



Colorado Rising Stars Lacrosse, LLC '08 Opportunities:
[TEAM CRSLAX.com](http://TEAMCRSLAX.com) 2008



"Lacrosse is fastest growing sport in America."

-Alexander Wolff, Sports Illustrated

Jump on the CRS LAX freight train as lax continues to explode !
Colorado remains a "lacrosse hot bed" and on the forefront of
every major move in the lacrosse world.



Friendship Games 2007, Japan



About Colorado Rising Stars Lacrosse, LLC:

In a nut shell, we do lacrosse events:

- ❖ Lacrosse tournaments
- ❖ Camps and Clinics
- ❖ Teams
- ❖ Social Gatherings
- ❖ Team Sales
- ❖ Anything else that give us an excuse to get together, have fun, and play some lax.

*Each of our events have grown by at least **50%** each year and we anticipate an even bigger 2008

CRS LAX, LLC celebrates it's 7th year of success with over **10** full scale lacrosse tournament events, over **20** lacrosse camps and clinics, and over **30** team and social events around the state under our belt!



About Team CRSLAX.com :

Team CRSLAX.com is a competitive adult traveling team funded by CRS LAX, LLC. Why? Because we still love to play, have fun, and prove that life is "all fun and games".

Team CRSLAX.com is comprised of some of the game's best players, competing in the most popular lax tourneys in and out of country this year.

Team CRSLAX.com Quick Facts:

- ❖ 3+ Lacrosse Tournaments (National & International)
- ❖ All players from Division I, top 20 collegiate lacrosse programs
- ❖ CRS LAX Bash at every tournament (tourney celebration)
- ❖ Team CRSLAX.com will be in front of 500,000+
- ❖ 1,000+ athletes directly involved and 5,000+ involved in CRS LAX BAHSES



TEAM CRSLAX.com → OUT OF THE BOX Marketing & Promotion

At each tournament, we will be partnering with a local bar, 4+ other teams, and extending the CRS LAX BASH invitation to entire tournament.

Promotional Opportunities with Team CRSLAX.com include:

CRS LAX BASH: (Team CRSLAX.com Partnerships include all events)

- Product Distribution / Sampling
- Onsite signage
- Newsletter articles and profiling

Traditional Sponsorship Opportunities Include:

- company name and logo on team uniforms
- company logo included on all team emails and newsletters
- opportunity to include company promo in team registration packs
- company logo posted on team web page
- Company name in all Team CRSLAX.com print material

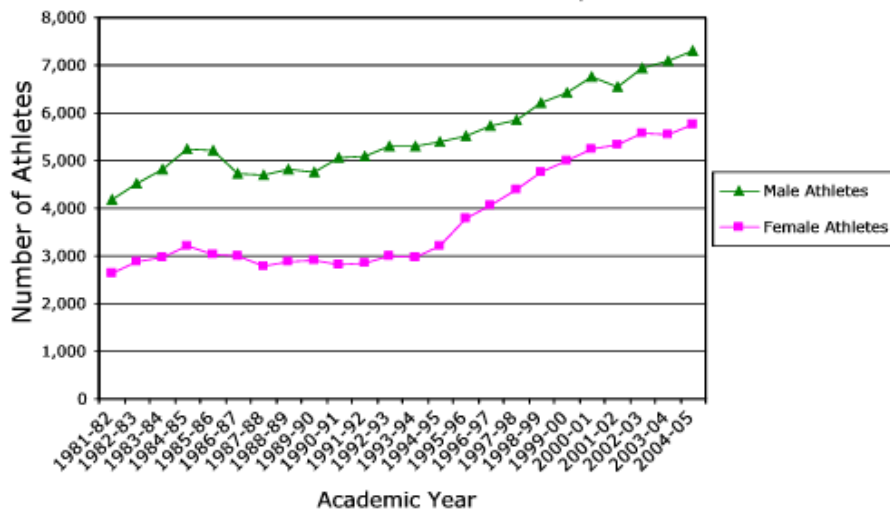


Lax Participation is up across the board...

NCAA...

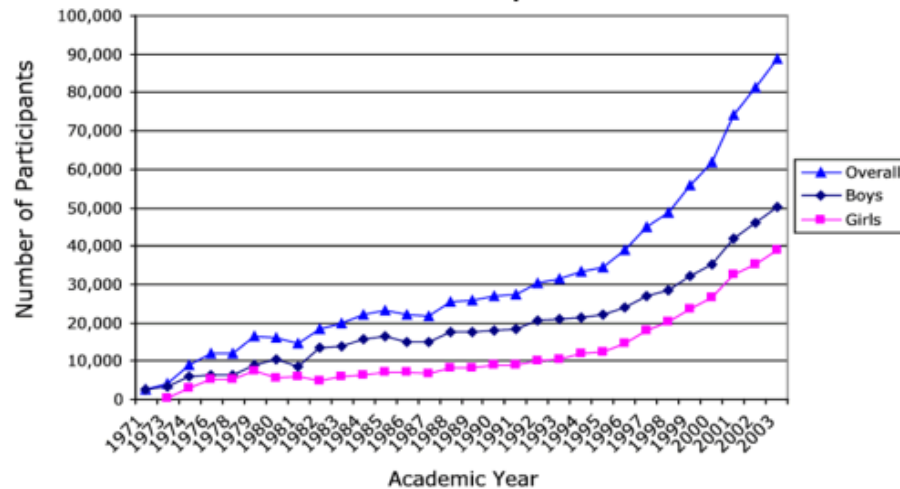
In High School...

NCAA Lacrosse Participation



1981-2005

NFHS Lacrosse Participation: Athletes



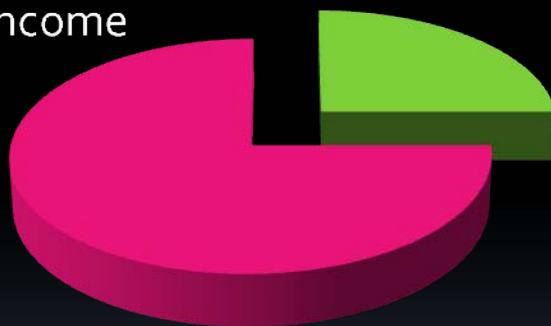
1971-2003

* Lacrosse growth is up **300%** in the past decade and a 2004 survey of 400 sport-industry executives identified lacrosse as the pro niche sport most likely to bust out. (sportsillustrated.com)*



Who Plays Lacrosse ?

■ 75% of Lax Players/Fans have an annual household income of \$50,000+



■ Lax Players/Fans estimate their current value of their house at \$200,000+



★ 19 percent of all lacrosse fans have investments of an approximate value of \$300,000 +



What Can Team CRS LAX.com do for YOU?

- ✓ Create and build brand awareness amongst ALL types athletes and event attendees in your target markets
- ✓ Provide a platform that is MORE than just “sampling” to your target audience (500,000+)
- ✓ Third Party endorsement: we only support only products that we personally use and recommend
- ✓ Exclusivity





The possibilities are ENDLESS...

At CRS Lacrosse we offer the opportunity to customize a package for your company, allowing you to promote and distribute your product and name brand the way you want to. We are open to ideas and encourage creative and unique ways to get your company in front of our audiences.





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George Mason University '06



Prague Cup '06