

Nederlandse Lacrosse Bond

2021-2025

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Nederlandse Lacrosse Bond Summary

	2020 # of clubs	2025 # of clubs	2020 player count	2025 player count	AVG players 2020	AVG players 2025
Men 1	7	7	112	147	16	21
Men 2	6	7	72	126	12	18
Men 3		4		48		12
men total	13	18	184	321	14	18
Women 1	7	9	161	207	23	23
Women 2	7	8	126	184	18	23
Women 3	7	7	105	119	15	17
women total	21	24	392	510	19	21
Youth	4		44		11	
Youth boys		4		60		15
Youth girls		5		75		15
youth total	4	9	44	135	11	15
NLB Total	38	51	620	966	15	21

Lacrosse remains healthy with passionate players, even during COVID.

Currently, women's lacrosse is setting the standard for participation and competition.

For the next five years, looking at the numbers, we will nurture the success of women's lacrosse, focus heavily on improving men's participation and expand youth in all areas of growth (clubs + players). We will develop a multi-year strategy with box lacrosse and experiment with the new Olympic rules.

Player counts include box lacrosse. All 2020 numbers are estimations as the data is not yet available.



More information can be found online: <https://nederlandlacrosse.nl/>



NLB's five-year strategy

Professionalize lacrosse clubs

Form partnerships

Grow the game

Improve the level of play

2021 -2023

Professionalize lacrosse clubs

- Get board members in place and focus on problem solving

Form partnerships

- Define our message and connect with universities

Grow the game

- Highlight lacrosse and its similarities to other sports

Improve the level of play

- Coach all clubs and levels

2024 - 2025

Professionalize lacrosse clubs

- Generate revenue and improve lacrosse services

Form partnerships

- Get big sponsors and official recognition

Grow the game

- Become a household name

Improve the level of play

- Be a highly competitive league in all divisions



Professionalize lacrosse clubs

Get board members in place and focus on problem solving

2021 -2023

Continue to establish best practices and protocols for managing clubs

- Set guidelines, accountability and support staff from the NLB
- Create leadership training initiatives to develop future board members and retain high performers.

Create strategic plans per club in partnership with their board members

Ensure all critical positions are hired per club and are occupied steadily

Improve cost transparency and allow for more club member driven input towards expenses

Protect existing clubs with better leadership and support at the local sports facilities where clubs reside.

Generate revenue and improve lacrosse services

2024 - 2025

Reduce the financial barriers of participation in the sport through smart strategies that look beyond a single season.

Demonstrate to sponsors, universities and other governing bodies how serious our sport is.

Provide facilities without the stress of competing with other sports.

Work with clubs to find commercial opportunities that generate revenue.



Form partnerships

Define our message and connect with universities

2021 -2023

Organize our existing partnerships and document deliverables for accountability and transparency

Go to universities that have/don't have club affiliations and establish official partnerships with them

Expand existing university clubs to support and retain players after graduation

Draft and more clearly present the NLB's goals and values to potential sponsors

Continue to focus on commercial discounts for equipment

Ensure we continue to be well represented and regarded within the NOC/NSF and lacrosse governing bodies.

Get big sponsors and official recognition

2024 - 2025

Top universities in NL should have an official lacrosse club with student athletes earning credits.

Connect more formally with larger sports and sports organizations, specifically hockey.

Continue to stay well connected and highly involved in World/Euro Lacrosse organizations.

Work with the NOC/NSF to grow our level closer to Top Sport.

Utilize the NLB Executive Committee to secure high-level sponsors



Grow the game

Highlight lacrosse and its similarities to other sports

2021 -2023

Focus on existing clubs and their setup. Push for marketing activities. Ensure all new players are properly trained and taken care of.

Continue to partner closely with all national teams in order to utilize their success for improving good players.

Deliver on our other strategic priorities to highlight how serious, fun and professional the game is compared to similar sports.

Build our social media presence to over 10K followers.

Have each existing club develop a youth program with the goal of five new youth programs within this time period.

Develop a working relationship with Box Lacrosse and focus on mutual support.

Introduce Sixes in specific events that complement current league competition.

Become a household name

2024 - 2025

Have 1st division games televised with commentary and back stories

Have other companies/teams/sports promote lacrosse

Integrate lacrosse into youth sports curriculums at schools

Support all national teams to inspire and place in the top 10.

Obtain high-level sponsors and endorsements from top athletes/companies



Improve the level of play

Have a coach at all clubs and divisions

2021 -2023

Give clubs the tools they need to teach and develop players of all levels on their own

Make sure new players are retained and able to grow and find comfort in the sport early on

Focus on developing lacrosse players more holistically. As in, gym routines, mental aspects, healthy eating, etc...

Connect with other European countries outside of national teams in order to boost competitive games

Get a dedicated trainer at each club, for every practice and game

Continue to focus heavily on the 1st division in order to balance competitions and have each game be competitive

Split out youth into men's/women's in order to train younger players for senior leagues

Professionalize and pay officials for their services

Be a highly competitive league in all divisions

2024 - 2025

Look at international coaching programs to bring in the best talent to teach lacrosse from abroad.

Introduce weeknight games and focus on playing more games rather than practices

Launch more league(s) that combine players from different cities in order to equalize talent (Dutch Lacrosse Cup, box lacrosse integration, 6v6 Olympic games, etc...).

Obtain preferred practice times during the week in order to maximize attendance.

Inspire players to reach the first division with more services to help players dedicate more time to the sport.



Our operating principles

The NLB's operating principles will continue to be on players and their experiences. As an organization we will be the leading authority for lacrosse and provide an inclusive environment that is open to all people and backgrounds.

Our goals are subject to change due to COVID and the rapid growth of our sport. We will continue to work with our players and clubs on how best to grow and promote lacrosse.

For further questions, please contact Tom Thayer voorzitter@nederlandlacrosse.nl

