



2027 SIXES CHAMPIONSHIPS
HOST CITY BID INFORMATION



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THANK YOU FOR YOUR INTEREST IN WORLD LACROSSE AND OUR WORLD CHAMPIONSHIP EVENTS

The “fastest game on two feet” is also one of the fastest growing in the world, with more than 1.1 million registered athletes across all five International Olympic Committee-recognized continental regions. Millions more play recreationally, and participation by boys/men and girls/women is nearly equal.

WL has 92 member countries, having welcomed nearly 20 new National Governing Bodies since the beginning of 2022 from five continents. The past decade has seen a near doubling of membership with 43 nations formalizing their participation in the sport.

Major strides by professional lacrosse leagues have also contributed to the sport’s popularity, as it attracts wider online audiences and more spectators to live events globally.

Now, that growth is expected to further accelerate as lacrosse returns to the Olympic stage for the first time in 120 years, having been confirmed for the program of the 2028 Games in Los Angeles.

WL holds six world championship events on a quadrennial basis:

- **Men’s Championship**
- **Women’s Championship**
- **Men’s U20 Championship**
- **Women’s U20 Championship**
- **Box Championships (men + women)**
- **Sixes Championships (men + women)**

As the owners of all world championship events, WL grants hosting rights to cities and NGBs through a bidding process. WL considers this opportunity a partnership between the host city, NGB, venue and World Lacrosse. Each stakeholder has its part to play in delivering each world-class event, and ensuring a fair and consistent competition for athletes, a memorable and enjoyable fan experience, a positive impact to the host city and NGB, and a sport legacy that expands access to lacrosse and its benefits across the local region.

As a city or organization 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 sport. You have an opportunity to showcase your city and region not only to the 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 digitally 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, around the world and in your community.

We hope you find our bid guidelines helpful as you consider your interest in hosting a World Lacrosse championship. We greatly appreciate all that you and your community do to advance opportunities for sport.

Kind regards,



Jim Scherr
Chief Executive Officer

WE ARE LACROSSE

92 NATIONAL GOVERNING BODIES

1.1M REGISTERED ATHLETES

3,000 YOUTH PROGRAMS

1,600 UNIVERSITY PROGRAMS



WHY LACROSSE?



GLOBAL GROWTH

The sport is enjoying amazing growth and popularity around the world, among athletes and fans of all ages, especially Gen Z. The popularity of lacrosse is boosted both by its approachability to players and its appeal to spectators.



INCLUSION

Lacrosse lives the values most important to today's athletes and fans, with a sacred history rooted in equity, inclusion and sustainability.



GENDER EQUITY

Lacrosse stands at the forefront of gender equity, international expansion and minority inclusion.

In contrast to the majority of sports, the women's international lacrosse federation was formed prior to the men's, then the two merged to form World Lacrosse. Today, we are one of a small group of federations with a woman president.



SPIRITUAL ROOTS

Originated by Native American tribes more than a century ago and played for training, recreation and healing, the "Medicine Game" symbolizes a spiritual ritual to honor, heal and celebrate individuals and to bring communities together.

This healing extends to lacrosse's respect for the earth; sustainability is part of the sport's DNA.

welcome to
A NEW ERA

Lacrosse is being welcomed back to the Olympics as a medal sport for the first time in 120 years, under the exciting sixes discipline. The sport is entering a new era, defined by pivotal growth, a popularity boom and next-generation thinking.



HOST CITY OPPORTUNITY

World Lacrosse is currently accepting bids for the 2027 World Lacrosse Sixes Championships (men + women), to be hosted in the September to November timeframe. It will be the first edition of the major global event, and will serve as the primary 2028 Olympic qualifier for the sport.



WORLD LACROSSE

SIXES
CHAMPIONSHIPS

2027

HOST CITY BENEFITS

Hosting a World Lacrosse championship brings a range of benefits to the host city partner and National Governing Body, including direct revenue and taxes from venue rental, hotels, food and beverage, transportation, and other related services; increased visitation and spend from event attendees and teams; and media coverage and exposure via digital channels and television.

Overall, a host city can realize tens of millions USD in economic impact from hosting a lacrosse world

championship, including hotel, restaurant and other direct consumer spending for the event.

The economic, marketing and community benefits result from collaborative and supportive commitment from World Lacrosse to work closely with the NGB and Local Organizing Committee to deliver a high quality, well-publicized and well-attended event in your city. The following pages outline these benefits.



HOST CITY BENEFITS

WORLD LACROSSE INVESTMENT AND SUPPORT SERVICES

The delivery of a successful World Lacrosse championship is a collaborative process between World Lacrosse, the Local Organizing Committee (including the National Governing Body and host city) and the competing teams.

As well as working together to meet the requirements of the event, World Lacrosse will fulfill the following responsibilities:

- Determine all rules and operational protocols
- Appoint all on-field officials
- Determine and manage team and individual eligibility
- Oversee the team entry and registration process
- Set the competition schedule
- Advise on technical aspects
- Oversee sport competition
- Coordinate awards program
- Support marketing and promotion at a global level
- Manage relationship with the Rights Holding Broadcaster
- Deliver world championship website



33 MILLION

FANS WORLDWIDE

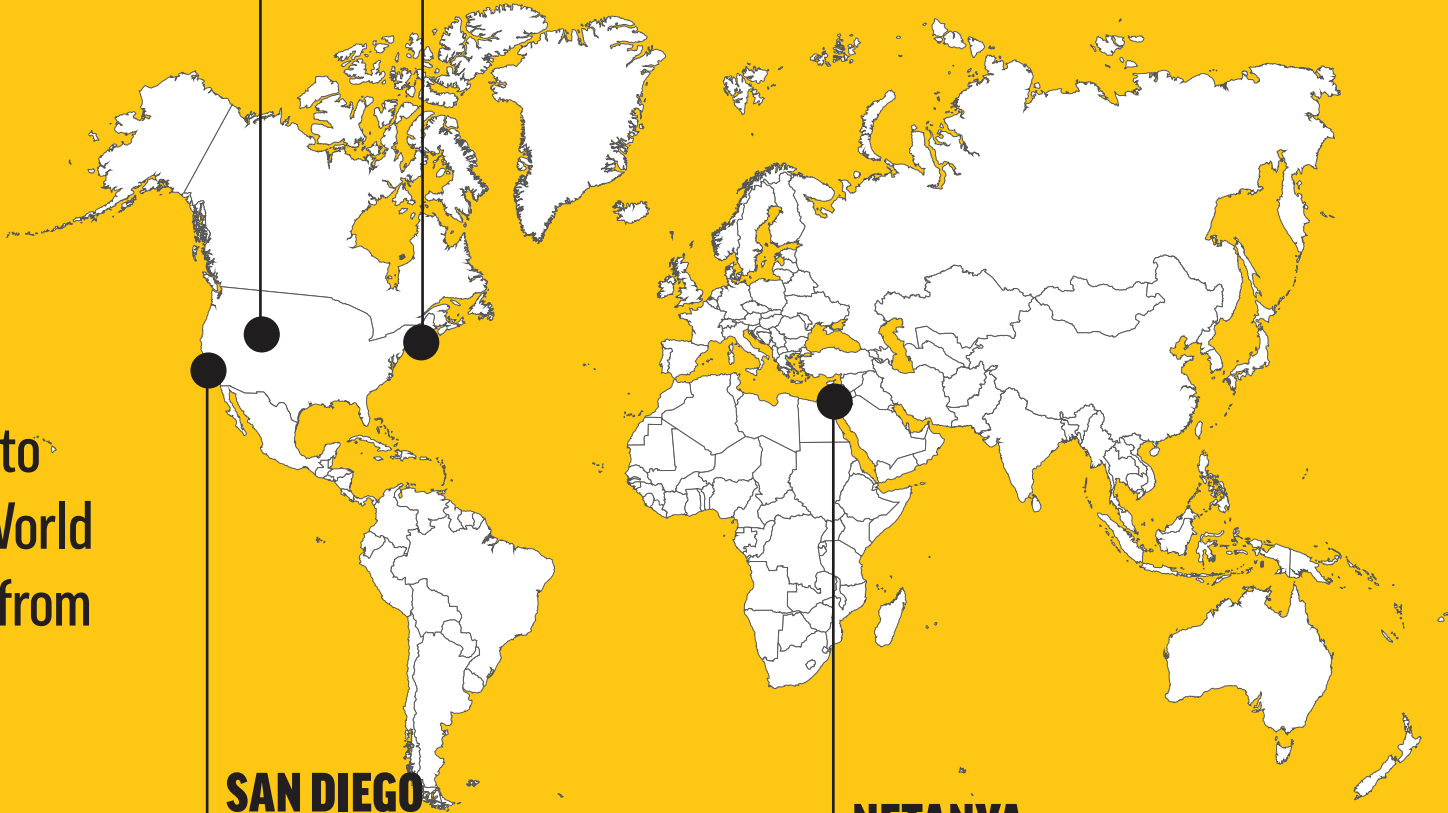
HOST CITY BENEFITS

SPECTATORS

In addition to the direct investment related to bringing players and staff to the host city, World Lacrosse championships attract spectators from across our passionate fan base.

DENVER
2014 MEN'S CHAMPIONSHIP
69,695 TICKETS SOLD

TOWSON
2022 WOMEN'S CHAMPIONSHIP
27,953 TICKETS SOLD



SAN DIEGO
2023 MEN'S CHAMPIONSHIP
82,000 TOTAL ATTENDANCE

NETANYA
2018 MEN'S CHAMPIONSHIP
55,000 TOTAL ATTENDANCE
70% TRAVELING OUTSIDE OF ISRAEL

HOST CITY BENEFITS

MEDIA EXPOSURE

World Lacrosse championship host cities benefit from the increasing popularity of lacrosse across all media channels, including wide global media coverage. The host city can expect to receive significant positive media impressions through these platforms and across social media ahead of and during the events.





2023 TELEVISION METRICS

24.4 MILLION

A total of 24.4M minutes were viewed digitally in the U.S. of the 2023 World Lacrosse Men's Championship, representing an increase of 289 percent from the 2022 World Lacrosse Women's Championship. The gold medal game set a viewership record for WL with 196K total U.S. viewers (up 47 percent from 2022 WLWC).



2023 WEBSITE METRICS

699K

USERS (151% INCREASE)

2M

PAGE VIEWS (207% INCREASE)

2023 SOCIAL MEDIA METRICS

66%

CHANNEL GROWTH

35M

IMPRESSIONS (103% INCREASE)

1.8M

ENGAGEMENTS (106% INCREASE)

7.7M

VIDEO VIEWS (144% INCREASE)

**Compared to 2022*

ECONOMIC IMPACT EXAMPLES

2018 WL MEN'S CHAMPIONSHIP (NETANYA, ISRAEL)

\$38.7 MILLION DIRECT SPENDING

\$77.2 MILLION OVERALL IMPACT

2022 WL WOMEN'S CHAMPIONSHIP (TOWSON, MARYLAND, USA)

\$12.3 MILLION DIRECT SPENDING

\$18.4 MILLION OVERALL IMPACT

2022 WL MEN'S U20 WORLD CHAMPIONSHIPS (LIMERICK, IRELAND)

\$7.5 MILLION DIRECT SPENDING

**OVERALL ECONOMIC IMPACT =
Direct Spending + Indirect Spending**

- Hotels/Housing
- Restaurant Food/Drink
- Shopping
- Merchandise
- Gas/Transportation
- Entertainment
- Tickets
- Parking



HOST CITY BENEFITS

AFFILIATED EVENTS

Hosting affiliated events is a fantastic opportunity for host cities to increase the economic impact of a championship while also deepening community impact and improving the overall visitor experience.

World Lacrosse will work with a host city to identify event types and scale that best fit the host city's goals and infrastructure. The most common event affiliated with a

world championship is a festival with teams from around the region and/or world that attend the championship while also participating in a competitive event. The festival provides an additional opportunity to raise awareness of the sport and sell tickets to watch the event.

The size of the festival is dependent on the available facilities near the championship venue.



SAMPLE FESTIVAL SCALE

12 250 6,250

FIELDS

TEAMS

PARTICIPANTS

HOST CITY BENEFITS

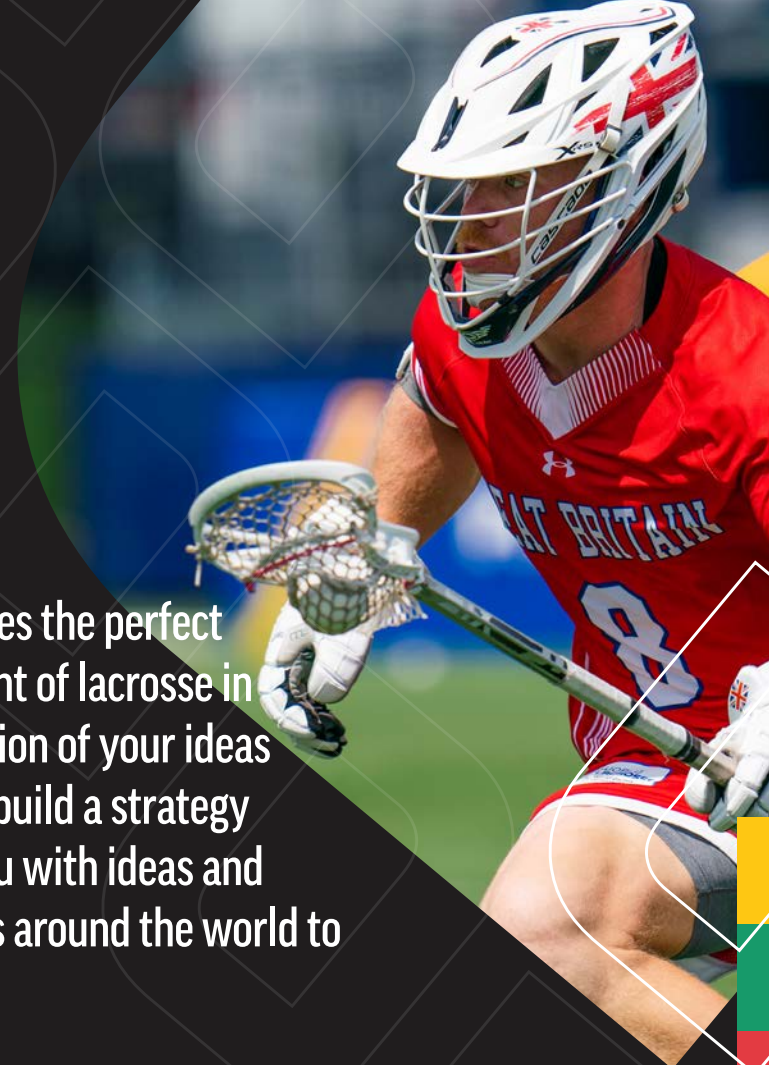
LEGACY

Creating a real sporting legacy can also result from hosting a successful international World Lacrosse event.

One of the most valued benefits of hosting is the legacy that comes from increased community engagement, local school engagement and overall local participation (athletes/coaches/officials). These elements often result in new lacrosse programs for youth and increased partnership opportunities for host cities and community groups.

Hosting a World Lacrosse event provides the perfect platform for promoting the development of lacrosse in your city, providing a concrete translation of your ideas and plans. WL can support you as you build a strategy to develop lacrosse; we can provide you with ideas and benchmarks from successful initiatives around the world to help you reach your goals.

We share the same target: to develop lacrosse and benefit the citizens of your city through increased engagement in sport!





ARE YOU READY?

HOST CITY REQUIREMENTS

Are you ready to take the next step toward becoming a World Lacrosse championship host city?

Awesome! Let's get started with all the info you'll need to submit a winning bid proposal.

The following pages provide a wealth of information to help you in completing the online bid application. These resources provide answers to the most common questions raised by potential host cities.



REQUIREMENTS

PARTNERSHIP STARTS NOW

Hosting a world championship is a collaborative process, and our goal is to be a valued partner, starting right now. Don't hesitate to reach out directly with any questions or to discuss potential ideas or concerns you might have. We welcome the opportunity to speak to future partners about how we can make our championship events successful and mutually beneficial.

RESOURCE LIBRARY

Bidding groups should familiarize themselves with the following documents:

-
- [World Lacrosse Event Hosting and Competition Manual](#)
 - [World Lacrosse Event Host Medical Manual](#)
 - [World Lacrosse Sustainable Event Best Practices](#)
 - [World Lacrosse Playing Rules](#)
 - [World Lacrosse Policies and Procedures](#)
 - [World Lacrosse Brand Guidelines](#)

BID TIMELINE



All submissions are required by 5 p.m. U.S. Eastern Time on the stated date.

CRITERIA/BID EVALUATION

World Lacrosse seeks to create a unique experience for its constituents and fans when awarding its championship events.

WL is seeking an overall experience blending all the elements that make a bid and championship memorable and impactful for all participants, especially the athletes, and one that most benefits the local host and World Lacrosse.

All elements of the championship must be developed in a coherent and integrated manner with a management and delivery approach consistent with the World Lacrosse Event Hosting and Competition Manual.

The following criteria are utilized in World Lacrosse's evaluation of bids:

- Overall Concept
- Championship Venue
- Location/Environment
- Finance
- Delivery
- Travel/Airport
- Accommodations
- Marketing
- Sponsorship/Media Rights
- Games Safety/Security/Medical Services
- Sustainability
- Legacy

BID APPLICATION INSTRUCTIONS

- Expressions of Interest should be submitted using the link below
- Following the submission of the Expression of Interest, the Bid Application will be shared via email to be completed and submitted electronically along with any supporting documentation
- All documents must be in English, and budgets presented in USD
- Bids are evaluated on substance and content
- Bid cities may propose single or multi-year hosting agreements
- Enhancements and/or adjustments to bid proposals are welcome for discussion and consideration

[**CLICK HERE TO START THE BID PROCESS**](#)



CONTACT

KIM ROGERS

Director of Events

krogers@worldlacrosse.sport