The Lacrosse Market

This year nearly 1 million Americans will play the increasingly popular sport of lacrosse. Traditionally thought of as an east coast activity, lacrosse fever is quickly spreading to all regions of the U.S., and the future of the game has never been brighter.

Considered to be America’s first sport, lacrosse is just now starting to edge into mainstream culture. Since 2001, the number of people playing lacrosse in the U.S. has grown by 68%, and this growth has been driven by youth participation. Lacrosse combines the agility of basketball, the ruggedness and physical contact of hockey, the speed of soccer, and the ability to strategize on the run. Combined with the required equipment of helmets, pads, and sticks, lacrosse provides youth participants with a perfect balance of elements from the more traditional American sports. Because lacrosse is such a new phenomenon in many regions of the country, participants from all levels of ability are welcome, and the sport has maintained a more relaxed, unpressured nature compared to activities like football, basketball, or baseball.

Advertisers are beginning to look to lacrosse as a way to reach active American youth and their families. One unique aspect of lacrosse is that, because of the relative infancy of the sport’s popularity, many of the coaches and other people involved in growing the sport are young as well. Many parents are learning the game as they watch their children play. The culture that surrounds lacrosse is attractive to marketers because, like the game itself, it is defined by a high degree of freedom, tight bonds among peers, and a genuine enjoyment of sport and life. With the growth of two professional lacrosse leagues, the MLL and the NLL, and an increased presence on TV, this culture is starting to be exposed to mainstream American society. Companies like Under Armour, New Balance, and Gatorade recognize the increasing passion for lacrosse in the U.S., and are making significant efforts to be a part of its culture. By partnering with Active, advertisers can gain access to this growing set of consumers through high impact localized events during an important time in the evolution of the sport.

Sources: SGMA, US Lacrosse, The Oregonian, The Active Network
Lacrosse Facts and Figures

Why Lacrosse Players are Attractive to Marketers

With fewer than one million participants, lacrosse is not yet on the same level as more established team sports in terms of total participation. However, the astounding rate at which the game is growing at the youth, high school, collegiate, and professional levels is an indication that lacrosse is quickly heading towards mainstream success. This year more than 914,000 Americans will play lacrosse, and 319,000 are enthusiasts who will participate more than 25 days per year.

This growth is being driven largely by participation on the youth and high school levels, as 65% of all players are under the age of 18. More and more youth teams and camps are being established every year, and lacrosse has the fastest growth rate of any high school sport over the last 10 years. The participation increases are also occurring across both genders. Of total lacrosse participants, 60% are male and 40% are female, and at the high school level, female participation is growing at a faster rate over the last decade.

The roots of lacrosse in the U.S. were established in the late 1800s at exclusive universities and elite private high schools, primarily in the northeast region of the country. While 56% of lacrosse participants still reside in the northeast, the game is quickly spreading across the nation. In fact, some of the most rapid and exciting growth is occurring in the southeast and northwestern states. Additionally, lacrosse does still attract participants from higher income homes, as 33% of players have a household income of more than $75K per year compared to the national average of 22%. Diversity within lacrosse participants continues to evolve, and currently 83% of players are Caucasian, 10% are African American, and 5% are Asian American.

- Alexander Wolff, Sports Illustrated
Lacrosse Facts and Figures

- Youth lacrosse participation (15 and under) has increased by 77% since 2001.

- With a 51% increase in participation, lacrosse is the fastest growing sport in the NCAA over the last 10 years.

- Womens lacrosse has less physical contact, and does not require helmets and pads.

- With a 31% increase in equipment sales, lacrosse was the #1 sport for sales growth in 2006.

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There are 914,000 lacrosse players in the U.S., of which 319,000 are frequent participants who play more than 25 days per year.

- With more than 56% of participants under the age of 18, lacrosse is a perfect sport for marketers targeting American teens.

- Lacrosse participation is fairly balanced between genders, with 60% male and 40% female.

- 33% of lacrosse participants come from households that earn more than $75K per year, compared to the national average of 22%.
Connecting with Lacrosse Players

Active Marketing Group provides Insight and Access to Active Lifestyle Consumers.

Active Marketing Group is the only marketing and promotions agency that reaches and interacts with thousands of lacrosse players on a daily basis. We know who they are, where they play; we can reach them during the season, at games and while they are practicing. As part of The Active Network, Active Marketing Group has direct access to thousands of teams and leagues and lacrosse participants that can be activated through offline, peer-to-peer and direct marketing programs. In addition, we have access to hundreds of thousands of teams, leagues, players and coaches that can be reached online. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this committed community of athletes.

Reaching Lacrosse Players Offline

From turnkey event marketing to sampling that supports a new product launch, our relationships with thousands of teams and leagues across the country make it possible to develop integrated programs that have a fresh, measurable impact.

Reaching Lacrosse Players Online

The Active Network includes leading online destinations for football and team sports participants. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are learning about the sport or interacting with coaches and team members.

Active Network Advertising Opportunities
Standard IAB Units including Rich Media
Newsletter Communications
Promotional Emails
Event Registration Confirmation Emails
Special Lacrosse Editorial Features
Rankings and Ratings
Game Schedules
Video coverage

Sampling & Promotions
Thousands of Lacrosse Teams and Leagues
Capacity to Distribute up to 250,000 Samples
Geo-targeting, Gender Targeting

Event & Sponsorship Activation
Sponsorship Negotiation
Staffing & Turnkey Event Management
National Promotional/Activation Platforms

Grassroots & Peer-to-Peer Marketing
Sports Specialty/Retail Programs
Team & League Seminars/Promotions
Team & League Sponsorship

Research & Consulting Services
Online Research Studies
Focus Group Recruiting
Product Testing

Active Network Sites That Reach Lacrosse Players
15 Million Monthly Page Views
300K Monthly Unique Visitors
54K Registered Users
35K Opt-in Email Addresses

Active Marketing Group was named by Promo magazine as one of the leading promotions agencies from 2004 through 2007.