

TRUELACROSSE.COM

2023 AT A GLANCE

# TRUE LACROSSE

*The Nation's Premier Youth and High School Lacrosse Training Program*





# #3 RANKED PROGRAM IN THE COUNTRY

*as ranked by US Club Lacrosse*

True Lacrosse bridges the gap between elite instruction and accessibility. With the largest club lacrosse footprint in the country, finding advanced training in a convenient location has never been easier - in fact, it's never been done at all... Until now.

**100+**

*Full-time Coaches & Directors*

**220+**

*Available Programs*

**100+**

*Annual Hours of Training*



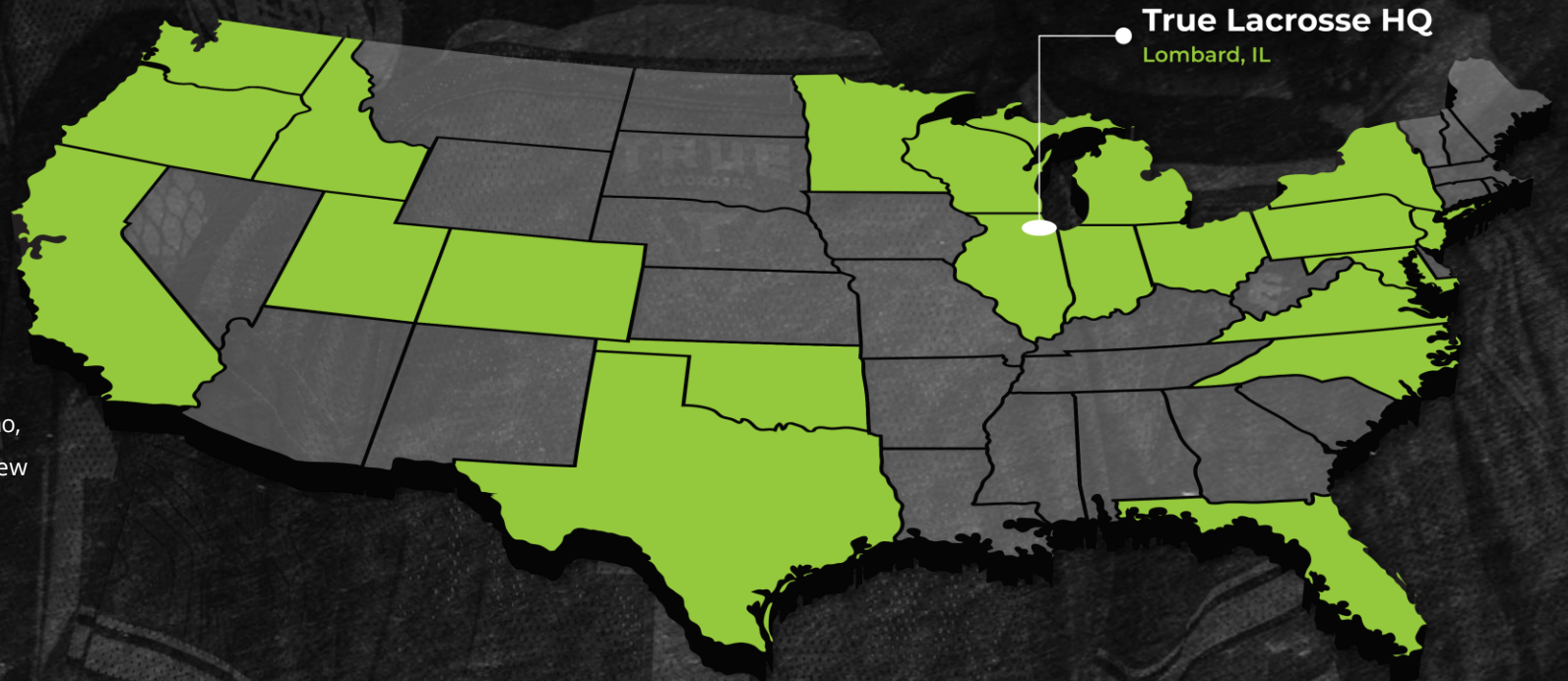


# A NATIONWIDE FOOTPRINT

**220+** Programs  
**20** States

Teams offered in California, Colorado, Florida, Idaho, Illinois, Indiana, Maryland, Michigan, Minnesota, New Jersey, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Texas, Utah, Virginia, Washington State, Washington DC, and Wisconsin.

True Lacrosse Operated Facilities in Illinois, Minnesota, Michigan, and Maryland.





# 3 LEVELS OF PLAY



## REGIONAL PROGRAMS

Foundational – Beginner friendly, year-round training and tournament play for age groups U8 – High School.



## STATE TEAMS

Advanced – Take your game to the next level with hand-selected teams of your state's premier talent.



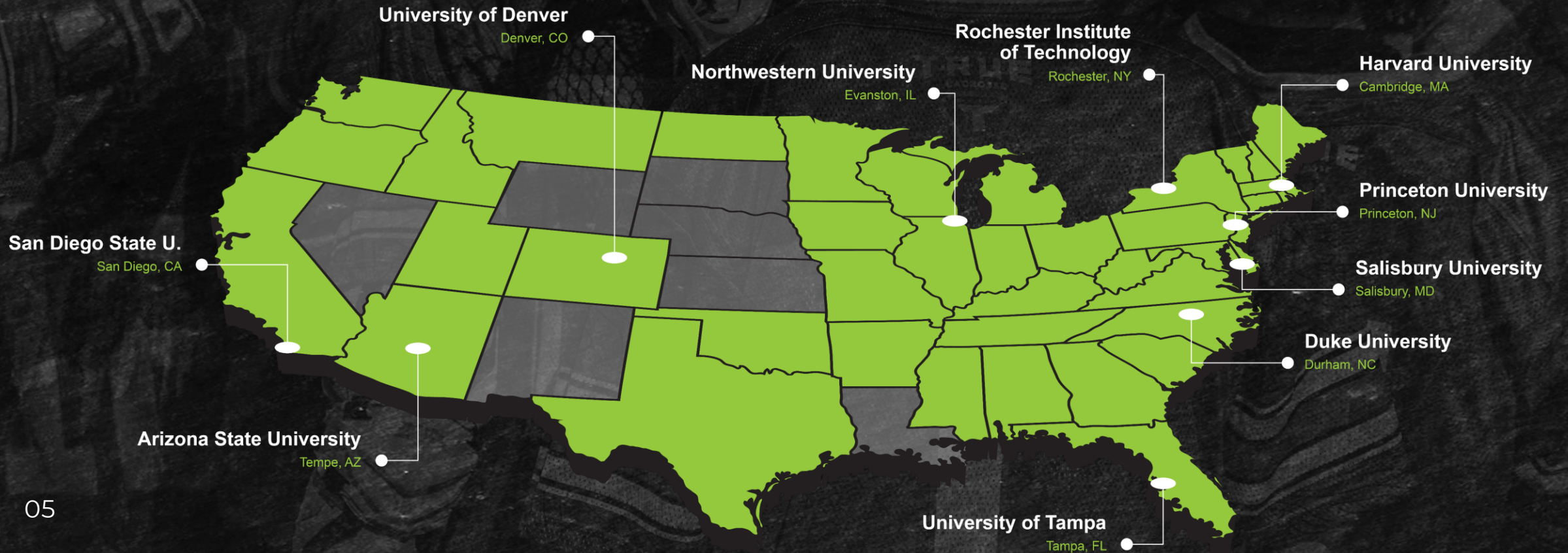
## NATIONAL TEAMS

Elite – The nation's top athletes compete in the most prestigious and competitive events of the year and are at the forefront of the college recruiting landscape.



# 2500+ NCAA COLLEGE COMMITMENTS

Since our inception in 2008, True Lacrosse has sent over 2,500 players onto collegiate lacrosse programs. From Harvard to San Diego State, True Lacrosse Alumni have played at every Division I Men's Lacrosse Program, almost every Division I Women's Lacrosse Program, and countless Division II, III, and Club Programs.





# TRUE ADVANTAGE



## **Student First**

*Athlete second* – Our student resources include recruiting and academic advisors to help stay on course with homework and footwork.



## **Local Mindset**

*A team near you* – Our programs are conveniently and thoughtfully located to make the commute a non-factor.



## **Train More**

*Reps, reps, reps* – Teams. Private lessons. Clinics. Showcases. We flat-out train and compete more than any program around.





# TRUE EVENT CIRCUIT

In addition to the number of premier tournaments that our teams attend, True Lacrosse hosts some of the sport's most sought after and visible events of the year.



Check out our events below!







## OUR INFRASTRUCTURE

With a headquarters just outside of Chicago, and facilities and training locations around the country, we've got a footprint in every region. With thousands of student-athletes around the country, we've got the dedicated staff to make sure that tournament season is also no-stress season.

- Full Time Program Directors for Every State
- National Network of Coaches
- Travel and Operations Coordinators
- Academic Advising
- Health and Wellness Partnerships
- Recruiting Advisors
- Full Time Media Crew



# STRATEGIC PARTNERSHIPS

## ✓ Partnering with True Lacrosse

Our network of professional relationships helps us provide our players and their families with the necessary tools to be successful in all ways that club lacrosse intersects with life.

## + Some of Our Current Partners

LAX.COM

ELEVATE

XODOREX ATHLETIX

SummerSkates



GC

GAMECHANGER™ BY DICK'S SPORTING GOODS

EVERY SEASON STARTS AT DICK'S SPORTING GOODS.



GAME ON

HEADCHECK HEALTH

FMZ



# TRUE LACROSSE REFERRAL PROGRAM

*Give Lacrosse, Get Lacrosse*

At True Lacrosse, We're committed to growing the sport and we want to share the love! Visit our website to find out more about how it pays to play with our new referral program.







# GROWING THE GAME THROUGH CONTENT

Our media team and our national network of freelance content creators capture the biggest plays, on the biggest stages. Our robust social media presence drives awareness to our players on a national scale – setting them up for success post high school.

Followers<sup>1</sup>

150k+

Subscribers<sup>2</sup>

180k+

Impressions

5M+

1. Total number of followers across all True Lacrosse social media accounts.

2. Total number of email addresses registered to receive marketing materials in the True Lacrosse database. Emails sent from True Lacrosse average about a 42% open rate.





# THE TRUE BENEFIT

*- in a nutshell.*

True Lacrosse provides the nation's highest level youth lacrosse training, paired with a commitment to the development of our players both on and off the field. Our teams, coaches, and college recruiting coordinators foster our player's lacrosse journey with an expert approach.



*Find Your Program Today*

Visit us at [Truelacrosse.com](https://www.truelacrosse.com)



# TRUE DIRECTORY



**Mike Gabel**  
Co-Owner & Founder



**Jake Deane**  
Co-Owner & Founder

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<b>Girls National</b>	Suzanne Rich - <a href="mailto:srich@truelacrosse.com">srich@truelacrosse.com</a> Erin Helmold - <a href="mailto:ehelmold@truelacrosse.com">ehelmold@truelacrosse.com</a>
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