



2016 MLL Semifinal and Championship Game Sponsorship Opportunities





ABOUT THE MLL

The MLL currently has 9 teams located across the United States. It is the premier lacrosse league in the country and boasts the best players in the world.

- The Season consists of 63 regular season games played from April 23rd through August 20th
- The MLL has added two significant rule changes –a 60 second shot clock and a 2 point line
- Partners: Coca-Cola, PowerAde, New Balance, Warrior Lacrosse, Brine Lacrosse, STX, Maverik, Cascade, '47 Brand, Adrenaline, Fathead and Body by Jake
- Broadcast on CBS Sports Network, ESPN, Lax Sports Network and regionally across the United States

The Players

Major League Lacrosse boasts the best lacrosse players in the world. They hail from some of the top academic institutions, including Princeton, Johns Hopkins, Syracuse, Duke, and Virginia. The League features stars in lacrosse such as Paul Rabil, Casey Powell, John Grant Jr., Brodie Merrill, Greg Gurenlian, Rob Pannell, Jordan Wolfe, Jeremy Sieverts, Lyle Thompson and Miles Thompson.



Denver Outlaws



Ohio Machine



Florida Launch



Charlotte Hounds



Chesapeake Bayhawks



New York Lizards



Rochester Rattlers



Boston Cannons



Atlanta Blaze



THE MAIN EVENT

For the first time ever, the 2016 Major League Lacrosse Semifinal games will be held in National Sports Center Stadium in Blaine, MN at and Rafferty Stadium in Fairfield, CT on August 13th, 2016. With the Championship Game being held in Kennesaw, GA on August 20th, 2016 at Kennesaw State University's Fifth Third Bank Stadium for a third consecutive year. Last year, the event drew nearly 9,000 fans.





VIEWERSHIP

Television: The Semifinals and Championship Game will be covered live on CBS Sports Network and will last approximately 2.5 hours.

- Coverage may be extended to allow for post game interviews.
- Average attendance for Championship games has been between 8,000 – 10,000 fans

Available in-game advertising opportunities...

- Halftime sponsorship
- :30 second commercials
- Lower third graphics w/ broadcaster reads

Social: 285,000+ followers across all platforms...

Twitter Engagement & Impressions

For the month of May

- 1,865 new followers
- 69,100 profile visits
- **4.0 million impressions**
- 1,038,923 organic impressions day of 2016 MLL Collegiate Draft

**CBS SPORTS
NETWORK**

Expected broadcast viewership 150,000

major league lacrosse



Facebook Engagement & Impressions

For the month of May

- 2,700 new followers
- **1.725 million organic impressions following Brodie Merrill's 92-yard goal**

Instagram Engagement

For the month of May

- **4,000 new followers**



SAMPLE SPONSORSHIP IMAGES





SAMPLE SPONSORSHIP IMAGES

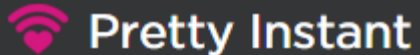
IN-STADIUM VISIBILITY & FANZONE PRESENCE

- 3' x 20' Double-sided field level signage boards
Championship Game
- Videoboard ads
- PA reads
- Fan Zone presence and photography
- MLL special event giveaways

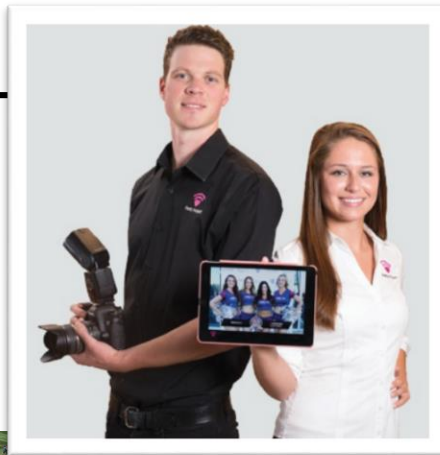




EVENT PHOTOGRAPHY



Pretty Instant is a mobile event photography company that instantly fuels social sharing. As a Platinum sponsor your brand's logo will be on ALL the fan focused event photography. Photographers can instantly send fans their photos via text, twitter, or email; ready to share through their own social networks, generating a higher organic reach to a new audience. All branded with your logo.





RAFFERTY STADIUM; FAIRFIELD, CT

About

Opened in February of 2015 and dedicated on March 21, 2015, Rafferty Stadium is a 3,500-seat venue located on campus at the same site as its predecessor, Alumni Field.

The facility features a Daktronics HD video board, state-of-the-art sound and lights and a FieldTurf playing surface, all made possible through the generosity of Fairfield alumni, parents and friends. The stadium is named in recognition of the principal leadership gift from Larry Rafferty '64 and his family, and the field itself is named Conway Field in acknowledgment of a gift from Tim Conway '76 and his family.

Rafferty Stadium also includes a terrace level with a fully-enclosed press box that features a large media suite, two VIP suites and a production suite to support the video capabilities of the scoreboard, television broadcasts and web streaming.

On the ground level are two team rooms, food, beverage and apparel concessions, restrooms, a box office and entry plaza.

On March 12, 2016, Rafferty Stadium hosted its largest Fairfield Lacrosse crowd to date as 2,456 fans packed the house to watch the Stags' men's lacrosse team challenge in-state rival Yale.





NATIONAL SPORTS CENTER STADIUM; BLAINE, MN

About

The 8,500 seat NSC Stadium has hosted Schwan's USA CUP feature games and ceremonies, major track and field events such as the Minnesota State High School Championships, and even concerts and marching band festivals.

2008 saw a major initiative with the Minnesota Thunder pro soccer team returning home to the NSC. The agreement included removing the track and moving the field 80 feet closer to the main grandstand. The Thunder previously called the NSC home for 14 years, from 1990 to 2003, before moving to Griffin Stadium in 2004.

In 2004 and 2005, the stadium hosted an annual series of games between the U.S. and Canadian U17 national teams, a live ESPN-televised game between the U.S. and Australian Women's Olympic Teams and a Minnesota Vikings passing scrimmage.





FIFTH THIRD BANK STADIUM; KENNESAW, GA

About

Home of the MLL's Atlanta Blaze, Fifth Third Bank Stadium opened on May 2, 2010 as part of Phase II of the KSU Sports + Entertainment Park. Through an innovative partnership with KSU Athletics and Fifth Third Bank, they became the official bank and the stadium was renamed Fifth Third Bank Stadium on February 14, 2013. The Stadium is the home of the Kennesaw State Owls and also hosts women's soccer and lacrosse matches regularly. In 2015, Owls Football began bringing a whole new face to Fifth Third Bank Stadium.

Fifth Third Bank Stadium at Kennesaw State University

- Sideline Seating
- Elite West Seating
- West Seating
- Endzone Seating
- Indoor Suite
- Outdoor Suite
- Loge
- ADA Seating
- Not For Sale
- Men's Room
- Women's Room
- Concessions
- Elevator
- Guest Services
- Box Office
- Merchandise
- First Aid



Location

3200 George Busbee Pkwy NW
Kennesaw, GA 30144

General Facts

State of the art stadium featuring 8,300 permanent seats, 12 luxury suites, 12 outdoor suites decks and a floor capacity that can accommodate an additional 8,000 fans. Flexible configurations allow concert scaling to be set for 4,000-16,000 patrons with in stadium. More than 100,000 square feet of Ultra Deck field cover in-house and 20,000 feet of Dura Deck. Permanent north end stage deck 80x48. Full service catering, 4 permanent concession bays.



GOLD LEVEL SPONSOR - \$20,000

- 2 Field boards per game
- Sampling and vending rights in Fan Zone for all 3 games
 - 2 In-Stadium Video Advertisements per game
(:30 second video or logo w/ PA read)
 - Pre-event marketing materials inclusion per game
 - 2 In Game TV broadcast promotion per game
(lower third graphic or TV commercial on CBS Sports Network)
- Pre-event photography sponsor via Pretty Instant for all 3 games
 - 10 Center field tickets per game
 - 4 VIP tickets per game



SILVER SPONSOR - \$7,000

- **1 Field board per game**
- **Sampling and vending rights in Fan Zone for all games**
 - **2 In-Stadium Video Advertisements per game**
(:30 second video or logo w/ PA read)
- **Pre-event marketing materials inclusion per game**
 - **8 center field tickets per game**



BRONZE SPONSOR - \$5,000

- **Sampling and vending rights in Fan Zone for all 3 events (both Semfinals & Championship)**
- **2 In-Game Video Advertisement per game**
(:30 second video or logo w/ PA read)
- **Pre-event marketing materials inclusion per game**
 - **4 Center field tickets per game**



CONTACT INFORMATION



*major league
lacrosse*



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