





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 Seiverts, 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 WEEKEND

The 2016 Major League Lacrosse All Star weekend will be held in Fullerton, CA from July 8th - 9th, 2016. The weekend will consist of 3 events:

MLL Skills Competition



- Friday Night fan and entertainment expo with local musical guest
- MLL Skills Competition
- Takes place at off-site entertainment venue

MAIN EVENT



- Held in the heart of Orange County @ Cal State Fullerton
- 40 of the best lacrosse players in the world in one place
- Fast paced, exciting play
- Great experience – opportunity participate in break activities
- Marquee national musical artist for Half-time performance

TOURNAMENT

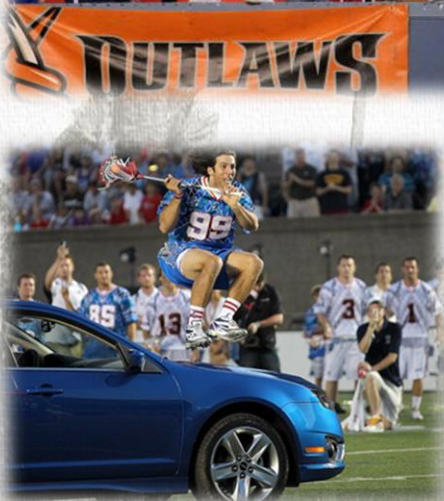


- ASG Tournament expects more than 60 teams, with clinics by MLL professionals
- Lacrosse centric fan fest



FRIDAY NIGHT MLL SKILLS COMPETITION

The Friday night before the All-Star Game we are bringing back the MLL Skills Competition and we are making it bigger, better and LOUDER:





THE MAIN EVENT

Saturday at July 9th at 4pm ET the best lacrosse players in the world take center stage:





SAMPLE SPONSORSHIP IMAGES





SAMPLE SPONSORSHIP IMAGES

IN-STADIUM VISIBILITY & FANZONE PRESENCE

- Field level signage boards All-Star Game
- Video board ads
- Fan Zone presence
- MLL special event giveaways





VIEWERSHIP

Television: The All-Star Game will be covered live on CBS Sports Network at 7:00pm/4:00pm EST/PT and will last approximately 2.5 hours.

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



major league lacrosse



Social:
272,000+
followers
across all
platforms

Twitter Engagement & Impressions

For the month of February

- 940 new followers
- 32,000 profile visits
- 2.41 million impressions
- 1,038,923 organic impressions day of 2016 MLL Collegiate Draft

Facebook Engagement & Impressions

For the month of February

- 948 new followers
- 809,560 people reached for 394% increase
- 157% increase in post engagement

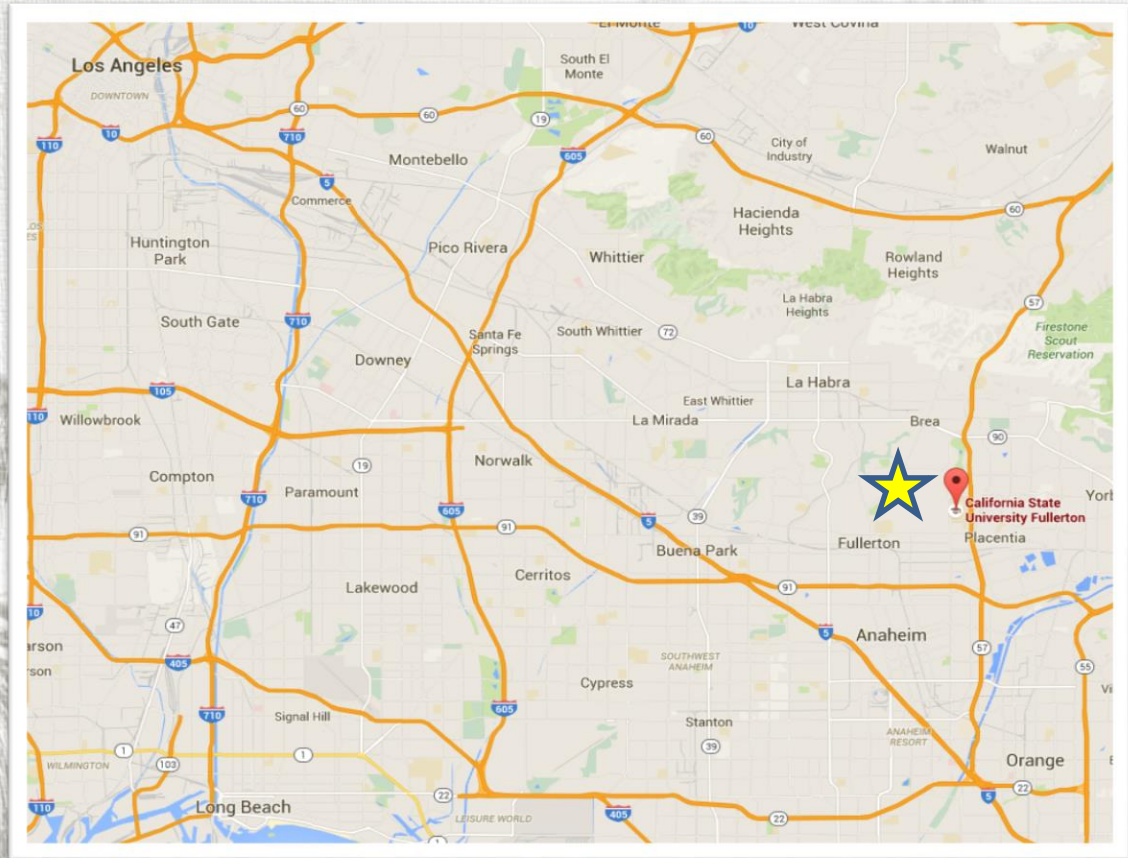
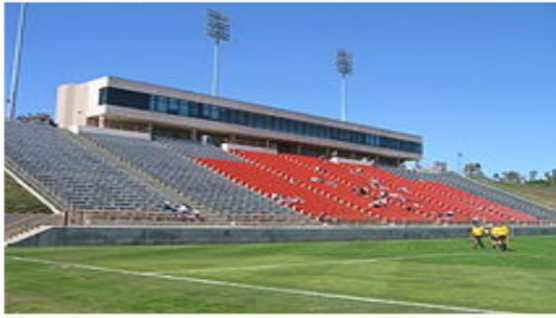
Instagram Engagement

For the month of February

- 2000 new followers



THE VENUE



Titan Stadium

Cal State University, Fullerton

800 N State College Blvd,

Fullerton, CA 92831

Capacity: 10,000





THE OPPORTUNITIES

Sampling & Video Board

Sampling and vending rights in Fan Zone, In-Game Video Board Promotion, Pre-event marketing materials inclusion

\$1,000

Sampling, Video Board & Field Board

All of the above and add in a sideline field board bringing National TV exposure

\$2,000

Sampling, Video Board, Field Board and National Broadcast

All of the above and add in a lower third graphic and in game broadcast read

\$5,000





CONTACT INFORMATION



*major league
lacrosse*



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