



*extending  
our reach*

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## Extending Our Reach

[Extending our Reach and Engagement in the Community](#) is one of our 5 Strategic Directions with an overarching goal of creating new opportunities to promote programs and bring lacrosse to new families and communities across the province.

In order to achieve this goal, we will focus on the following objectives:

### Establishing Partnerships & Alliances

Establish strategic partnerships and alliances with diverse organizations, government ministries, and stakeholders to deliver the best opportunities for Ontario Lacrosse.

[How can clubs help us achieve this goal?](#)

- Participate in community events and trade shows
- Help facilitate lacrosse in local Parks and Recreation programs
- Coordinate OLA In-School Program with local schools

### Enhancing Promotion Through Collaboration

Identify, solicit, and deliver marketing & promotion services that clubs want and need for more widespread recognition and participation across the province.

[How can clubs help us achieve this goal?](#)

- Use OLA social media templates to promote your programs
- Promote your club and lacrosse across the province by promoting [playlacrosse.com](#) (coming soon)

### Branding and Marketing That Inspires

Strengthen the brand recognition of Ontario Lacrosse and its member clubs through branding and marketing that inspires member participation. This guide contains promotion and marketing resources that support our mission and strategic priorities.



## TRY Lacrosse Program

### What is TRY Lacrosse?

TRY Lacrosse allows clubs to facilitate local, learn-to-play opportunities while ensuring all participants are properly registered and insured. TRY Lacrosse does not include competitive game play.



### TRY Lacrosse Registration

Clubs will not be charged any registration or insurance fees when players register for your TRY Lacrosse programs. The insurance coverage for the period is subsidized by the Ontario Lacrosse Association and all participants registered under the program are auto-approved by the OLA.

Please note: These participants will be considered registered in the TRY Lacrosse program exclusively, and not as OLA members for the purposes of any other lacrosse programs.

### Who to contact:

Ron MacSpadyen, [ron@ontariolacrosse.com](mailto:ron@ontariolacrosse.com)



## Free Soft Lacrosse Program

### What is Soft Lacrosse?

It all starts with [scoop](#). Whether a child is interested in box lacrosse, field lacrosse, or women's field lacrosse in the future, soft lacrosse is a non-contact introductory program focused on fun. Soft Lacrosse allows our youngest players to develop a love for the game in a safe and fun environment as players are introduced to basic lacrosse skills through small group instruction and skill building games. Clubs may opt to change the name of their soft lacrosse division. Some other names for this division are Peanut, Little Laxers, Junior Paperweight etc.



### Free Soft Lacrosse Registration

**New in 2022:** The Ontario Lacrosse Association will subsidize the registration and insurance fee for clubs that implement free soft lacrosse programs, similar to how the “Try Lacrosse” product is subsidized now, in effort to lessen the financial impact of offering the program at no cost. For additional information, please see the [OLA Free Soft Lacrosse Guide](#).

### Who to contact:

Colleen Grimes, [vppromotion@ontariolacrosse.com](mailto:vppromotion@ontariolacrosse.com) (program information)  
Ron MacSpadyen, [ron@ontariolacrosse.com](mailto:ron@ontariolacrosse.com) (registration information)





## OLA 3-on-3 Mini Game

### What is the OLA 3-on-3 Mini Game?

The 3-on-3 Mini Game is part of the Active Start and FUNdamental 1 phases of lacrosse's long term athlete development (LTAD) model. It is a non-contact introductory version of the game scaled for children, with reduced floor sizes, goal nets and modified rules and playing equipment, which is intended to reduce barriers while maximizing participation and development opportunities.

This program is specifically targeted to the recruitment of new players and the retention of existing participants who are still acclimatizing themselves to the sport. The 3-on-3 Mini Game is delivered at local community level, and includes OLA support for program equipment, promotion and implementation.

Equipment costs may depend on shipping.

### OLA 3-on-3 Mini Game Kit

The OLA 3-on-3 Mini Game Equipment Set comes with:

- 3' X 3' Nets & Mesh (2)
- Roll-up Mini Game Creases (2)
- Vinyl Shooter Tutor (2)
- SwaxLax Balls (25) & Ball Bucket (1)
- OLA Mini Game Promotion Posters (25)



For playing rules and additional information about this program, please see the [OLA 3-on-3 Mini Game Guide](#).

### Who to contact:

Ron MacSpadyen, [ron@ontariolacrosse.com](mailto:ron@ontariolacrosse.com)

Jeramie Bailey, [jeramie@ontariolacrosse.com](mailto:jeramie@ontariolacrosse.com)

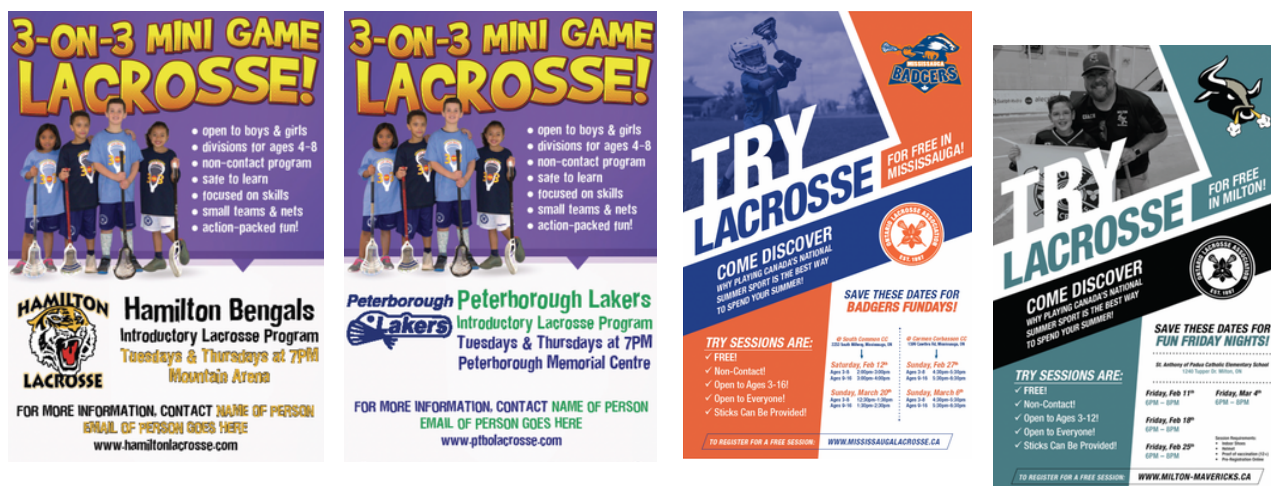
Colleen Grimes, [vppromotion@ontariolacrosse.com](mailto:vppromotion@ontariolacrosse.com)



## Posters

### OLA 3-on-3 Mini Game Posters

To support each club's implementation of the OLA 3-on-3 Mini Game Program, customizable posters are available with dates, times and locations of each club's program. The posters are provided in a high-resolution, standardized size and ready-to-print format, which can be printed by the club using local businesses. These poster designs are available for free via Ontario Lacrosse.



### Club TRY Lacrosse Posters (and Postcards!)

Using a standard template, the OLA can assist clubs in promoting their TRY Lacrosse sessions by customizing local club information on posters and postcards, then send print-ready files to clubs for to be processed in their own community. It is possible to customize the look for box, field or women's field by using club colours; club logos; club photos; club website URL; dates, times and locations of each club's TRY Lacrosse sessions. The posters are for local community promotion and the postcards/brochures are targeted to school classrooms (for parents and students). Designs are provided for free by Ontario Lacrosse, while printing costs are the club's obligation.

### Who to contact:

Jeramie Bailey, [jeramie@ontariolacrosse.com](mailto:jeramie@ontariolacrosse.com)



## Club TRY Lacrosse Lawn Signs

Over the past two seasons the OLA has subsidized a test of the effectiveness of outdoor lawn signs, using a standard design template available to all OLA clubs. The standard template has customized signs with local club information using club colours; club logos and club website URL. There are five reasons why OLA lawn sign promotion has been successful in community awareness: (1) the use of high colour and text contrast in sign design, (2) the sign does not use borders, a tested design strength (3) the sign contains a simple and clear message, (4) the sign promotes a simple call to action with club contact information, and (5) the signs have been placed in highly visible community locations. These lawn sign designs are available for free via the OLA, and printing costs may depend on shipping.



[www.barrieminorlacrosse.com](http://www.barrieminorlacrosse.com)



[claringtonminorlacrosse.ca](http://claringtonminorlacrosse.ca)



[www.guelphregalslacrosse.com](http://www.guelphregalslacrosse.com)

### Who to contact:

Ron MacSpadyen, [ron@ontariolacrosse.com](mailto:ron@ontariolacrosse.com)

Jeramie Bailey, [jeramie@ontariolacrosse.com](mailto:jeramie@ontariolacrosse.com)

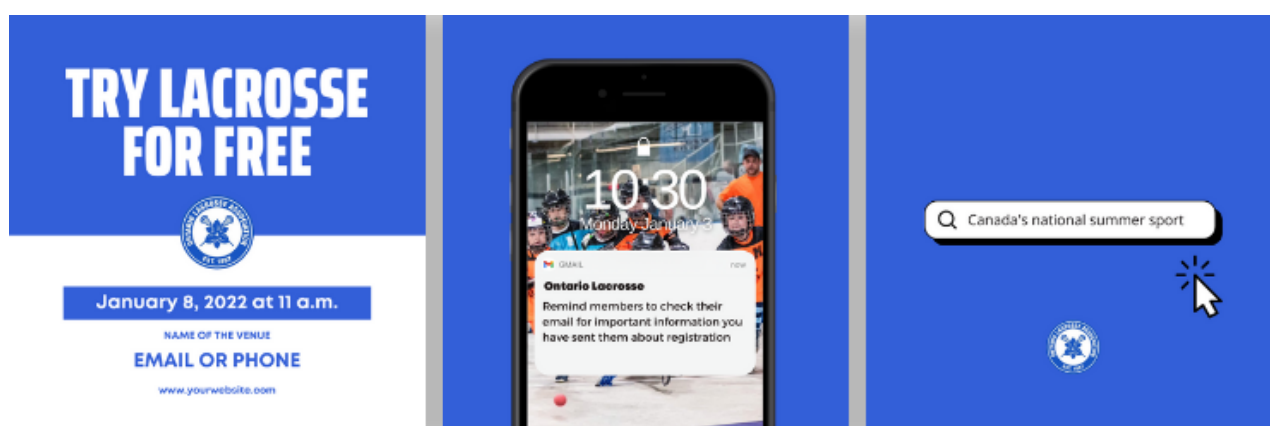




## Canva Templates

### OLA Social Media Templates

The OLA Social Media templates include easy-to-edit graphics your club can use to advertise registration and promote your programs. To use these templates, you will need a free Canva account and an internet connection.



### OLA Registration Flyer Templates

The OLA Registration Flyer templates include easy-to-edit flyers your club can use to advertise registration and promote your programs. These flyers are perfect to send into schools for teachers to send home with students. To use these templates, you will need a free Canva account and an internet connection.



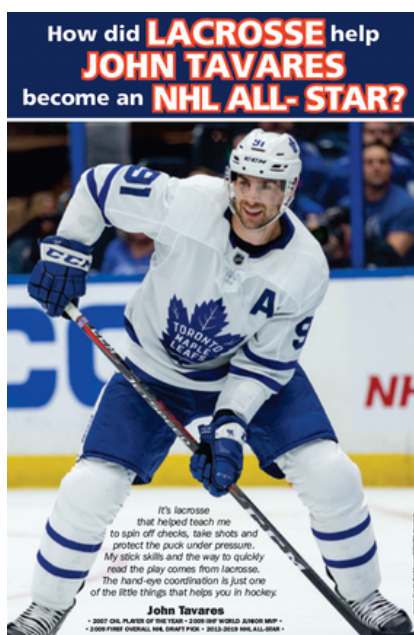
### Who to contact:

To get access to the OLA Canva Templates, contact Colleen Grimes, [vppromotion@ontariolacrosse.com](mailto:vppromotion@ontariolacrosse.com)



## General Registration Lacrosse Promotional Posters

The OLA maintains a small supply of general registration posters that can be used in schools, arenas and other public community spaces to promote the sport. These posters are available on demand through the OLA office, with poster printing costs covered by the OLA and shipping costs automatically billed by the office.



### Who to contact:

Peter Flook, [peter@ontariolacrosse.com](mailto:peter@ontariolacrosse.com)