc.

Meant to engage players with a multifaceted program without actually playing. Demonstrate the roots and values of the sport and raise the level of playing, coaching and officiating in Europe

FAIR + COMMUNITY EVENTS

Attract new audiences and sponsors to Lacrosse. Featuring live shows, trick shots and other fun formats. Allows to engage with cultural aspects of the sport and grow as an international community. Equipment manufacturers and sponsors can directly connect to the European lacrosse community





VENUE: ENERGIEVERBUND ARENA DRESDEN



The Energieverbund Arena is home of a pro German ice hockey team “Dresden Eislöwen”. The larger multi-sport area features 2 Box rinks, several outdoor fields, VIP area and gyms. All of these areas will be used to host 2,000 Lacrosse players and many more spectators for a unique event.

HARD FACTS

Capacity 4,400

VIP Area included in venue

Main Arena Box Nations Cup

Practice Rink Wheelchair

Seminar rooms Fair + Convention

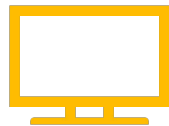
Gym area Fair + Convention

Outdoor Field Sixes Nations Cup



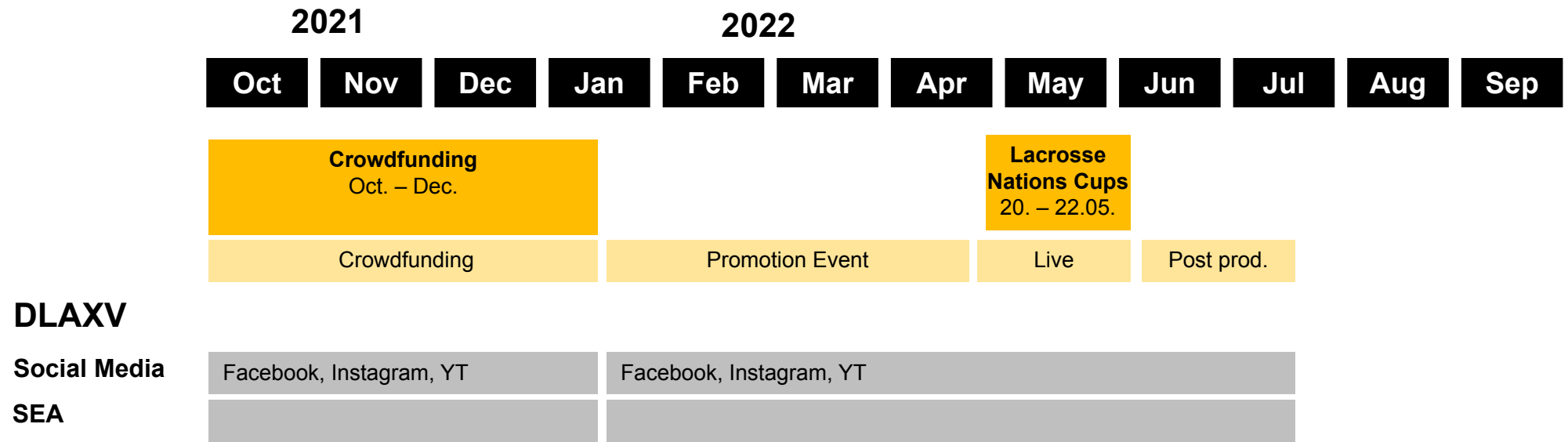


CROSSMEDIA COMMUNICATION STRATEGY





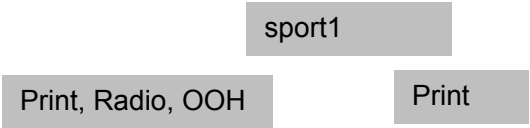
COMMUNICATION OF THE EVENT WILL RUN OVER MONTHS



MEDIA PARTNER

Sport1 (largest Ger SportsTV channel)

Regional Media





EXTENSION OF PARTNERSHIP THROUGHOUT 2022

	2021			2022													
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep					
DLAXV	Crowdfunding Oct. – Dec.							Lacrosse Nations Cups 20. – 22.05.		World Games 7. – 17.07.	Box EC 30.07.-08.08.						
	Crowdfunding			Promotion Event			Live		Promotion and Live								
										Social Media, Website							
	Facebook, Instagram, YT			Facebook, Instagram, YT													
	SEA																

MEDIA PARTNER

Sport1 (largest Ger SportsTV channel)							sport1		TBD	TBD
Regional Media					Print, Radio, OOH		Print			Print, Radio OOH





SPORT1 MEDIA PACKAGE - TV AND ONLINE

In collaboration with sport1 we are able to provide a multi platform media package that combines international online live-streaming with english and german commentators with a post production highlight format of the event broadcasted on German television. In addition we will feature pre and post production of highlight clips via social media channels.

A male target audience age 14-49 with a exposure of 250,000 unique viewers is estimated for the highlight format.

Trailer and commercial can be booked for both live streaming and TV broadcasting.

The Sport1 TV media package alone is worth 125.000 € in commercial value.

ASSETS AND REACH

TV

Highlight production sport1
Integration in Spottrailer

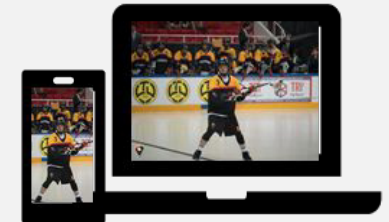
Highlight-show: 60 minutes
250,000 unique viewers
800,000 viewers of trailer



DESKTOP AND MOBILE

Livestream on sport1 online platform
Display Ads native intergration

Promotion via crowdfunding



SOCIAL MEDIA: FACEBOOK

Promotion via crowdfunding
TV advertisement

250,000 Unique User per post on sport1 News





INNOVATIVE FUNDING CONCEPT

We are combining fundraising and “classical” sponsorship utilizing a crowdfunding campaign that allows native integration of sponsors and partners. This way we generate attention and exposure over half a year before the event and drastically enhance outreach and interactions.

The screenshot shows a crowdfunding campaign page for the German Lacrosse Indoor National Team. The page features a background image of lacrosse players in action. The campaign title is "DEUTSCHLAND LACROSSE AUF DEM WEG ZUR WM" (Germany Lacrosse on the way to the World Championship). The campaign status is "abgeschlossen" (completed). The amount raised is "6.747,10 €" from "114 Unterstützer" (supporters). A "Video ansehen" (watch video) button is visible. The page includes a navigation bar with links for "Unterstützen" (support), "Projektdetails" (project details), "Projektstarter/in" (project starter), and "Unterstützer/in" (supporter). The page also features logos for "fairplaid" and "Toyota".

fairplaid | Toyota

Unterstützen Projektdetails Projektstarter/in Unterstützer/in

Deutsche Lacrosse Indoor Nationalmannschaft

DEUTSCHLAND LACROSSE AUF DEM WEG ZUR WM

Video ansehen

PROJEKT 6.747,10 € 114
abgeschlossen von 5.000 € Unterstützer

JETZT UNTERSTÜTZEN / SUPPORT NOW





BECOME PART OF OUR COLORFUL COMMUNITY!

CONTACT

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Hannover, April 2021



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