

2014 FIL World Lacrosse Championships

USLacrosse®

**Denver, Colorado
July 10-19, 2014**



Background

Men's Lacrosse World Championships



World Championships History					
Year	Champion	Runner-up	Championship Game Score	Site	Participating Nations
1967*	U.S.	Australia	n/a	Toronto, Canada	4
1974	U.S.	3-way tie	20-14	Melbourne, Australia	4
1978	Canada	U.S.	17-16 (OT)	Stockport, England	4
1982	U.S.	Australia	22-14	Baltimore, Md. (U.S.)	4
1986	U.S.	Canada	18-9	Toronto, Canada	4
1990	U.S.	Canada	19-15	Perth, Australia	5
1994	U.S.	Australia	21-7	Manchester, England	6
1998	U.S.	Canada	15-14 (OT)	Baltimore, Md. (U.S.)	11
2002	U.S.	Canada	18-15	Perth, Australia	16
2006	Canada	U.S.	15-10	London, Ontario (CAN)	20
2010	U.S.	Canada	12-10	Manchester, England	29

* The United States was represented by the Mt. Washington Lacrosse Club from Baltimore, Md.

World Championships

Anticipated Participation in 2014



Argentina	Bermuda	Denmark	Germany	India	Japan	New Zealand	Scotland	Spain	Wales
Australia	Bulgaria	England	Greece	Ireland	Latvia	Norway	Slovakia	Sweden	
Austria	Canada	Finland	Hong Kong	Iroquois Confederacy	Mexico	Poland	Slovenia	Switzerland	
Belgium	Czech Republic	France	Hungary	Italy	Netherlands	Puerto Rico	South Korea	United States	

***Potential Total = 37 Teams**

Event Goals and Objectives



1. Expand awareness and familiarity of the sport
2. Provide a memorable player & fan experience
3. Generate revenue to fuel national and international growth
4. Leave a legacy in Denver lacrosse community



Expand Awareness & Familiarity



- Possible media partners include:



- Utilize public relations, social media and events



Participant Experience Facilities

University of Denver

- *Team Lodging*
- *Team Meals*
- *Athletic Facilities*
- *Training Facilities*
- *Team Transportation*

Dick's Sporting Goods Park

- *All World Championship competition*
- *Youth and Masters World Festivals*
- *Opening and Closing Ceremonies*



Participant Experience

Facilities: University of Denver



Housing and Meals

- Cost effective solution for all teams including developing nations
- Atmosphere away from fans and distraction like an “Olympic Athletes Village”
- Rail-stop to downtown



Participant Experience

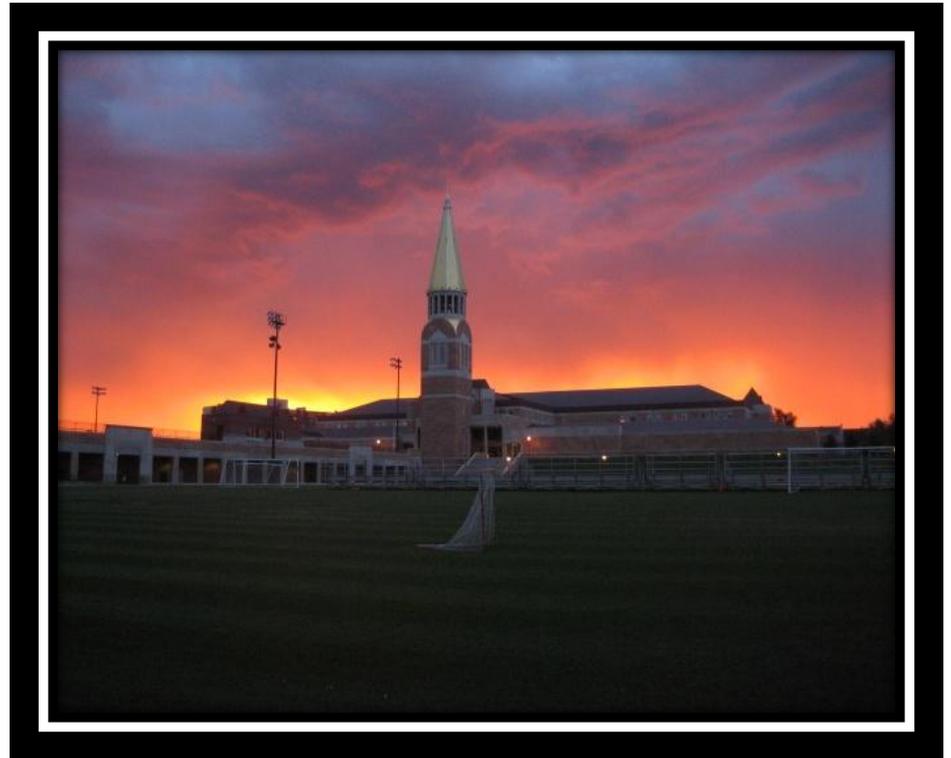
Facilities: University of Denver



Ritchie Center:

- Meeting Rooms
- Fitness Center
- Locker Rooms
- Pools
- Weight Rooms
- Training & Recovery

Facilities



Participant Experience 2014 World Festival



- A Masters and Youth festivals traditionally coincides with the World Championship
- Over 250 teams expected in 2014

Proposed Dates

Opening weekend: Youth

Thursday, July 10th to Monday, July 14th

Finals weekend: Youth/Masters

Monday, July 15th to Friday, July 19th

Participant Experience

Facilities: Dick's Sporting Goods Park



Festivals

Competition
Fields Pod 2
(Grass)

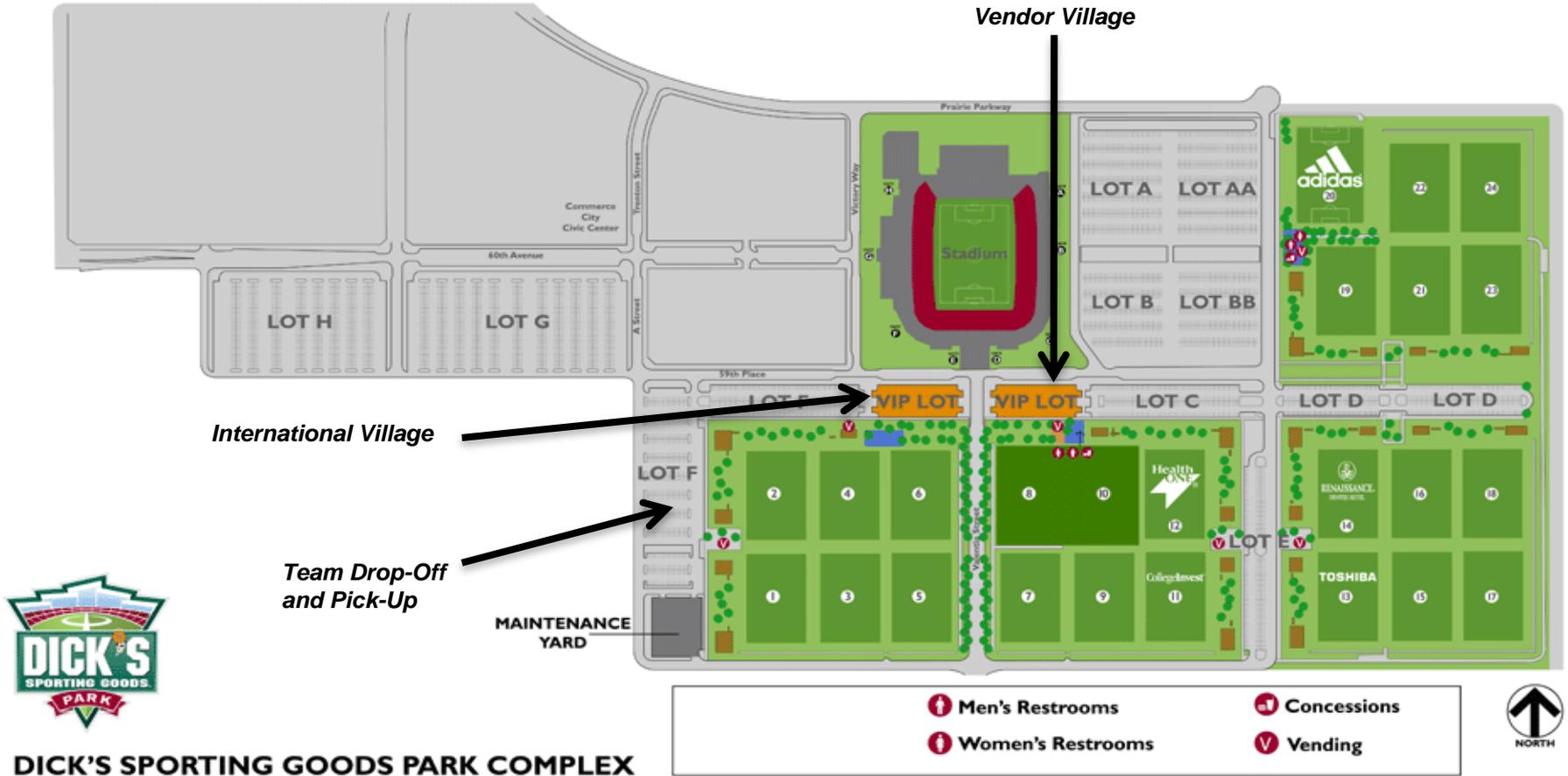
Two Turf Fields Pod 2

Competition
Fields Pod 1
(Grass)

- Highlight Games
- Semi-Finals Finals
- Opening / Closing Ceremonies

Participant Experience

Facilities: Dick's Sporting Goods Park



Fan Experience

International Village and Vendor Village



The social epicenter where players, fans, participants, delegates, sponsors, family and friends come together to relax, eat, enjoy live music and the unique culture of international lacrosse. The Vendor Village will feature products from vendors from around the world.



Generate Revenue to Fuel Growth



1. Ticket sales
2. Sponsorship
3. World Festival Registration
4. Food, Beverage and Merchandise Sales

Generate Revenue to Fuel Growth



Sponsorship

1. Leverage media partnership to attract national partners
2. Leverage USL assets to create additional revenue
3. Local and regional support through Host Committee



Generate Revenue to Fuel Growth



Net Proceeds

- FIL receives a percentage of net profit
- Reinvest a portion to fuel responsible national growth
- Reinvest the balance into development of lacrosse in the greater Denver-area and Colorado

Colorado Legacy

- Legacy Committee led by USL Denver Chapter
- Will determine the best use of resources and consistently monitor impact to ensure a positive and lasting legacy



2014 World Championships

Event Activation Timeline - DRAFT



	2011	2012	2013	2014
Q1	Denver Lacrosse Community Development	Finalize Ticket Strategy		
Q2	Appoint Host Committee Chair(s)	Hire Event Director in Denver		
	Finalize Facility Contracts			
	Festival Team Pre-Registration			
	Finalize Committee Structure			
Q3	PR 3-yr Launch for General Event	Denver Exhibition & Ticket Sales Launch	2013 Denver Exhibition	2014 World Championships
	Media Partnership Finalized	2012 Euro Champs in Amsterdam		
	Sponsorship Packages Finalized			
Q4	Committees/Sub-Committees Filled			17

2014 World Championships

Host Committee Mission & Role

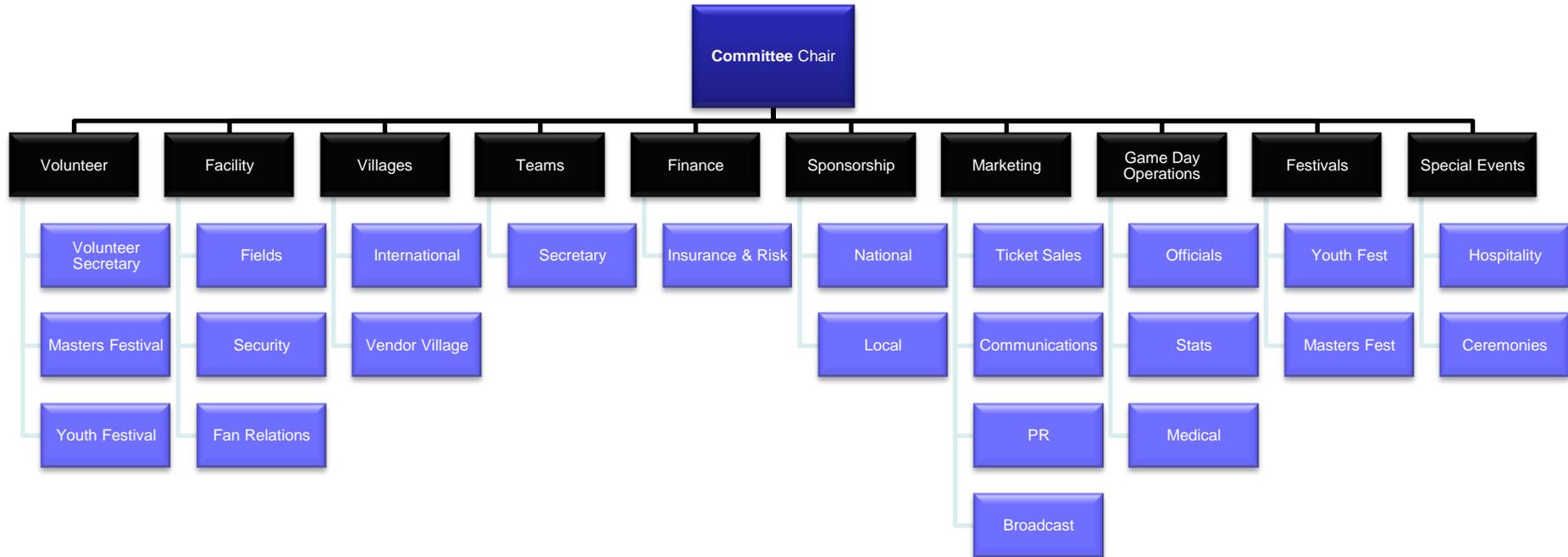


To engage in responsible planning to ensure the readiness of the greater Denver area in accordance with the event goals and objectives of US Lacrosse.

The Committee will thoughtfully appoint respected, influential and dedicated volunteer leaders with a variety of experiences and abilities that best position the event for success. Committee and Sub-Committee members should represent all communities of the greater Denver area to ensure complete awareness of, engagement in, and support of the World Championships.

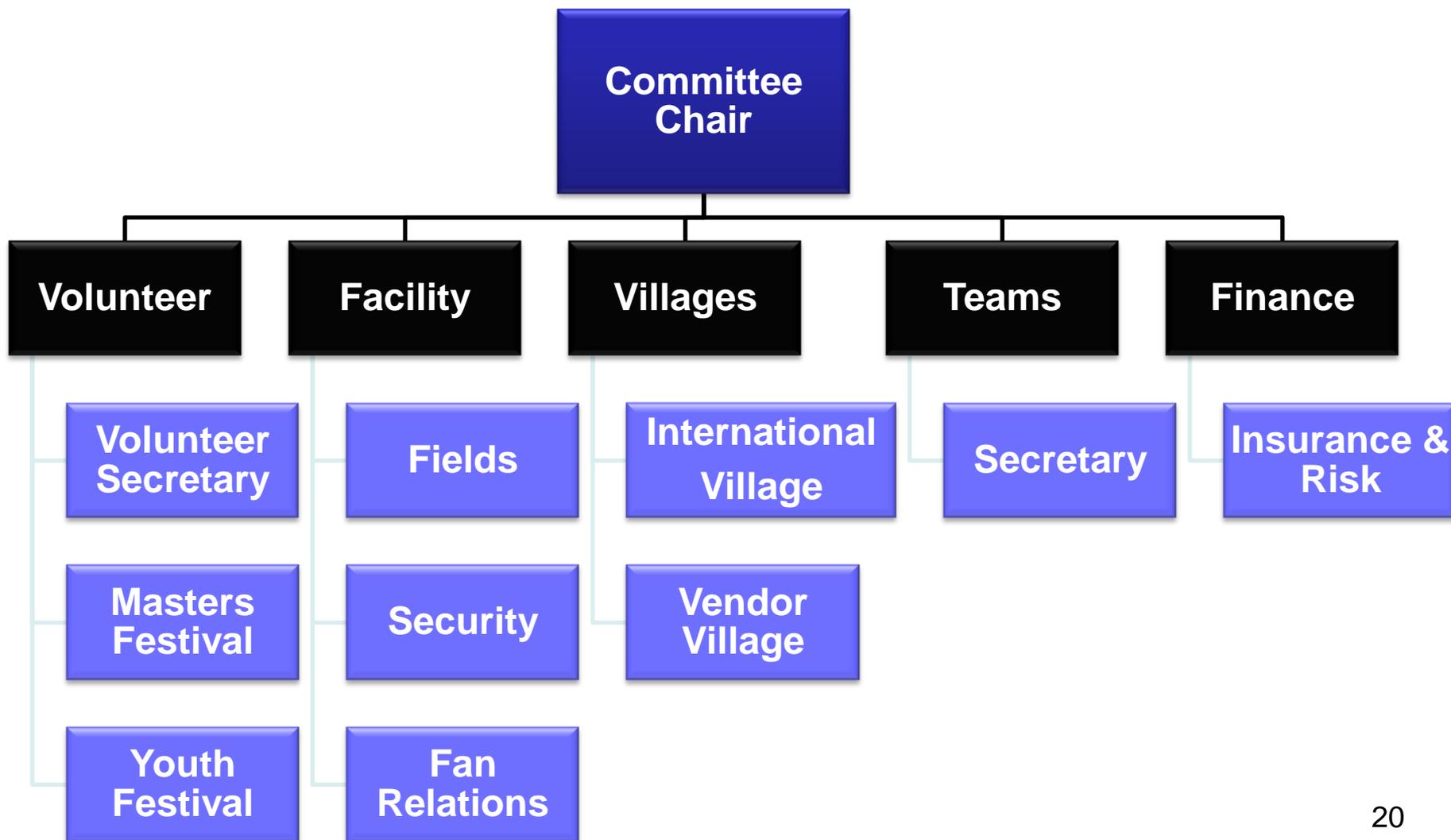
In fulfilling its obligations and executing its duties, the Host Committee will function in a moral, ethical and responsible manner, creating an inclusive work environment that will be rewarding and exciting for the entire Denver-area, volunteers, US Lacrosse staff, and the global lacrosse community.

2014 World Championships Host Committee Structure



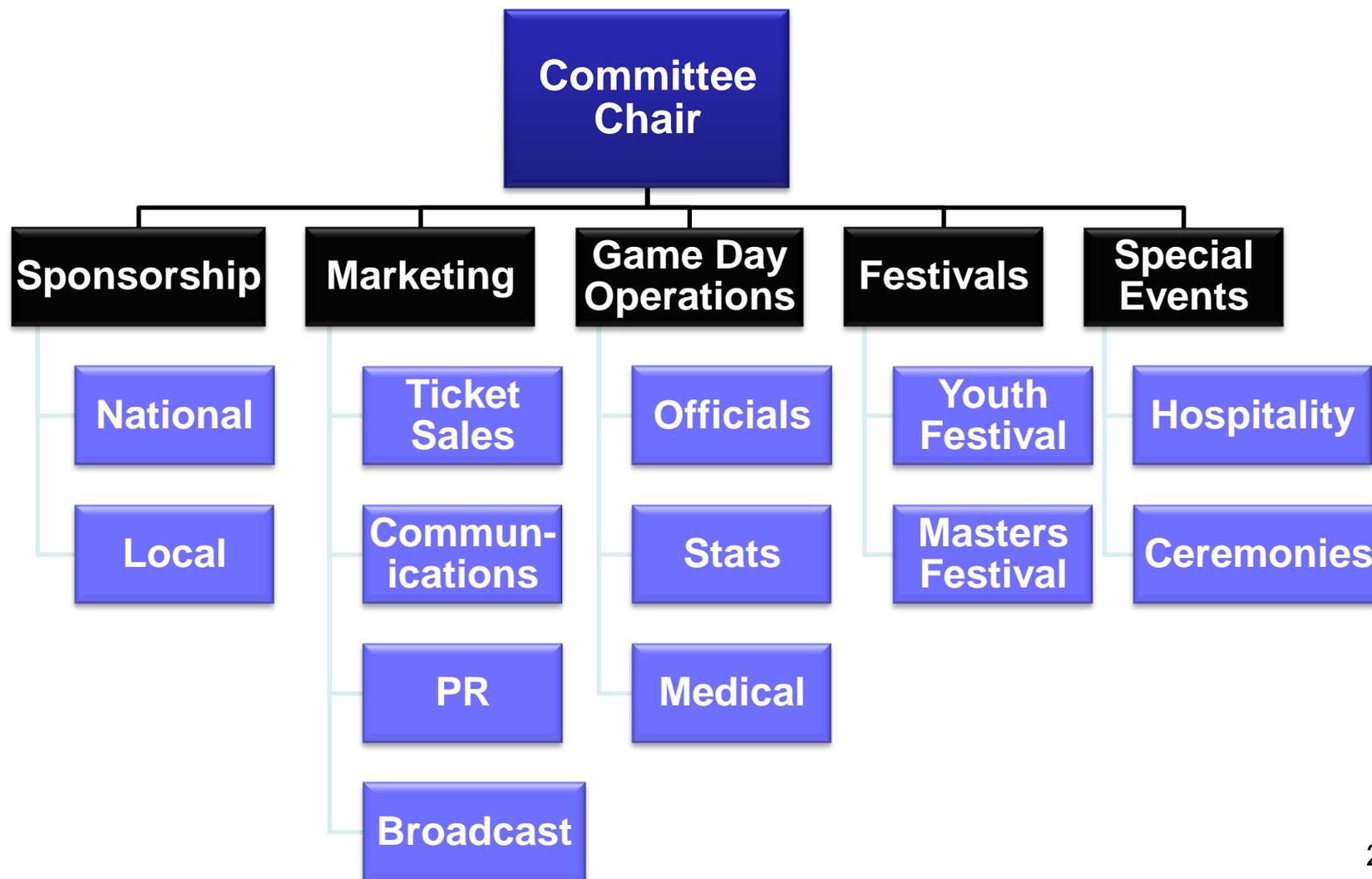
2014 World Championships

Host Committee Structure (cont'd)



2014 World Championships

Host Committee Structure (cont'd)



Event Scope

Event Schedule



FIL World Championships-Event Schedule

10-Jul 11-Jul 12-Jul 13-Jul 14-Jul 15-Jul 16-Jul 17-Jul 18-Jul 19-Jul

FIL World Championship Competition

Youth Festival (12-15 yrs old)

Masters Festival (M,GM,SGM)

Event Scope

2014 By Numbers



- Fans: 100,000+
- WC Athletes and Staff: 1,330
- WF Athletes: 4,600
- Games: 700+
- Volunteers: 400+
- Referees: 300
- Staff Onsite: 30

Economic Impact



<u>Out of Town Visitors:</u>	20,000
<u>Room Nights:</u>	50,000
<u>Expenses:</u>	
Daily Expenses Offsite:	Housing, F&B, Retail, Entertainment, Transport
Daily Expenses Onsite:	Concessions & Merchandise
<u>Total Economic Impact:</u>	<u>\$49 Million</u>

Economic Impact (cont'd)



World Championship Teams	Rm Nights	Per day	Total for 12 days
<i>total rooms for 12 nights</i>	7980		\$798,000
<i>total players and staff</i>	1330	\$152,950	\$1,835,400
Other	Rm Nights	Per day	Total for 4 Days Min
Youth Festival			
<i>total rooms for 6 nights</i>	12,000		\$1,800,000
<i>total number of individuals in group</i>	7,500	\$2,287,500	\$13,725,000
Masters Festival			
<i>total rooms for 6 nights</i>	9,750		\$1,462,500
<i>total number of individuals in group</i>	3600	\$1,206,000	\$7,236,000
Festival Referees			
<i>total rooms for 4 nights</i>	400		\$60,000
<i>total number of group</i>	100	\$33,600	\$134,400
Championship Referees			
<i>total rooms for 12 nights</i>	600		\$90,000
<i>total number of individuals in group</i>	100	\$33,500	\$402,000
US Team Family/Friends			
<i>total rooms for 10 nights</i>	4500		\$675,000
<i>total number of individuals in group</i>	900	\$302,400	\$3,024,000
International Spectators			
<i>(Avg. 75 per team, except US)</i>	2,775		
<i>total rooms for 8 nights</i>	11,100		\$1,665,000
<i>total number of individuals in group</i>	2775	\$929,625	\$5,577,750
US spectators (out of town)			
<i>total rooms for 5 nights</i>	12,500		\$1,875,000
<i>total number of individuals in group</i>	5,000	\$1,675,000	\$8,375,000
Totals	50,850	\$6,620,575	\$48,735,050