



WORLD
LACROSSE
TM

CEO ANNUAL REPORT

1. STATE OF SPORT

WORLD EVENTS



THE WORLD GAMES 
2025 CHENGDU



WORLD LACROSSE
MEN'S U20
CHAMPIONSHIP
JEJU 2025

WORLD EVENTS // TWG

BY THE NUMBERS



5 DAYS



8 TEAMS



18 GAMES



1 FIELD



96 ATHLETES



50 TEAM STAFF



16 OFFICIALS

WORLD EVENTS // TWG

HIGHLIGHTS

- First USA gold in TWG sixes
- Australia's thrilling overtime victory versus Japan in the bronze medal game
- Evolution / maturation of sixes discipline





THE WORLD GAMES
2025 CHENGDU



WORLD EVENTS // TWG

TOTAL POSTS: 651

SOCIAL

*Compared to
2022, when both
men and women
competed.*

447K



Engagements
+216%

5.0M



Video Views
+612%

16.8M



Impressions
+865%

2.6K



Growth
+68%



WORLD EVENTS // TWG

TOTAL POSTS: 29

WEB

*Compared to
2022, when both
men and women
competed.*

156K



Page Views

+183%

42.4K



Users

625K



Search Impressions



WORLD EVENTS // WLMU20C

BY THE NUMBERS



10 DAYS



19 TEAMS



57 GAMES



2 FIELDS



417 ATHLETES



135 TEAM STAFF



47 OFFICIALS

WORLD EVENTS // WLMU20C

HIGHLIGHTS

- First WL championship in Korea
- First gold medal for Canada
- First bronze for Australia since 2003
- Eight teams with placement improvements from 2022:
Canada (2nd → 1st), Australia (4th → 3rd), Puerto Rico (8th → 6th), Jamaica (9th → 8th), Netherlands (13th → 11th), Korea (16th → 14th), China (17th → 16th), Chinese Taipei (23rd → 18th)





WORLD LACROSSE
MEN'S U20
CHAMPIONSHIP
JEJU 2025

WORLD EVENTS // WLMU20C

TOTAL POSTS: 1,721

SOCIAL

Compared to
2024 WLWU20C +
2022 WLMU21C

1.4M



Engagements

+83% / +675%

11.9M



Video Views

+26% / +1250%

51.6M



Impressions

+71% / +1274%

14.6K



Growth

+110% / +178%



WORLD EVENTS // WLMU20C

TOTAL POSTS: 83

WEB

Compared to
2024 WLWU20C +
2022 WLMU21C

877K



Page Views
+81% / +1115%

138K



Users
+42% / +507%

1.7M



Search Impressions



WORLD EVENTS // WLMU20C

WL TV

53K



Plays

1.3M



Minutes



WORLD EVENTS // QUALIFIERS

WL implemented a set of standards/requirements and provided support to improve consistency and help elevate the events

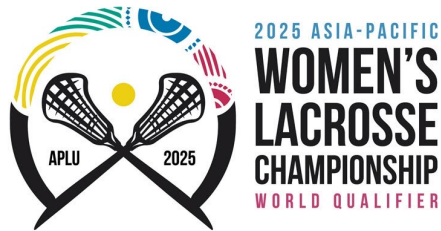
2025 Events

- Asia-Pacific Women's Lacrosse Championship
 - January 6-11 // Sunshine Coast, Australia
 - 8 teams // Four DI qualifiers, four DII qualifiers
- Pan-American Women's Lacrosse Championship
 - June 26-30 // Auburndale, USA
 - 8 teams // Five DI qualifiers, three DII qualifiers
- European Men's Lacrosse Championship
 - July 9-19 // Wroclaw, Poland
 - 19 teams // Seven DI qualifiers, 9 DII qualifiers



WORLD EVENTS // QUALIFIERS

SOCIAL



4.9M Impressions
2.5M Video Views
138K Engagements



4.6M Impressions
3M Video Views
165K Engagements



7.3M Impressions
5.3M Video Views
157K Engagements

WORLD EVENTS // FUTURE HOSTS



WORLD LACROSSE
**WOMEN'S
CHAMPIONSHIP**
WROCLAW 2026
DIVISION II



WORLD LACROSSE
**SIXES
CHAMPIONSHIPS**
2027



WORLD LACROSSE
**MEN'S
CHAMPIONSHIP**
WROCLAW 2027
DIVISION II

RFP

2028 WLBC
2029 WLWU20C
2029 WLMU20C

OLYMPICS // LA28

- Venue: Exposition Park Stadium (BMO Stadium – LAFC)
- Quotas: 6 teams per gender, 11 athletes per team
- Competition Format: 5 days of round robin + 1 day of medals
- Schedule: June 24-28: 2 sessions of 3 round robin games
June 29: 2 sessions of 2 medal games
- Lacrosse Sport Manager: Jeff Steffen
- Other: Event Venue Brief development, accommodation request
- Planning Meetings: IF Transition Seminar (January),
official IF site visit (November), ORIS workshop (November)

PLANNING + DELIVERY

LACROSSE SCHEDULE
OLYMPIC GAMES LOS ANGELES 2028

MON	TUE	WED	THU	FRI	SAT
24	25	26	27	28	29
MEN'S ROUND ROBIN 12-3 PM				MEN'S MEDALS 1:30-4 PM	
WOMEN'S ROUND ROBIN 7-10 PM				WOMEN'S MEDALS 8:30-11 PM	

EXPOSITION PARK STADIUM, LA

WORLD LACROSSE

OLYMPICS // LA28

QUALIFICATION

- Qualification structure drafted by WL in close coordination with the IOC, with input and endorsement from the WL Competition Committee
- Member webinars on November 12 – no adverse feedback
- To be finalized with IOC staff by next month for final approval at the IOC Executive Board meeting in late January/early February 2026

OLYMPICS // LA28

QUALIFICATION

1

Continental Championships/Qualifiers

May 1-November 30, 2026

16 M/W teams qualify → WLSC

2

World Lacrosse Sixes Championships

October/November 2027

5 M/W teams qualify → LA28

6 M/W teams qualify →

*Final Olympic Qualifying
Tournament*

3

Final Olympic Qualifying Tournament

March/April 2028

1 M/W team qualifies → LA28

OLYMPICS // BRISBANE 2032

OCOG-PROPOSED SPORTS PROCESS

- Two-stage approach; now to be informed by the IOC's new Fit for the Future process
- Brisbane 2032 in process of evaluating all relevant IFs through December 31, 2025
- Brisbane 2032 may select IFs from this analysis, if so, selected sports will be invited to present a formal submission for inclusion in early 2026
- Submissions will be reviewed and analyzed by Brisbane 2032 and any sports recommended for inclusion will be submitted to the IOC for nomination by mid-2026
- Sports nominated to the IOC will go to the IOC Programme Commission, IOC Executive Board, and finally, the IOC Session in late 2026 for confirmation

OLYMPICS // BRISBANE 2032

KEY ACCOMPLISHMENTS

- World Lacrosse x Lacrosse Australia partnership
 1. Grow participation
 2. Increase visibility
 3. Maximize Olympic impact
 4. Boost competitiveness
 5. Secure partnerships
 6. Build management capabilities
- Meetings with Brisbane 2032
- Exploration of partnership with IFAF/NFL (flag football)





DIGITAL MEDIA // SOCIAL

January-October 2025;
Compared to 2024

3.5M



Engagements

+16%

40.9M



Video Views

-17%

*Decline attributed to only one
world championship (men's U20);
TWG video use restricted*

122M



Impressions

+25%

42K



Growth

+31%

DIGITAL MEDIA // WEB

January-October 2025

2M



Page Views

450K



Users

11.4M



Search Impressions

Tracking to be consistent with past years, with increase in Search Impressions

REVENUE GENERATION // PARTNERSHIPS

PLATFORM DEVELOPMENT: Developing and refining a sponsorship asset portfolio and actively introducing WL's partnership platform to major global brands aligned with WL athletes, fans and values

NEW PARTNERS: Secured new category partnerships including an official ticketing and hospitality provider, a printing and signage partner and the Official Ball of World Lacrosse (all to be officially announced soon)

EQUIPMENT ALLIANCE: Building the WL Equipment Manufacturers Alliance (slated to launch in 2026) with leading endemic brands to strengthen supply relationships and global access to equipment

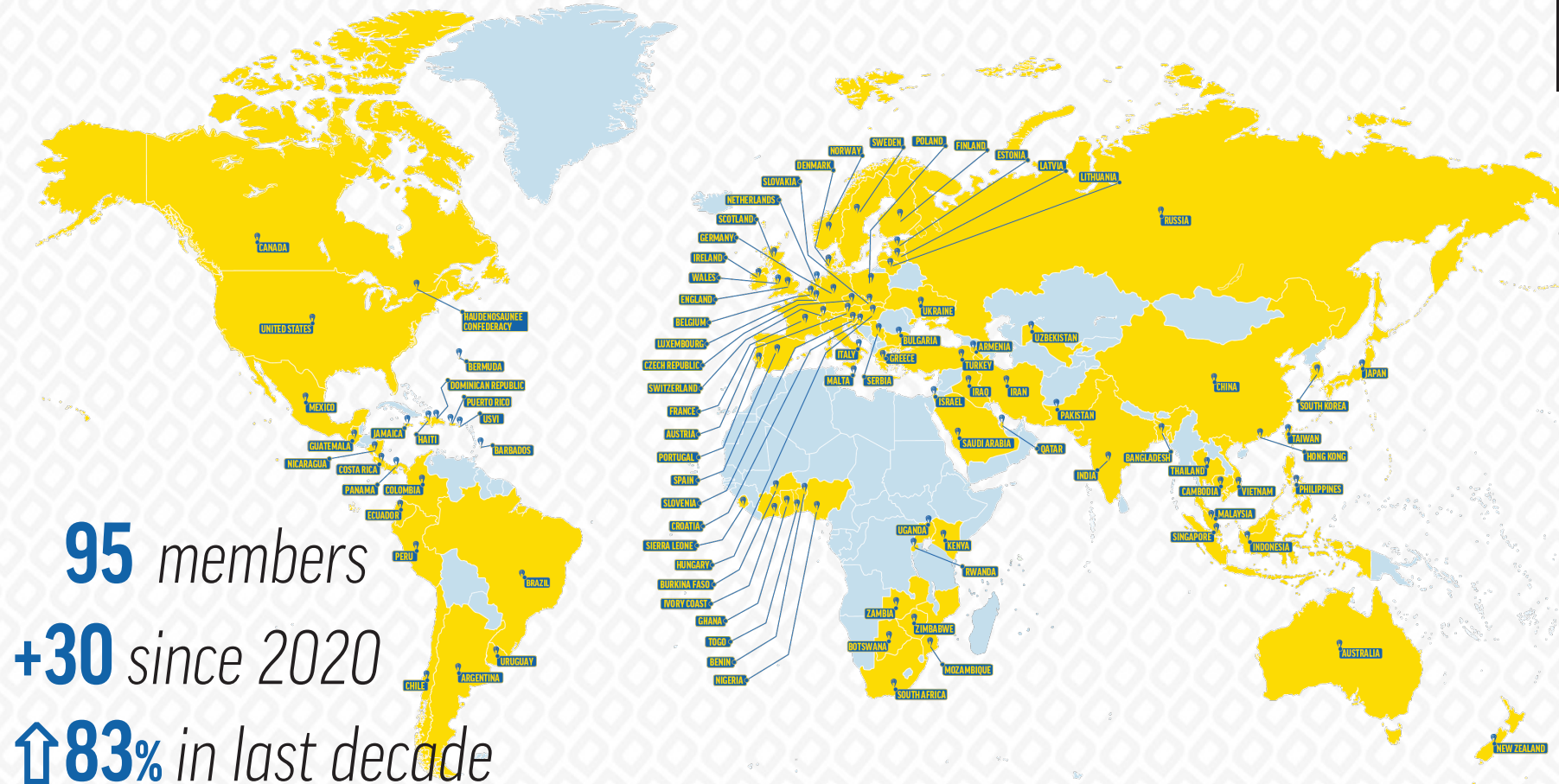
REVENUE GENERATION // FUNDRAISING



Advancing plans to establish the World Lacrosse Foundation, a dedicated 501(c)(3) philanthropic entity designed to generate sustainable revenue and advance WL's mission

- Developing core infrastructure including governance documents, board recruitment and implementation of essential tools and technologies
- Exploring the feasibility of a global fundraising campaign that leverages the excitement of Olympic inclusion to galvanize support and resources for the sport's continued worldwide growth

DEVELOPMENT // MEMBERSHIP GROWTH



**NEW
FULL MEMBERS**



Cote d'Ivoire



Pakistan



Portugal

55

**NEW
MEMBERS**



Armenia



Bangladesh




Iraq

40

TOTAL

DEVELOPMENT // NOC RECOGNITION

36  24

COMPLETE

IN PROGRESS

NOC Recognition

By WL Members

DEVELOPMENT // OFFICIATING PROGRAM (YTD)

118

New Certified WL Officials

+54%



Box: **36** (+71%)

Men's Field: **21** (+24%)

Women's Field: **25** (+49%)

Sixes: **36** (+138%)

DEVELOPMENT // MEMBER SUPPORT



DEVELOPMENT // SAFEGUARDING

100%

Compliance (teams/officials)
2025 WLMU20C



1,121

Users Completed
FREE TRAINING

WL
SIXES
LEAGUE

49

2. 2025-28 STRATEGIC PLAN

VISION

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

VALUES

Teamwork
Passion
Respect
Integrity
Friendship
Inclusiveness

MISSION

Positively impact the lives of participants and communities by leading, promoting and developing the sport of lacrosse globally.

CORE STRATEGIES + OBJECTIVES

GROW

participation and popularity of lacrosse globally

- ✓ Increase the number of WL members
- ✓ Assist members in increasing national participation + improving all programming
- ✓ Drive global brand awareness + expanded digital media reach for WL
- ✓ Continue the development + expansion of sixes

LEAD

the sport and support WL members

- ✓ Improve the core competencies of WL, its members + management
- ✓ Attain best-in-world standard for professional IF governance
- ✓ Strengthen standing within the Olympic Movement
- ✓ Reduce competitive gaps via development opportunities + funding
- ✓ Become a recognized leader in sustainable development

SUSTAIN

the sport via increased resources

- ✓ Develop current + new events to be commercially successful
- ✓ Build a commercial partnership program
- ✓ Attract supporters + raise funds through private donations, foundations + grants
- ✓ Launch an aggressive merchandise + licensing program

MAXIMIZE

the opportunity of lacrosse's inclusion in LA28

- ✓ Gain inclusion for Brisbane 2032
- ✓ Pursue and gain inclusion of sixes in additional multisport events
- ✓ Significantly increase global fanbase

2025 GOALS + STATUS

1
Progress LA28
lacrosse competition

2
Position lacrosse for
inclusion in Brisbane 2032

3
Generate revenue

4
Increase lacrosse
participation, focusing
outside of North America

5
Advance sixes

6
Enhance brand
and expand fanbase

7
Improve the WL
championship model

2026 GOALS

1
Progress LA28
lacrosse competition

2
If shortlisted, present best
case for inclusion in
Brisbane 2032

3
Generate sustainable and
diversified revenue streams

4
Increase lacrosse
participation, focusing
outside of North America

5
Advance sixes

6
Enhance brand
and expand fanbase

7
Improve the WL
championship model



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