



WOMENSLAX.COM

PRESENT  
NEW WAVE LAX CLINIC

**\*\*Location\*\***

# Contents

- Objectives
- Company Background
  - WomensLax.com
  - Amonte Sports
- Current Landscape: Women's Lacrosse
  - Growth
  - Western Expansion
- Why
- WomensLax.com Clinic Model
- Clinic Logistics
- Clinic Marketing
- Clinic Timeline
- Conclusion



# Objectives

- WomensLax.com aims to bring its lacrosse expertise to \*\*\* by holding one of our signature clinics in the area.
- WomensLax.com would like to employ your local presence and network to market the event, to mobilize the local lacrosse community, and to bolster the player participation in our clinic.



# WomensLax.com: Company History

- WomensLax.com was established in January 2007 as a one-stop, premium online source for women's lacrosse. The site provides comprehensive coverage of the women's college game and offers camps, tournaments and merchandise to high school lacrosse players.
- One of WomensLax.com's primary missions is to use resources to effectively spread lacrosse to non-traditional areas.
- WomensLax.com benefits immeasurably from its primary partner, Amonte Sports, who has developed arguably the most successful camp model in the industry.



# Partner: Amonte Sports

- Kelly Amonte Hiller, one of the top lacrosse players in the world, developed what has become the premiere teaching camp for lacrosse players of all ages. Each year Amonte Sports teaches campers and future stars the skills to become top players at the collegiate level and beyond.
- This coming summer will be the 10<sup>th</sup> year that Amonte Sports has been in existence and offering camps to young lacrosse players. There were six camps: two in IL, two in MA, and two in NY.
- Coupled with Kelly's success at Northwestern University (Winning 3 straight Division I National Championships in only 6 years of the program's existence), Amonte Sports has played a fundamental role in the spread of lacrosse to the Midwest through the development of the Wildcat Elite Club Program and the notoriety that has come with Northwestern's success.



# Growth of Women's Lacrosse

- High School Lacrosse:
  - 99.4% growth over the last 6 years,
  - 308% growth over the last 10 years
    - \*Stats only include those states that officially sanction girls lacrosse as a high school sport
  - Since 2001, 7 new states have officially recognized lacrosse as a high school sport. 18 states now officially sanction girl's lacrosse.
- College Lacrosse:
  - 39.4% growth over the last 6 yrs,
  - 65.2% growth over the last 10 yrs
  - New Collegiate Programs (2008)
    - » Louisville
    - » Naval Academy
    - » Cincinnati
  - Introduction of new collegiate programs:
    - » South Carolina University 2009
    - » University of Detroit-Mercy 2009
    - » Fresno State 2009
    - » University of Florida 2010
    - » University of Rhode Island 2010



# Western Expansion

## Success of College Programs Outside the Eastern Time Zone

### Quick Facts

- Northwestern has won the past three National Championships, making it the 2<sup>nd</sup> team ever to win 3 straight NCAA Division I national titles.
- The 2007 list of Division I All-Americans included a total of ten girls ranging from 1<sup>st</sup> to 3<sup>rd</sup> teams, who attended universities outside the east coast. The 2008 list included 8.
- The 2006 & 2007 Tewaaron Trophy (recognizes the nation's top college lacrosse player) winner, Kristen Kjellman, was a member of the Northwestern lacrosse team. This marked the first time that the award was given to a player from a university outside the Eastern Time Zone. This also marks the first time a player has received the award two years in a row.
- The 2008 Tewaaron Trophy winner, Hannah Nielsen, is a member of the Northwestern Lacrosse Team and the Australian National Team.
- Oregon University began its varsity program in 2005 and after only 3 seasons, finished with a winning record of 12-7 and placed 2<sup>nd</sup> overall in its conference.



# Why?

- Lacrosse has grown tremendously in the \*\* in recent years. As indicated by you, there is a strong interest in the area, among coaches and players, to obtain the knowledge and skills that will allow \*\* lacrosse to compete at the next level. There is also a need for quality instruction.
- New Wave clinics will allow both players and coaches a chance to learn the skills and concepts needed to be successful at this next level.

# WomensLax.com Clinics

- WomensLax.com Clinic Model → “Big Mac Approach”
  - Based on extensive experience and learning from the Amonte Sports camps, WomensLax.com has developed a clinic model to achieve its goal of spreading lacrosse to non-traditional areas.
  - WomensLax.com clinics are built upon a specific model that is replicated across the country. The model is consistent; camp structure, format, lesson plans and logistics will be nearly identical from market to market.
  - The WomensLax.com clinic model is fundamentally based upon and consistent with the teaching philosophies and principles of the Amonte Sports Lacrosse Camps.
  - All WomensLax.com clinic staff members have been head instructors at the Amonte Sports Lacrosse camps for numerous years. Most staff members have even attended the Amonte Sports camp as players!



# WomensLax.com Player Clinic Model

- **Format:** 3 hours
- **Instruction:**
  - The Basics – stick skills, protection, shooting
  - Basic Offensive Concepts - 1v1 moves, understanding basic cutting and team motions
  - Basic Defensive Concepts - playing body defense, understanding basic positioning and communication
- **Staff:** The qualified staff includes: College coaches, US National team members, former All-Americans, former & current college players.\*
- **Camper/Counselor Ratio:** 8:1
- **Price:** \$80 per camper

\* Please note that staff varies from camp to camp



# WomensLax.com Coaching Clinic Model

- **Format:** 2 hours
- **Instruction:** The clinic covers the skills and concepts that have led to Northwestern's success over the past 4 years. Coaches will also receive a coaching manual to take home detailing these skills/concepts:
  - **The Basics - Stick Skills, Offense, Defense**
  - **Concepts - Offensive and Defensive Team Strategies**
  - **Goaltending - Equipment, Positioning, Mentality**
  - **Drills - Shooting, Protection, Offensive and Defensive Concepts, Goalie**
- **Staff:** The clinic is led by WomensLax.com employee, Ann Elliott. Ann is a Northwestern graduate and 3-Time National Champion.
- **Price:** \$30 per coach

\* Please note that staff varies from camp to camp



# WomensLax.com Clinic Logistics

- Date: TBD
- Location: TBD
- Format: Coaches and Players Clinic
- Age Group(s): TBD
- # of Campers: TBD
  - Range:
  - Goal:
  - Anticipated:



# WomensLax.com Clinic Marketing

- **Local Network:** It is our goal to develop and build relationships with key people in markets that are experiencing women's lacrosse growth and are interested in hosting a WomensLax.com clinic.
- We would like to partner with you to mobilize your local lacrosse community and share the responsibility of marketing the WomensLax.com clinic in your market. Your local insight and marketing efforts are fundamental ingredients to the success of the clinic.



# Timeline

- Initial Steps:
  - Secure Camp Logistics (Initial)
    - » Location
    - » Facility
    - » Date
    - » Local Partner
  - Develop Marketing Strategy
  - Create & Distribute Marketing Plan
- Preparation Steps:
  - Camper Registration
  - Logistics: trainer, gear, staff, etc.
- Clinic Execution:
- Clinic Follow-up:
  - Registration & Financial Reconciliation



# Conclusion

- It is our intention to employ the women's lacrosse expertise of WomensLax.com to effectively, professionally, and profitably expand the depth and quality of lacrosse opportunities for \*\* high school players.
- \*\*\* seems to be a feasible location based on our preliminary investigation of the market. It is also an ideal location based on the growth of lacrosse in the area and the strong interest in continuing to improve the level of play throughout the area.

