



# **The National Lacrosse League Presentation**

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# Introduction to the NLL

Founded in **1986**, premier indoor lacrosse league in North America.

- **15 teams** across U.S. and Canada.
- Known for **fast-paced, high-scoring** gameplay.
- Focus on both **sport innovation** and **cultural tradition**.

## NLL's Growth & Media Presence

- Moderate revenue growth since 2020.
- Global streaming via **NLL+** (126 games per season).
- Strategic partnerships with **ESPN** (U.S.) & **TSN** (Canada).
- Expansion potential in emerging markets & youth sports.



# Strength 1: Fast-Paced, Action-Heavy Gameplay

Combines **hockey's intensity** with **basketball's pace**.

**Indoor setting** enhances excitement and energy.

Appeals to **both hardcore fans and new viewers**.



## NLL SWOT Overview

Strengths	Weaknesses
Opportunities	Threats

# Strength 2: Community-Driven and Loyal

Smaller but **highly engaged** fanbase.

**Strong in-arena attendance** in key cities.

Active on **social media** and **local sponsorships**.



# Strength 3: Powerful Media Expansion

Games aired on **ESPN**, **TSN**, and **ESPN+**.

**NLL+**: Global streaming, all games available free.

Increasing accessibility for **digital-first fans**.



## ***Weakness 1: Low popularity***

NLL lacks global recognition

Weak brand presence compared to NBA, NFL, MLB

## ***Weakness 2. Insufficient market education***

LACK OF MARKET AWARENESS

Most people don't know indoor lacrosse

Rules are unfamiliar = lower engagement

## ***Weakness 3. Lack of star player effect***

No BIG STARS

No famous face to draw media or fans

Hard to promote the league internationally





# Opportunity #1, Olympics Games in 2028

## 1. Global Exposure to Lacrosse Fan Worldwide

1.

- Draw attentions from both Olympic viewers and existing lacrosse fans across the world.
- International increase in the popularity of lacrosse

## 2. Establishing Global Reputation

- Can emphasize on viewers that NLL is the global leader of professional lacrosse.
- Create better brand recognition globally.



**Once-in-a-century opportunity to boost its popularity!!!**

**The league can reach much broader population across the world.**

## **Opportunity#2, Global Streaming Networks**

**Can explore deals with streaming services  
such as Apple TV and Amazon Prime**

Makes their content available internationally,  
specifically for younger demographics.

Can expand the existing streaming network,  
NLL+, to distribute their content to population  
unfamiliar with niche sport.

# Suggestion#1: Leveraging More on Local Revenue Generation

## 1. Set premium seatings and suites for better in-stadium experience

- a. New income streams
- b. Better experience for fans in stadium



## 2. Continue to heavily invest in NLL UnBOXed, their grassroots program

- a. Encouraging them to play lacrosse at younger age connect true pipeline of future fans and players.



# Suggestion#2: Free Streaming

## Why Paid Access Doesn't Work

- NLL lacks **famous stars** like the NBA/NFL
- Fans won't pay for a sport they **don't know yet**

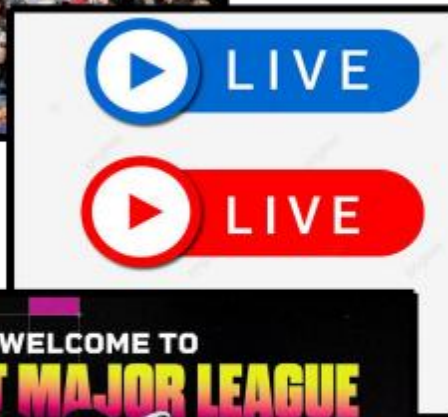
## What the NLL Should Do:

- Stream **some games for free** on YouTube, Twitch, or Instagram Live
- Share **highlight clips** on TikTok, X (Twitter), etc.

## Benefits:

- Easier for **new fans** to discover lacrosse
- More **media coverage**  
Attracts more **sponsors** with bigger audiences

**Free access = More fans = More attention = Growth”**





# The Threats: Limited Visibility & Uneven Fan Base

## Low Visibility in a Crowded Sports Market

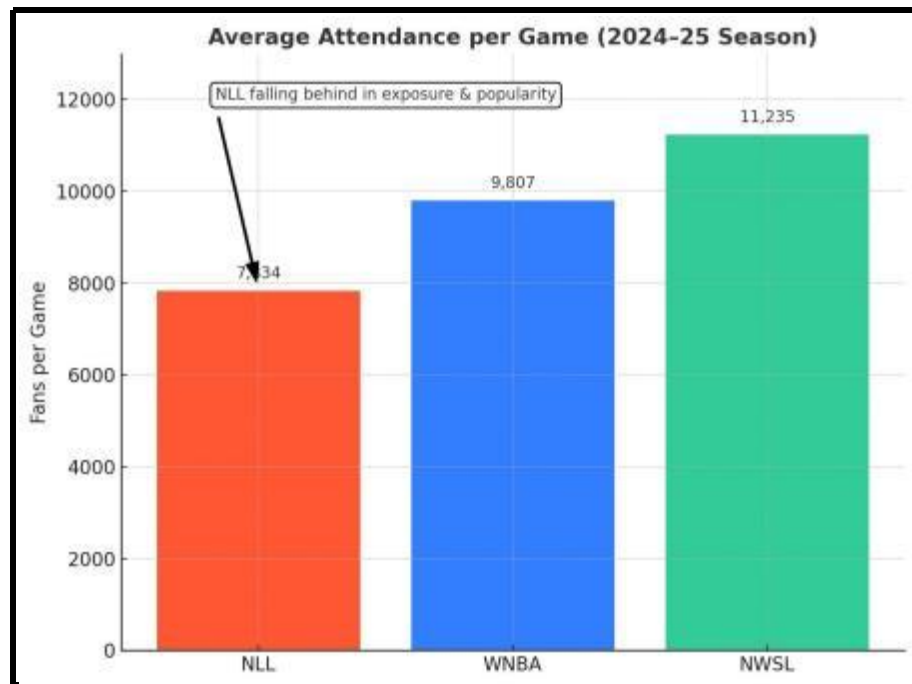
- NLL averaged only **7,834** fans per game in 2024–25
- Lower than **WNBA (9,807)** and **NWSL (11,235)**  
Less media attention than NFL, NBA, NHL, MLB  
ESPN/TSN coverage requires **paid access**

## Uneven Fan Base by Region

- Buffalo Bandits: **18,500+** fans per game
- Las Vegas Desert Dogs: **45,513** for the **entire season**
- Sponsors avoid leagues with **inconsistent reach**

## Overall Problem

- Weak exposure = Hard to get **fans, sponsors, and media deals**



Thanks For  
Listening

...Questions?