The Pacific Coast Shootout

Get in the game.
Sixth Annual Pacific Coast Shootout

Notre Dame vs. Denver

Saturday, March 9   7:00 PM (PST)   Orange Coast College - Costa Mesa, CA
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Levels of Investment

<table>
<thead>
<tr>
<th>Amount</th>
<th>Sponsorship</th>
<th>Page</th>
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<tbody>
<tr>
<td>$30,000</td>
<td>Title Sponsor</td>
<td>6</td>
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<tr>
<td>$7,500</td>
<td>Gold Level Sponsorship</td>
<td>7</td>
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<tr>
<td>$5,000</td>
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<td>$3,500</td>
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<td>$2,500</td>
<td>Silver Level Sponsorship</td>
<td>9</td>
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<td>$2,500</td>
<td>Event Patron</td>
<td>10</td>
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<tr>
<td>$1,500</td>
<td>Team Meal Patron</td>
<td>11</td>
</tr>
<tr>
<td>$800</td>
<td>Table Host - Denver Dinner</td>
<td>12</td>
</tr>
<tr>
<td>$800</td>
<td>Table Host - ND Dinner</td>
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On Saturday, March 5, 2016, Notre Dame (ACC) returned to the Shootout as the nation’s top-ranked team. The Fighting Irish outlasted 8th-ranked Maryland (Big Ten), pulling away in the fourth quarter to win 9-4, in front of a sold-out crowd at LeBard Stadium (6,970). The Terrapins, making their second straight appearance in the Shootout, moved on to play North Carolina in the 2016 NCAA Division I National Championship Game, which the Tar Heels won 14-13.

On Saturday, March 11, 2017, Cornell (Ivy League) and Virginia (ACC) squared off in what may have been one of the most entertaining and exciting games in college lacrosse history. 37 total goals, 24 in the second half. Virginia scored nine times in the third quarter. The Cavaliers and Big Red each scored in the last 15 seconds. Zed Williams scored the game-winning goal 1:19 into the overtime period to lift Virginia over Cornell in front of more than 6,000 fans at LeBard Stadium.

On March 8, 2014, Denver (Big East) and Notre Dame (ACC), two of the nation’s premier NCAA Division I lacrosse powers, played in the inaugural Pacific Coast Shootout in front of nearly 6,000 fans at LeBard Stadium on the campus of Orange Coast College. The Pioneers defeated the Fighting Irish 10-7. Both teams went on to play in the 2014 NCAA Final Four.

On Saturday, March 21, 2015, North Carolina (ACC) and Maryland (Big Ten), two of the most storied programs in college lacrosse, met in the second annual Shootout. The Terrapins upended the Tar Heels 10-8 before a crowd of 6,785 at Santa Ana Stadium. Maryland went on to represent the Shootout and the Big Ten in the 2015 NCAA Division I National Championship Game against Denver.

On Saturday, March 5, 2016, Notre Dame (ACC) returned to the Shootout as the nation’s top-ranked team. The Fighting Irish outlasted 8th-ranked Maryland (Big Ten), pulling away in the fourth quarter to win 9-4, in front of a sold-out crowd at LeBard Stadium (6,970). The Terrapins, making their second straight appearance in the Shootout, moved on to play North Carolina in the 2016 NCAA Division I National Championship Game, which the Tar Heels won 14-13.

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On Saturday, March 24, 2018, nearly 7,000 fans were in attendance when the past two NCAA Division I National Champions - North Carolina (2016) and Maryland (2017) - met for the second time in the Pacific Coast Shootout. Their first meeting was in 2015. The Terps powerful offense jumped out to a 5-2 halftime lead and took a commanding 9-4 lead in the third quarter before the Heels stormed back to draw within two goals with just minutes remaining.
LACROSSE DEMOGRAPHICS

- 65% of households make over $100,000 annually with a median income of $150,000.
- 93% own their own home.
- 78% have a Bachelor’s Degree or higher compared to 29% of the US population.
- 87% of households own two or more cars and 30% plan to purchase a new car in the next 12 months.
- 78% dine outside of the home regularly, two or more times per week.
- 68% stay in hotels more than six nights per year.

- Lacrosse has been the fastest growing team sport in North America for the last ten years, with growth rates ahead of football, soccer, baseball, hockey, track and swimming.
- Core lacrosse players and spectators indicate they are: intelligent, adventurous, highly confident, opinion leaders, high cutting-edge activities and product interest, and cool.
- The direct lacrosse audience estimate is 6 million.
- There are an estimated $1.1 billion expenditures for lacrosse gear, apparel, lifestyle and accessories annually. Players are major influencer on brand choice across a vast array of products and services from auto, carbonated soft drinks to cell phones, computers and airlines. For them, the importance of the brand name exceeds price.
The Pacific Coast Shootout is quite simply the largest single gathering of lacrosse players, coaches, fans and families on the West Coast. The target market is not spread across dozens of fields over a couple of days. Instead, they are all together, in one place, at the same time, for the collective purpose of enjoying big-time college lacrosse and everything the Shootout Experience has to offer.

<table>
<thead>
<tr>
<th>Year</th>
<th>Match</th>
<th>Venue</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Denver vs. Notre Dame</td>
<td>Orange Coast College</td>
<td>5,870</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(paid attendance)</td>
</tr>
<tr>
<td>2015</td>
<td>North Carolina vs. Maryland</td>
<td>Santa Ana Stadium</td>
<td>6,785</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(paid attendance)</td>
</tr>
<tr>
<td>2016</td>
<td>Maryland vs. Notre Dame</td>
<td>Orange Coast College</td>
<td>6,970</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>(paid attendance)</td>
</tr>
<tr>
<td>2017</td>
<td>Cornell vs. Virginia</td>
<td>Orange Coast College</td>
<td>6,030</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(paid attendance)</td>
</tr>
<tr>
<td>2018</td>
<td>North Carolina vs. Maryland</td>
<td>Orange Coast College</td>
<td>6,970</td>
</tr>
<tr>
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<td></td>
<td></td>
<td>(paid attendance)</td>
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</tbody>
</table>
Where We Play

LeBard Stadium
On the campus of Orange Coast College
Costa Mesa, CA
Capacity: 6,970  SOLD OUT in 2016 & 2018

School Alumni & Fans in the Stands

Ticket Sales by County

Orange County accounted for 55% of event ticket sales in 2017. San Diego moved ahead of Los Angeles County, followed by Riverside and Ventura Counties. Marin and Santa Barbara County both showed growth.

<table>
<thead>
<tr>
<th>County</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>Orange</td>
<td>55</td>
</tr>
<tr>
<td>San Diego</td>
<td>18</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>14</td>
</tr>
<tr>
<td>Riverside</td>
<td>8</td>
</tr>
<tr>
<td>Ventura</td>
<td>3</td>
</tr>
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<td>14</td>
</tr>
<tr>
<td>Riverside</td>
<td>8</td>
</tr>
<tr>
<td>Ventura</td>
<td>3</td>
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</table>

Who’s Buying Shootout Tickets?

Shootout Ticketholders’ Lacrosse Affiliation

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>%</th>
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<tbody>
<tr>
<td>Parent of a Youth Player</td>
<td>39</td>
</tr>
<tr>
<td>Parent of a High School Player</td>
<td>30</td>
</tr>
<tr>
<td>Parent of a Player(s)</td>
<td>9</td>
</tr>
<tr>
<td>Fan of the Sport</td>
<td>8</td>
</tr>
<tr>
<td>Participating Team Fans</td>
<td>8</td>
</tr>
<tr>
<td>Coach/Program Director</td>
<td>5</td>
</tr>
<tr>
<td>Former Player</td>
<td>1</td>
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</table>

Shootout Fans Are From California

Online Tix Sales By State

<table>
<thead>
<tr>
<th>State</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>California</td>
<td>94</td>
</tr>
<tr>
<td>Utah</td>
<td>3</td>
</tr>
<tr>
<td>Arizona</td>
<td>1</td>
</tr>
</tbody>
</table>

Ticket Sales from Other States (in order by QTY): Texas, Maryland, Pennsylvania, New Jersey, New Hampshire, Nevada, Connecticut, Massachusetts, Minnesota, New York, District of Columbia, Georgia, Ohio, and Virginia

Who’s in the Stands?

Orange County accounted for 55% of event ticket sales in 2017. San Diego moved ahead of Los Angeles County, followed by Riverside and Ventura Counties. Marin and Santa Barbara County both showed growth.
It’s an easy target.  
The Shootout offers its marketing partners the largest single gathering of lacrosse fans in the West. Since 2014, the Shootout has averaged more than 6,400 fans in attendance in each of its first five years.

It’s a logical target.  
Involvement in the Shootout provides critical support to a community-based effort to promote the growth of lacrosse (America’s oldest sport) in West Coast markets. The Shootout offers the only LIVE NCAA Division I college lacrosse game west of Colorado to an exploding fan base.

It’s a sensible target.  
The Shootout provides an affordable, grassroots platform through which its partners can reach a significant percentage of the rapidly emerging Southern California lacrosse market.

It’s a valuable target.  
Lacrosse offers an affluent, highly educated, consumer who values affordable luxuries. According to US Lacrosse, the sport’s national governing body: More than 65% of lacrosse players come from households with incomes of more than $100,000 and a median income of $150,000, 93% of all lacrosse-playing families own their own home, and 78% have a Bachelor’s Degree or higher.
Corporate Branding Elements

1. Title reference: “The ____________ Pacific Coast Shootout”
2. Brand/logo placement within primary event logo
3. Brand/logo & ad placement on the official event website: www.pclaxshootout.com
4. Two (2) sideline field-level banners on each side of LeBard Stadium (deadline for artwork is 2/22/19)
5. Brand exposure in all event advertising materials
6. Brand exposure in all event marketing materials
7. Brand exposure on official event merchandise
8. Additional branding opportunity at main entrances to LeBard Stadium
9. Opportunity for in-stadium interactive marketing elements on concourse(s)
10. Opportunity for limited in-stadium merchandise sales on concourse(s)
11. Pre-game & in-game public address announcements
12. Opportunity for live half-time promotion
13. Logo placement & full page advertisement in Game Day program/roster cards
14. Mutually agreed upon marketing and promotional access to PCS marketing list(s) of team organizers and

Hospitality & Charity Elements

1. Fifty (50) reserved Pacific Coast Shootout tickets ($37.50 each)
2. Ten (10) VIP pre-game Field Passes during team warm-ups
3. Ten (10) VIP parking passes for LeBard Stadium
4. One (1) hosted table at Pioneer Supper: An Evening with the Denver Lacrosse Team on Friday, March 8
5. One (1) hosted table at An Irish Supper: An Evening with the Notre Dame Lacrosse Team on Sunday, March 10
6. Up to one hundred (100) event tickets for donation to mutually agreed upon youth programs

Title Sponsorship

$30,000.00 net
Gold Level Sponsorship
$7,500.00 net

Corporate Branding Elements
1. Two (2) sideline field-level banners at LeBard Stadium (deadline for artwork is 2/22/19). Banners produced to specs by PCS.
2. Logo placement with hyperlink on the official event website: www.pclaxshootout.com
3. Opportunity for in-stadium interactive marketing elements on concourse(s)
4. Opportunity for limited in-stadium merchandise sales on concourse(s)
5. Pre-game & in-game public address announcements
6. Opportunity for in-stadium, in-game featured promotion
7. Mutually agreed upon marketing and promotional access to PCS marketing list(s) of team organizers and coaches, and or PCS ticket accounts.

Hospitality & Charity Elements
1. Thirty (30) reserved Pacific Coast Shootout tickets ($37.50 each)
2. Eight (8) VIP pre-game Field Passes during team warm-ups
3. Four (4) VIP parking passes for LeBard Stadium
4. One (1) hosted table at Pioneer Supper: An Evening with the Denver Lacrosse Team on Friday, March 8 (see page 12)
5. One (1) hosted table at An Irish Supper: An Evening with the Notre Dame Lacrosse Team on Sunday, March 10 (see page 13)
6. Up to fifty (50) event tickets for donation to mutually agreed upon youth programs
Corporate Branding Elements
1. One (1) sideline field-level banner at LeBard Stadium (deadline for artwork is 2/22/19). Banner produced to specs by PCS.
2. Logo placement with hyperlink on the official event website: www.pclaxshootout.com
3. Opportunity for in-stadium interactive marketing elements on concourse(s)
4. Opportunity for limited in-stadium merchandise sales on concourse(s)
5. Pre-game & in-game public address announcements
6. Opportunity for in-stadium promotion
7. Mutually agreed upon marketing and promotional access to PCS marketing list(s) of team organizers and coaches, and or PCS ticket accounts.

Hospitality & Charity Elements
1. Thirty (30) reserved Pacific Coast Shootout tickets ($37.50 each)
2. Four (4) VIP pre-game Field Passes during team warm-ups
3. Two (2) VIP parking passes for LeBard Stadium
4. Sponsors choice of one of the following two events (Client to choose on or before 2/15/19):
   One (1) hosted table at Pioneer Supper: An Evening with the Denver Lacrosse Team on Friday, March 8 (see page 12)
   OR
   One (1) hosted table at An Irish Supper: An Evening with the Notre Dame Lacrosse Team on Sunday, March 10 (see page 13)
5. Up to fifty (50) event tickets for donation to mutually agreed upon youth programs
Branding Elements
1. One (1) Sideline Banner on lower East or West sideline (banner produced by the Shootout)
2. Logo placement with hyperlink on the official event website: www.pclaxshootout.com
3. Opportunity for in-stadium interactive marketing elements on concourse(s)
4. Opportunity for limited in-stadium merchandise sales on concourse(s)
5. Pre-game & in-game public address announcement

Hospitality & Charity Elements
1. Ten (10) reserved Pacific Coast Shootout tickets ($37.50 each)
2. Two (2) VIP pre-game Field Passes during team warm-ups
3. One (1) VIP parking passes for LeBard Stadium
Overview

In order to follow its mission of *Showing the Game to Grow the Game*, the Pacific Coast Shootout invests significant resources each year to bring two top Division I programs to Southern California.

In 2014, Denver and Notre Dame met in the inaugural Shootout. The following year, it was Maryland and North Carolina. In 2016, top-ranked Notre Dame faced Maryland. A year later, Cornell and Virginia battled it out in an epic Shootout which Virginia won 19-18 in overtime. In 2018, Maryland and UNC returned to the Shootout. This year the event will once again showcase two of the top college lacrosse programs when Denver takes on Notre Dame.

Pacific Coast Shootout Patrons provide critical support to this mission.

Event Patronage can take the form of a financial investment or a gift-in-kind provision designed to help offset specific costs of the Event.

**Event Patronage Elements**

1. Twenty (20) reserved Pacific Coast Shootout tickets ($37.50 each)
2. Four (4) VIP pre-game Field Passes during team warm-ups
3. One (1) VIP parking passes for LeBard Stadium
4. Pre-game and in-game public address recognition (unless requesting anonymity)
5. Choice of one of the following two event options:
   - One (1) table for eight guests at *Pioneer Supper: An Evening with the Denver Lacrosse Team* on Friday, March 8
   - One (1) table for eight guests at *An Irish Supper: An Evening with the Notre Dame Lacrosse Team* on Sunday, March 10
6. Appropriate recognition as an Event Patron
Team Travel Patrons
In addition to airfare, the two most significant expenses for the Shootout are the team hotel accommodations and the cost of feeding the entire travel party each day. Our Team Travel Patrons help us to reduce some of these necessary expenses.

**Denver Pioneers**
Thursday, March 7 - Sunday, March 10
Hotel Expenses 3 nights / $3,500 each
Meal Expenses 9 meals / $1,500 each

**Notre Dame Fighting Irish**
Thursday, March 7 - Tuesday, March 12
Hotel Expenses 5 nights / $3,500 each
Meal Expenses 15 meals / $1,500 each

**Team Hotel Patronage Elements**
1. Twenty (20) reserved Pacific Coast Shootout tickets ($37.50 each)
2. Four (4) VIP pre-game Field Passes during team warm-ups
3. One (1) VIP parking pass for LeBard Stadium
4. Pre-game and in-game public address recognition
5. One (1) table for eight (8) guests at one (1) of the following:
   - Pioneer Supper: Dinner with the Denver Men’s Lacrosse Team on Friday, March 8
   - An Irish Supper: Dinner with the Notre Dame Men’s Lacrosse Team on Sunday, March 10
6. Appropriate recognition as a Team Travel Patron

**Team Meal Patronage Elements**
1. Eight (8) reserved event tickets ($37.50 each)
2. Two (2) VIP pre-game Field Passes during team warm-ups
3. One (1) VIP parking pass for LeBard Stadium
4. Appropriate recognition as a Team Travel Patron

**Team Hotel Patron**
$3,500.00

**Team Meal Patron**
$1,500.00
Or Host One of the Teams in a Local Restaurant
Overview

On Friday, March 8, The Pacific Coast Shootout will host the Pioneer Supper: An Evening with the Denver Men’s Lacrosse Team. This is an exclusive interactive evening with the Denver lacrosse players and coaches at the Harborside Pavilion on the Balboa Peninsula.

**Pioneer Supper Elements • Friday, March 8**

1. One exclusive private table at **Pioneer Supper Club: An Evening with the Denver Men’s Lacrosse Team**. This table includes four (4) seats for the host and his or her guests at a private table along with up to four (4) members of the University of Denver lacrosse team.
2. Buffet dinner for four (4), as well as dinner for the four DU players.
3. A meet & greet opportunity with Denver head coach Bill Tierney.
4. One (1) customized Official Warrior Denver lacrosse helmet.

**Game Day Elements • Saturday, March 9**

1. Four (4) reserved section tickets to the 2019 Pacific Coast Shootout.
2. Four (4) pre-game, VIP field level access passes during team warm-ups.
3. One (1) VIP parking pass.
Overview
On Sunday, March 10, the Pacific Coast Shootout will host An Irish Supper: Dinner with the Notre Dame Men’s Lacrosse Team. This is an exclusive interactive evening with the Irish lacrosse players and coaches at the Harborside Pavilion on the Balboa Peninsula.

Game Day Elements • Saturday, March 9
1. Four (4) reserved section tickets to the 2019 Pacific Coast Shootout
2. Four (4) pre-game, VIP field level access passes during team warm-ups
3. One (1) VIP parking pass

An Irish Supper Elements • Sunday, March 10
1. One exclusive private table at An Irish Supper: An Evening with the Notre Dame Men’s Lacrosse Team
   This table includes four (4) seats for the host and his or her guests at a private table along with up to four (4) members of the University of Notre Dame lacrosse team.
2. Buffet dinner for four (4), as well as dinner for the four Notre Dame players
3. A meet & greet opportunity with Irish head coach Kevin Corrigan
4. One (1) customized Notre Dame lacrosse helmet
I am interested in the following Event Sponsorship, Patronage & Marketing Opportunities:

☐ Title Sponsorship ($30,000)
☐ Gold Level Sponsorship ($7,500)
☐ Presenting Sponsorship ($5,000)
☐ Silver Level Sponsorship ($2,500)
☐ Event Patronage ($2,500)
☐ Notre Dame Travel Expense Patronage  ☐ Hotel ($3,500)  ☐ Meal ($1,500)
☐ Denver Travel Expense Patronage  ☐ Hotel ($3,500)  ☐ Meal ($1,500)
☐ Table Host for Pioneer Supper: An Evening with the Denver Lacrosse Team (3/8)
☐ Table Host for An Irish Supper: An Evening with the Notre Dame Lacrosse Team (3/10)

☐ A better idea: ____________________________________________________ $____________

Name: _______________________________________________________
Company/Team/Organization: _________________________________________
Address: ________________________________________________________________________________________________
City: __________________________ State:_____ Zip: _______________________
Cell: __________________________ Office: ____________________________
E-Mail: ___________________________________________________________

Please return by e-mail to gw@pclaxshootout.com or by fax to 949 673-7147
To discuss these and other opportunities by phone, please call executive director G.W. Mix at 949 278-2122

Pacific Coast Shootout Partnership Proposal - Notice of Interest