

AGM Report: Toronto Rock Partnership

The 2022 season marked the beginning of Hamilton Lacrosse's partnership with the Toronto Rock. A subgroup of HLA Executive members met with an extended Rock team in late 2021 discuss areas of partnership and support for our initial year of partnership. Support for all programs executed were done in close partnership with John Stiles our Rock representative. Although COVID limited some activity, we were able to partner in a number of ways including:

- Ball toss fundraising at two Toronto Rock games
- HLA U15/U17 players half time game
- The sale of Toronto Rock tickets at a promotion price to HLA members/families for multiple games
- Inclusion of Toronto Rock ticket for the 2021/22 season for early bird registration
- Toronto Rock support at Try Lacrosse sessions
- Skill sessions with Toronto Rock players for U9/U11 with Challen Rogers and U13/U15/U17 session with Dan Dawson
- 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.

Looking ahead to 2023, Hamilton Lacrosse has already begun the planning process with the Rock. The tentative plan is to have HLA execute Ball Toss at the December 3rd opener (the more volunteers the better!). The home opener presents a GREAT chance to collect significant fundraising dollars for the Association. HLA has also been offered pre-game turf, pre-game scrimmage, half time scrimmage ceremonial first shot with a Bengals goalie and flagbearers for the game- LOTS of chances to have Bengals touch all parts of the season opener. To pull this off will take a number of volunteers but would provide great experiences for our Bengals players.

The Feb 4th Games is the second opportunity presented to HLA for all items listed above including ball toss. We are also in talks for holding a try lacrosse session prior to this game with the Toronto Rock formally inviting Hamilton areas hockey associations to the game with discount tickets.

Lastly, we will be selling tickets for Rock games again this season. The price has gone up slightly and will result in tickets being offered at the \$30 price point.

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!