



**WORLD  
LACROSSE**<sup>TM</sup>

## **BID GUIDELINES 2021**

**2024 WORLD LACROSSE MEN'S BOX  
WORLD CHAMPIONSHIP**

**2024 WORLD LACROSSE WOMEN'S U20  
WORLD CHAMPIONSHIP**





## TABLE OF CONTENTS

Message from World Lacrosse CEO	4
About World Lacrosse	5
Vision, Mission and Core Values	6
Key Objectives	7
Championship History	8
Bidding Process	9
Roles and Responsibilities	10
Governance	12
Finance and Insurance	13
Event Detail	14
Other Facilities and Services	15
Legacy and Impact	16
Sponsorship, Marketing and Communications	17
Bid Submission Requirements	18
Bid Application	19

## MESSAGE FROM WORLD LACROSSE CEO

Thank you for your interest in World Lacrosse and our World Championship Events.

The sport of lacrosse is one of the fastest growing in the world, with more than 1.2 million participants around the globe as of the beginning of 2021. World Lacrosse is recognized exclusively by the International Olympic Committee, Global Association of International Sports Federations, and other international bodies as the international federation for women's and men's lacrosse, responsible for providing effective leadership and support for the continued growth of this great game.

Reflective of the growth in participation lacrosse is enjoying globally, membership in World Lacrosse also continues to rise steadily. As of the beginning of 2021, World Lacrosse membership included 68 National Governing Bodies and three Continental Federations – an increase in membership of more than 350 percent since 2000.

As part of the approved Strategic Plan for our international federation, World Lacrosse is working more closely than ever with our event hosts to elevate the planning and delivery of our World Championship Events. Having the opportunity to compete in a World Championship should be a highlight for an athlete – the culmination of years of training, hard work and sacrifice – and we want to make certain athletes and their families are able to make the most of this special experience. We also want to showcase the speed, skill and excitement that makes lacrosse “the fastest game on two feet.”

That's where you come in. As a city or sports commission interested in hosting a World Championship, you have an opportunity to partner with World Lacrosse and write your own special chapter in the continued growth of our game. You have an opportunity to showcase your city and region not only to the World Championship athletes, family members and fans who will be in attendance, but to

millions of fans around the globe who will be following the event on digital / social media platforms and through live broadcast. You have the opportunity to further your city's reputation as a premier destination for international sport and business. Perhaps most importantly, you have the opportunity to inspire the next generation of sport participants.

We hope you find our Bid Guidelines helpful as you consider your interest in hosting a World Lacrosse World Championship. And, we greatly appreciate all that you and your community do to advance opportunities for sport.

Kind regards,



Jim Scherr  
Chief Executive Officer

As a city or sports commission interested in hosting a World Championship, you have an opportunity to partner with World Lacrosse and write your own special chapter in the continued growth of our game.



## ABOUT WORLD LACROSSE

World Lacrosse is the international federation for Men's and Women's lacrosse, responsible for providing effective leadership and governance of the sport internationally while supporting the continued growth of lacrosse worldwide.

World Lacrosse (WL) currently has nearly 70 Member-National Governing Bodies (NGB's) and holds five World Championship Events on a quadrennial basis:

- Men's World Championship
- Women's World Championship
- Men's U20 (Formerly U19) World Championship
- Women's U20 (Formerly U19) World Championship
- Men's Box (Formerly Indoor) World Championship

WL World Championship Events play a fundamental role in increasing global awareness of lacrosse and improving performance across all disciplines. WL are the owners of all World Championship Events and grant the right to host to a Host City/ National Governing Body (NGB) through a bidding process. WL considers this opportunity a partnership between the Host City, NGB, Competition Venue and World Lacrosse. Each stakeholder has its part to play in delivering each World Class Event and the objective of everyone involved shall be to provide a fair and consistent experience for the participating teams. A further priority is to provide a memorable and enjoyable experience for all client groups attending each championship.



## VISION, MISSION AND CORE VALUES

### VISION

Lacrosse is recognized and played by all countries worldwide and is an Olympic Sport.

### MISSION

World Lacrosse will provide governance and integrity for all forms of lacrosse and will provide responsive and effective leadership to support the sport's development throughout the world.

### CORE VALUES

The World Lacrosse Core Values are the unwavering principles that we never sacrifice. They guide us in all our interactions and reflect our culture and priorities. We strive to make these evident every day in how we work and interact with our audience.

**Teamwork** We believe in the importance of working together and achieving shared goals.

**Passion** We use our drive and commitment to energize, engage and inspire others.

**Respect** We have due regard for the feelings, wishes, rights and traditions of others.

**Integrity** We are open, honest, ethical and fair. People trust us to adhere to our word.

**Friendship** We trust and support each other. Friendship brings camaraderie and sportsmanship to the game.

**Inclusiveness** We value and include people with different ideas, strengths, interests and cultural backgrounds.





## CHAMPIONSHIP HISTORY

Lacrosse was invented by the Native American Indians and was originally known as stickball. The game was initially played in the St. Lawrence Valley area by the Algonquian tribe and they were followed by other tribes in the eastern half of North America, and around the western Great Lakes. The Native American games were major events, which took place over several days played over huge open areas between villages. The rules were very simple, the ball was not to be touched by a player's hand and there were no boundaries.

French Jesuit missionaries working in the St. Lawrence Valley in the 1630s were the first Europeans to see lacrosse being played by the Native American Indians. Jean de Brébeuf, wrote about the game being played by the Huron Indians in 1636 and it was he who named the game "lacrosse".

A demonstration of lacrosse was given by the Caughnawaga Indians in Montreal in 1834 and, as a result, interest in the game of lacrosse began to develop in Canada. A Canadian dentist, Dr William George Beers, was responsible for founding the Montreal

Lacrosse Club in 1856 and a decade later he drew up rules which included reducing the number of players, introducing a rubber ball and a redesigned stick.

By the turn of the century lacrosse was becoming more popular in several countries and in 1904 and 1908 lacrosse was played in the Summer Olympics.

St. Leonards School, in St Andrews, Scotland claims to be the first girls' school to have played lacrosse, in 1890. The Ladies' Lacrosse Association was founded in England in 1912 and international matches began the following year. Despite earlier attempts by other enthusiasts, it was not until Rosabelle Sinclair started a girls' high school team in 1926, at Bryn Mawr School, in Baltimore, on her return from teaching in Scotland and England, that lacrosse became popular in other nearby schools. The United States formed their organization, the USWLA, in 1931.

The first Men's Field World Championship took place in 1967 in Toronto Ontario followed in 1982 by the Women's World Championship in Nottingham, England. The Men's U19 Field World Championship first took place in 1988 with the Women's U19 Field World Championship commencing in 1995. Hamilton and Oshawa in Canada were joint hosts of the inaugural Men's Indoor World Championship in 2003.





# BIDDING PROCESS

Member Nations and Cities can submit bids for the following events in 2024:

- 2024 World Lacrosse Men's Box World Championship
- 2024 World Lacrosse Women's U20 World Championship

WL expect to receive bids from Local Organizing Committees (LOC's) which include representatives of the Member National Governing Body and the host city or region.

Information regarding the expected content of a bid application is available on page 19. However, bidding LOC representatives should familiarize themselves with the following documents when preparing their bid application:

- World Lacrosse Event Hosting and Competition Manual
- Rules of specific discipline are available at [worldlacrosse.sport](http://worldlacrosse.sport)
- WL Policies and Procedures

## BID TIMELINE

The bid process will follow the below timeline.

All submissions are required by 5pm (Mountain Time, USA) on the stated date.

DATE	ACTION
February 2021	Bid guidelines publicized to membership.
March 31, 2021	Bidding nations submit Expression of Interest to enter bidding process for event.
May 28, 2021	Bidding nations submit full bid documentation which will include a draft budget, venue specifications, proposed accommodation etc as requested in this document and in line with the requirements of the World Lacrosse Event Hosting and Competition Manual.
June 2021	WL reviews submissions and conducts individual feedback calls with bidding nations.
June 2021	Candidate presentations with WL and potential for site visits if required.
August 16, 2021	Final documentation submitted.
September 30, 2021	WL Host Announcement.

## ROLES AND RESPONSIBILITIES

The delivery of a successful WL World Championship Event is a collaborative process between World Lacrosse, the LOC including the Member Nation and Host City, and the Competing Teams.

As well as working together to meet the requirements of the event each group has individual responsibilities which are listed below:

### WORLD LACROSSE

- Determine all rules pertaining to the conduct of WL World Championship Events
- Determine the operational protocols pertaining to the conduct of the competition
- Appoint all on-field officials involved in the management of the competition
- Determine and manage team and individual eligibility
- Oversee the team entry and registration process
- Determine the competition schedule for the event
- Advise on technical aspects of the event for example Field of Play, Medical and Anti-Doping
- Oversight of sport competition at event
- Coordination of Awards process
- Support for the marketing and promotion of the event at a global level
- Management of the relationship with the Rights Holder Broadcaster (RHB)



## ROLES AND RESPONSIBILITIES, CON'T.

The LOC will be responsible for overall delivery of the event and for meeting the delivery requirements listed in the World Lacrosse Event Hosting and Competition Manual. This includes, but is not limited to, the areas listed to the right:



### LOC AND HOST MEMBER NATION

- Accommodation and Catering
- Accreditation
- Anti-Doping
- Broadcast
- Event Presentation and Spectator Engagement
- Finance and Legal
- IT and Technical
- Marketing and Promotion
- Media Operations
- Medical
- Rights Delivery
- Safeguarding and Welfare
- Safety and Security
- Sport Services and Competition (Supported by WL)
- Ticketing
- Transport
- Venue Management
- Volunteering/Workforce Operations

### COMPETING NATIONS

- Payment of the event registration fee to WL
- Payment, on invoice, of all participation costs to the event LOC, including the equalization of Officials' costs
- Compliance with timelines relating to registration and the provision of information as detailed by the event LOC and WL as detailed in the WL Event Hosting and Competition Manual
- Compliance with all rules, regulations and policies related to the safe and successful conduct of the game of Lacrosse as determined by WL

## GOVERNANCE

In line with our mission WL is committed to promoting good governance through all areas of the organization and reaches of the sport and this extends to the planning and delivery of WL World Championship Events.

Good governance ensures that organizations operate with transparency, accountability and financial integrity which supports the objective of delivering WL World Championship Events to the highest possible standard.

The bidders will be expected to demonstrate their plans for ensuring the highest standards of governance throughout the planning and delivery of a WL World Championship Event. WL operates within a portfolio of governance documentation and associated event governance requirements are detailed in the WL Event Hosting and Competition Manual.





## FINANCE AND INSURANCE

The organization of any world class international sporting event requires substantial financial investment. The support of municipalities and governments is essential for a successful event and diligent budget management ensures that the event is delivered on-time and within agreed financial parameters.

Bidders are required to demonstrate how it intends to stage a World Class World Championship Event that is of the highest standard whilst making a commercial profit.

The successful bidder will be required to provide an upfront hosting fee for the event and during the bidding process WL will also agree a revenue share model for ticket sales and festival entry fees should a festival be run alongside the Championship. An overview of what WL will pay for is listed in the WL Event Hosting and Competition Manual.

The Manual also provides a template of budget headings which must be used by the bidder to provide WL with the proposed budget for the event.

In the current climate adequate insurance is fundamental when planning a major international sporting event. It is the responsibility of the LOC to ensure that all event related insurances are in place prior to the event and the bid budget must demonstrate the allocation of adequate finance to this important area.



## EVENT DETAIL

The athletes are at the very heart of every WL World Championship Event and bid applications must demonstrate a prospective host's ability to provide the highest standards of facilities and services, enabling teams to perform to the best of their abilities.

Full requirements for a WL World Championship Event are detailed in the WL Event Hosting and Competition Manual and bidders must demonstrate their ability to meet the hosting requirements across a number of areas.

### SPORT COMPETITION AND TRAINING VENUES

The successful bidder will need to provide the best possible platform on which the athletes will perform. The venue should include a Championship Field/Floor, with seating, where at least the semi-finals and finals will be played. The number of other competition fields required will be dependent on the discipline and number of teams in the tournament, but all surfaces, and the provision of facilities such as team benches, scorer's bench etc will need to be of a specific standard as detailed in the WL Event Hosting and Competition Manual and relevant WL Rule Book.

Training facilities, which replicate competition facilities as best possible, will need to be provided.

### COMPETITION FORMAT

The competition format is under review by WL; however, the competition is currently based on a Blue Group Format where the top 5 or 6 teams play together in a single group for the first phase of the tournament. This is to ensure that marquee games take place in the early part of the tournament. The number of teams in The Blue Group is dependent on the total number of teams in the tournament.

The teams who are ranked below the top 5 or 6 are split between the remaining groups through a snake ranking system. The first phase of the tournament is a round robin where teams play all the other teams in their group.

Progression of teams to phase two is dependent on where they finish in their group and the number of teams in the tournament. The schedule is devised by WL in collaboration with the LOC approximately nine months prior to the event.

Each WL World Championship event should be no longer than 10 days in duration.

Full information regarding the competition format is available in the WL Event Hosting and Competition Manual.

### ACCOMMODATION AND TRANSPORT

The bidder must demonstrate the availability of accommodation for a variety of stakeholders across the event. Stakeholder groups include, but are not limited to, the following:

- Team delegations
- Officiating team
- LOC staff and external personnel contracted for the event
- WL staff, representatives, guests and sponsors
- General Assembly (GA) attendees
- Media
- Spectators/fans

The bidder must provide examples of facilities, catering options and pricing structures for a variety of hotel or university accommodation options in the bid submission. Whilst the host is not responsible for paying for the accommodation for all these groups the ability to provide a booking system to manage payment, room allocations and the coordination of meals services must be demonstrated.

The Host is not responsible for providing international travel for any stakeholder groups but must demonstrate how domestic transport from the arrival hub to the accommodation and from accommodation to the competition venue will be operated to ensure timely travel arrangements for designated stakeholder groups.

Details of the accommodation and transport requirements across all stakeholder groups is provided in the WL Event Hosting and Competition Manual.



## OTHER FACILITIES AND SERVICES

Support services such as accreditation, security, medical, technology, event presentation, media and workforce operations and facilities to support the delivery of such services are the responsibility of the Host/LOC. The bidder must demonstrate an understanding of the services and facilities required to stage the event and the processes that will be put in place to ensure seamless delivery of the entire event operation.

### GENERAL ASSEMBLY

The WL General Assembly (GA) is held on an annual basis, generally in conjunction with a WL World Championship and the LOC will make provision for this in collaboration with the WL President.

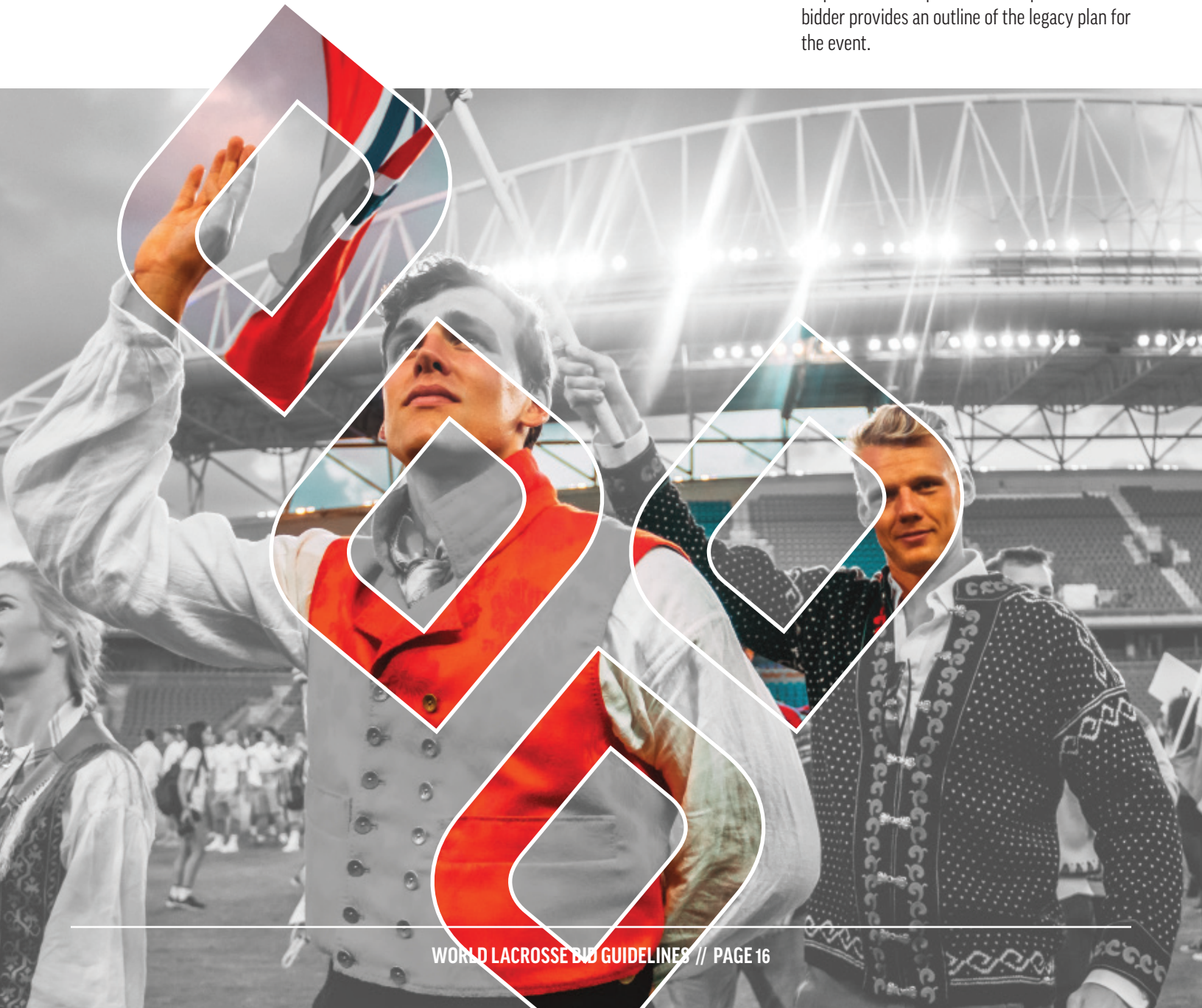
The GA will normally take place in a hotel or conference facility with attached accommodation near the event venue. It is the responsibility of the LOC to provide a suitable location, facilities, and services as detailed in section 7 of the WL Event Hosting and Competition Manual.



## LEGACY AND IMPACT

WL World Championship Events provide a platform to inspire growth and development of lacrosse.

The bidder should demonstrate a plan to utilize the event as a catalyst to grow the game of lacrosse in their community/country. Free player clinics, promotion of existing local programs, or other connections to opportunities to participate for new athletes in the community are ideal but this will be dependent on the objectives of the Host NGB. Consideration should also be given to what will happen with event infrastructure, such as goals or balls following the conclusion of the event. As part of the bid process WL requests that the bidder provides an outline of the legacy plan for the event.





# SPONSORSHIP, MARKETING AND COMMUNICATIONS

## BROADCAST AND NEW MEDIA

Raising the profile and expanding global awareness of lacrosse is a key goal of WL and a high-quality broadcast product (linear, livestream and on-demand) related to WL World Championship Events is central to our expansion strategy.

WL is responsible for negotiating broadcast distribution agreements. Bidders must demonstrate an understanding of local broadcast markets and be capable of delivering a broadcast-quality signal suitable for international distribution.

## MARKETING AND MEDIA PROMOTION

Full stadia and increased awareness of lacrosse are fundamentally important to the success of the event and Bidders will be expected to demonstrate their capability to promote the event and maximize ticket sales locally, nationally and internationally. Engagement with both the lacrosse community and wider sporting networks should be detailed.

## COMMERCIAL RIGHTS AND SPONSORSHIP

The commercial rights for the event will, in the main, be assigned to the successful bidder, although WL reserves the right to pursue sponsorship deals in certain product/service categories related to the event for the benefit of the sport, the organization and the event broadcast distribution partners. Bidders will need to provide information on local sponsorship markets and demonstrate the potential for commercial revenue streams for the event.





# BID SUBMISSION REQUIREMENTS

All bids will be assessed against the following criteria:

## **MOTIVATIONS AND BENEFITS OF HOSTING A WL WORLD CHAMPIONSHIP EVENT FOR HOST COUNTRY, NGB AND WORLD LACROSSE**

- Motivations of host country and NGB
- Benefits for host country and NGB
- Benefits for WL and lacrosse in relation to WL overall objectives
- Sport development and long-term legacy objectives
- GA and hospitality facilities and provisions

## **CAPABILITIES OF HOST NATION/NGB**

- Support from government, city, NGB, venue
- Experience in hosting major international sporting events
- Experience in hosting lacrosse or demonstrated knowledge of the sport at international level
- Proposed organization structure

## **LOCATION AND INFRASTRUCTURE**

- International accessibility—international airport, visa requirements etc
- Host city attractiveness
- Venue and facilities
- Accommodation and transport
- Accreditation, security and safety
- Sustainability

## **FINANCIAL VIABILITY AND COMMERCIAL FEASIBILITY**

- Member nations current financial condition
- Event budget
- Commercial opportunities and projected return
- Legal and insurance

## **MARKETING AND PROMOTION**

- Broadcast
- Event promotion and Ticket sales strategy
- Media support

# BID APPLICATION

WL Member Nations are invited to submit an Expression of Interest by 5pm (Mountain Time, USA) on March 31, 2021.

The Expression of Interest should be a formal letter from the Member Nation confirming their intent to bid for the 2024 World Lacrosse Men's Box World Championship or 2024 World Lacrosse Women's U20 Championship.

The letter should be addressed to:

Director of Events  
World Lacrosse  
1295 Kelly Johnson Blvd, Suite 206  
Colorado Springs 80920, USA

The Expression of Interest letter should include:

- The name of the Member Nation
- The name and signature of the Member President or CEO submitting the bid
- Date of submission
- Contact details for main bid contact

Letters may be sent via post or via email to [info@worldlacrosse.sport](mailto:info@worldlacrosse.sport) and marked FAO Director of Events and must arrive prior to the date and time listed above. Details for full bid submissions will be provided on receipt of an Expression of Interest from the Member Nation.











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