

AGM Report: Toronto Rock Partnership

For the 2023 season we continued our partnership with the Toronto Rock! We sadly lost Jon our sales rep but had Mav come on board to support our partnership. This season we partner with the Rock on:

- Ball toss fundraising at two Toronto Rock games
- HLA U15/U17 players pre game, U11 half time and HLA Goal for season opening first shot
- The sale of Toronto Rock tickets at a promotion price to HLA members/families for multiple games
- Toronto Rock support at Try Lacrosse sessions at First Ontario
- Rock sponsorship of a pad at Super Series
- Toronto Rock booth & shooting tunnel at Super Series

HLA was presented with several additional fundraising opportunities but limitations on volunteers required us to turn down several opportunities.

In total, Hamilton Lacrosse was able to make \$1857 from ball toss and \$3115.00 from ticket sales. These funds are what help to cover the costs of our Try Lacrosse sessions and our free stick program.

Looking ahead to 2024, Hamilton Lacrosse has already begun the planning process with the Rock. We will be selling tickets again this season but using a new ticket sale system that will allow people to select their seats. Prices for tickets will vary from \$35-\$40 this season depending on the game. We are working with the Toronto Rock to set ticket sales set up as soon as possible. Creative is already on our website.

We have also been offered the opportunity to participate in several experiences again this year including ball toss. All of these experiences require a big lift from volunteers, and we need to grow the number of people helping to sustain this partnership. We are waiting to hear back from the Toronto Rock around what options are open and the number of ticket sales required to participate.

Our partnership with the Rock is a great opportunity to help grow the game and our association- if you can help with volunteering with any of these initiatives, please reach out!