



The Talk of the Town since 1890



History of the club

Since 1890, Mimico Lacrosse has provided a fun, safe and inclusive lacrosse program that is open to players of all ages and skill levels.

In 1931, the Mimico Lacrosse Club built an outdoor box at the corner of Church Street (Royal York) and Drummond Street, where the game has been played continuously until today at Mimico Arena. Mimico Arena is still known across the province as the Drummond Street Bowl. The original bowl had a dirt floor and old railway boxcars for dressing rooms.

Outdoor games at night in front of thousands were the norm for the Mountaineers in the golden age. The roar of the crowd and the announcer's call of the game could be heard all over town. The Mountaineers brought recognition to the town more than any other sports team. In WWII, Conn Smythe's 30th Light Anti-aircraft Battery, dubbed "The Sportsmen's Battery" included every member of the Mimico Mountaineers who won the 1942 Mann Cup.



The Sportsman's Battery

In the Second World War, Conn Smythe, 'The Major' of the Toronto Maple Leafs and Mimico resident, assembled an interesting group of men to form the 30th Battery of the 7th Toronto Regiment. They became known as the Sportsman's Battery.

The battery became part of the Royal Canadian Artillery and was set for active duty on September 5, 1941. Recruitment would prove to be an easy feat for the owner of the Maple Leafs; transfer requests from across the Canadian military started to rush in almost immediately.

The Sportsman Battery included the Mimico Mountaineers and Brampton Excelsiors who had just recently won the 1942 Mann Cup together as the Mimico-Brampton combines.





The Sportsman's Battery

After vigorous training and an extended stay in England, the battery would land in Normandy on July 9, 1944, where they would immediately see action and sustain heavy casualties. On July 25, just after dark, the Sportsman's Battery would come under attack from a Luftwaffe raid that peppered Smythe's men with incendiary and anti-personnel bombs.

Conn Smythe would be struck by a piece of shrapnel that night and his participation in the war would end. Smythe is famously quoted saying that if he had to go to war again, he would bring lacrosse players.

"If I had to go to war again, I would bring lacrosse players."

Conn Smythe



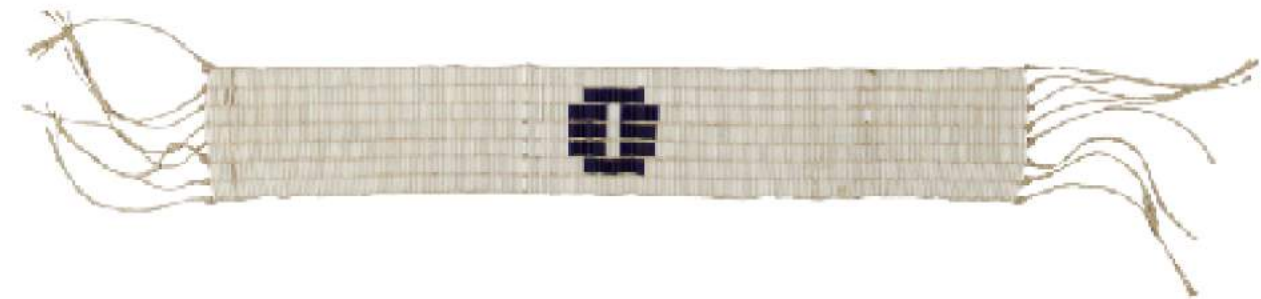


Land Acknowledgment

Mimico Lacrosse acknowledges the land we play on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples. They are the rightful caretakers and titleholders of this land, which is covered by the Dish with One Spoon Wampum Belt Covenant, an agreement between Indigenous Peoples to share and protect the territory and resources around the Great Lakes.

We recognize that the lands and territories throughout the province where we gather to play lacrosse, traditionally known by Indigenous Peoples as the Creator's game, were inhabited by people long before us.

We respect the Treaties that were made on these territories, we acknowledge the harms and mistakes of the past, and we dedicate ourselves to move forward in partnership with Indigenous communities in a spirit of reconciliation and collaboration.





Diversity and Inclusion

Mimico Lacrosse prides itself on fostering and promoting diversity and inclusion within our programs. We believe in celebrating every race, age, disability, and sexual orientation to unite as one community. As Canada's national sport, we believe that lacrosse is a sport that should be accessible to everyone and we are committed to creating a safe and welcoming environment for all of our players, coaches, and families.

We are continually learning and growing in our efforts to be more inclusive, and we welcome feedback from our community to help us achieve this goal. We believe that everyone should have the opportunity to learn, grow, and have fun through the sport of lacrosse, and we are committed to making that a reality for all.





Environmental Impact

Mimico Lacrosse proudly offers free registration for our youngest divisions thanks largely to our sponsor Suboch Law — and the recycling of scrap metal and electronic waste.

In 2018, the club implemented a recycling program, which has been highly successful. In 2022, we invited our community to participate in our inaugural Metallic & E-Waste Recycling Day in support this program.

By diverting these materials from landfills, the Mountaineers are not only making a positive impact on the environment but the funds raised from the collection of scrap metal and electronic waste benefit our entry level programming, making lacrosse more affordable and accessible for families in the community.





Breaking down barriers of participation with free entry level programs

Mimico Lacrosse introduced a free entry level lacrosse program for their youngest U4 "Baby Peanut" and U5 "Peanut" divisions in 2018. The free program for 3-year-olds and 4-year-olds resulted in a significant spike in registrations, not just for the free program but eventually U7 and U9, where the club has implemented a 3-on-3 mini version of the game.

Breaking down barriers doesn't stop once you get them in the door. There has to be a next step.

The 3-on-3 Mini Game is a non-contact introductory version of the game scaled for children. The program only requires players to wear helmets and gloves as opposed to full equipment, significantly reducing the cost of participation for parents.



Championing Girls and Women in Sports



Mimico Lacrosse is committed to achieving gender equity and driving change for women and girls in lacrosse. We do this by striving to offer the same opportunities and experiences for girls in all aspects of our programming.

Mimico Lacrosse established its first-ever women's field lacrosse team in 2010 with Ontario Women's Field Lacrosse. It started with an enthusiastic group of lacrosse sisters that made up our whole team. In 3 short years we offered under-eleven to under-nineteen and senior.

In 2017, we introduced the female Mountaineer as a new brand mark on International Women's Day, not for the women's field program, but for all women and girls in our club.

When we introduced our free co-ed entry level lacrosse program in 2018, recognizing that we need to reshape the delivery of sport for girls, we offered the same free program for girls exclusively. This was not a girls lacrosse program; it was lacrosse for girls.

READ MORE: ["She's Got it All" campaign shines light on unique challenges female athletes face](#)

Championing Girls and Women in Sports



Girls are at a disadvantage within Canada's sports system, and we want to change that.

Growing women's box lacrosse has been a goal for Mimico Lacrosse for some time now. Before the 2020 Covid-19 cancelled season, seventy-one girls were registered in our box house league programs. This past season, fifty-four girls under 9-years-old registered to play box lacrosse in our co-ed Saturday morning house league program.

With the continued growth of girls playing box lacrosse in our co-ed programs, we are now offering 3-on-3 box lacrosse for girls in 2023. It is our intention to introduce a rep program by 2025.

Mimico has historically been a leader in girls box lacrosse, establishing one of the first ever women's box teams in the 80s.





Local League

Play lacrosse right here in your community.

In a youth sport climate highly focused on elite participation and travel, Mimico Lacrosse is committed to staying true to our roots with local leagues where players and families interested in Canada's national sport can play, learn, hone and develop their skills right here in their community.

Local league teams are carefully constructed to ensure the most even competition possible. Most importantly, local lacrosse is a fantastic way for everyone to get – and stay – involved in our community as players and parents alike are guaranteed to make new friends that often last a lifetime.





Rep Programs

Rep teams represent the club in competitions with other clubs. It's the highest calibre of lacrosse within the club and Mimico Lacrosse offers Rep programs in Box Lacrosse, Field Lacrosse, and Women's Field Lacrosse. Players must be residentially bound to the club to play Rep.

In age divisions where there are enough players interested in Rep, a Rep development team is also established. Rep teams are rated annually from "A" to "E" and participate in league play and provincials at the Ontario Lacrosse Festival, the largest lacrosse event in the world.

The Mimico Mountaineers have been a top tier 'A' competitor in minor box over the last several years, winning 'A' championships at the U13, U15 and U17 level. The success of our club has resulted in our junior affiliate being awarded a Junior A franchise in the Ontario Junior Lacrosse League, the most competitive amateur lacrosse league in the world and the number one provider of talent to the National Lacrosse League.

The Mimico Mountaineers have more alumni playing in the National Lacrosse League (NLL) now than ever before.





Mountaineer Alumni

The Mountaineers have several alumni who have graduated or are playing men's and women's field lacrosse at university, including NCAA Division I, II, and III programs.

Our alumni have received scholarships and graduated from:

Cornell University
 Brown University
 The University of Virginia
 The University of Vermont
 Robert Morris University
 Syracuse University
 University of Louisville
 University of Southern California

Marquette University
 Cleveland State University
 Drexel University
 Penn State University
 Providence University College
 Rochester Institute of Technology

In 2019, Mimico had more graduates playing on a single NCAA team than any other association with six grads playing for The University of Vermont Catamounts.





Major Markets

There are 66 minor lacrosse associations across the province of Ontario we compete against each year in Zone (regular season), Invitational Tournaments, Qualifiers and Provincials:

Akwesasne	Halton Hills	Nepean	Quinte	Tri-Town
Arthur	Hamilton	New Tecumseth	Sarnia	Tyendinaga
Barrie	Huntsville	Newmarket	Sault Ste. Marie	Uxbridge
Brampton	Innisfil	Niagara	Simcoe	Shelburne
Brantford	Kahnawake	North Perth	Six Nations	Wallaceburg
Burlington	Kawartha Lakes	North Shore	South Shore	West Durham
Caledon	Kingston	Northumberland	St. Catharines	West Grey
Cambridge	Kitchener	Oakville	Stayner	Whitby
Centre Wellington	Lincoln	Orangeville	Stouffville	Wilmot
Clarington	London	Orillia	Strathroy	Windsor
Cornwall	Midland	Oshawa	Sudbury	
Fort	Milton	Owen Sound	Thunder Bay	
Gloucester	Mimico	Pelham	Toronto Beaches	
Guelph	Mississauga	Peterborough	Toronto	



Entitlements available



Entitlements

Branding

Team uniforms, player helmets, arena signage, product placement etc.

Social Media

Fully customizable programs. Player Spotlights, Player of the Game/Week brought to you by [Your Company], Scores brought to you by [Your Company]

Website

Fully customizable programs. Website ads, banners.

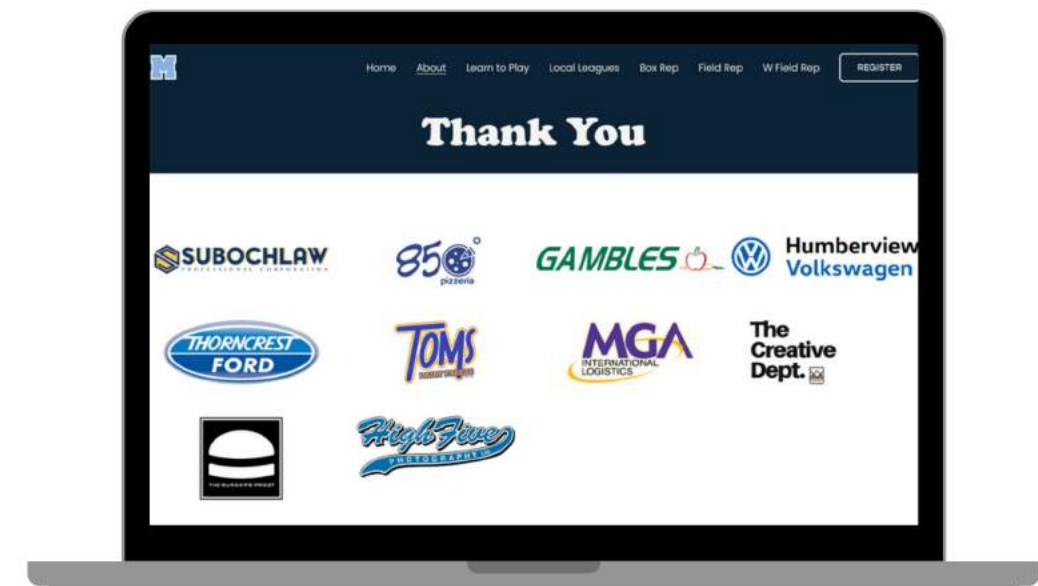
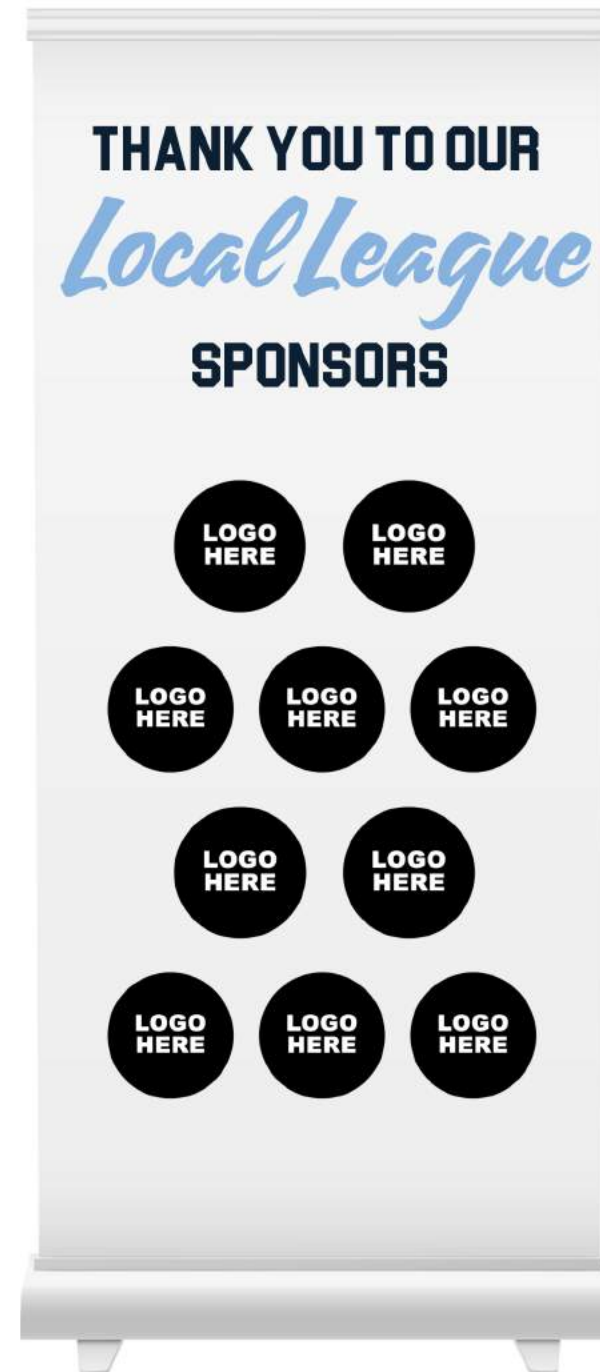
Email Marketing

Sponsorship offers and promotions integrated in our email marketing.



Branding (Local League)

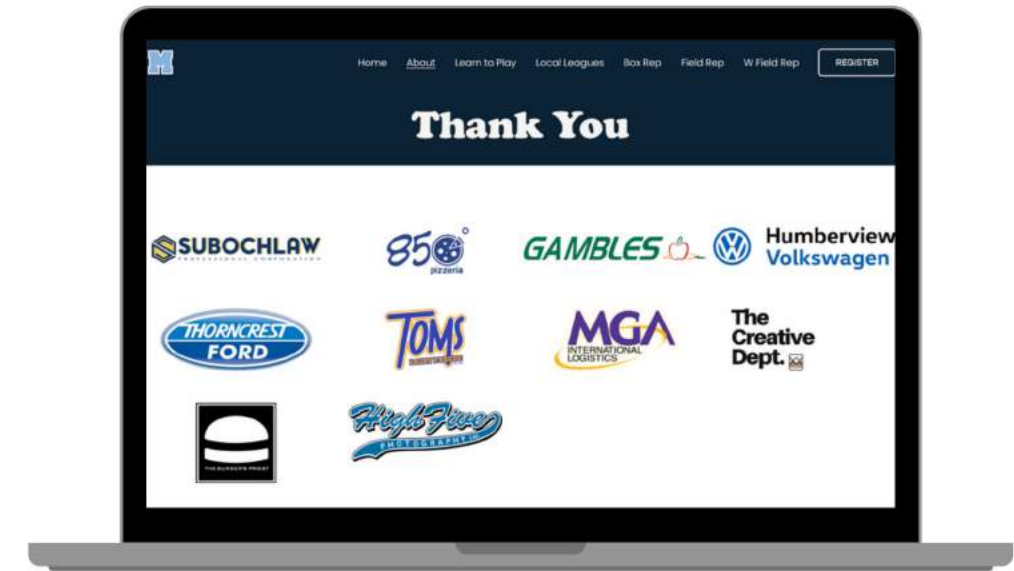
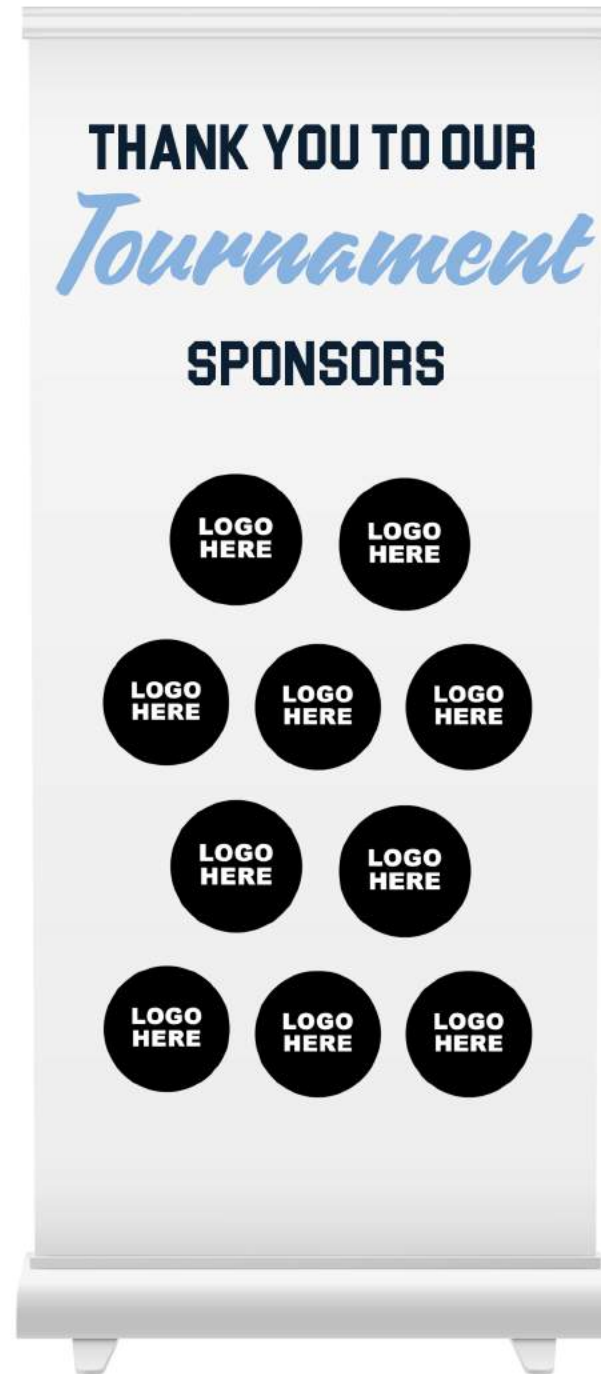
MIMICO MOUNTAINERS LACROSSE CLUB





Branding (U7 Tournament)

MIMICO MOUNTAINEERS LACROSSE CLUB





Branding (Rep Box)

**YOUR
LOGO
HERE**



**YOUR
LOGO
HERE**



**YOUR
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Branding (Rep Field)

**YOUR
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**YOUR
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HERE**





Branding (Women's Rep)

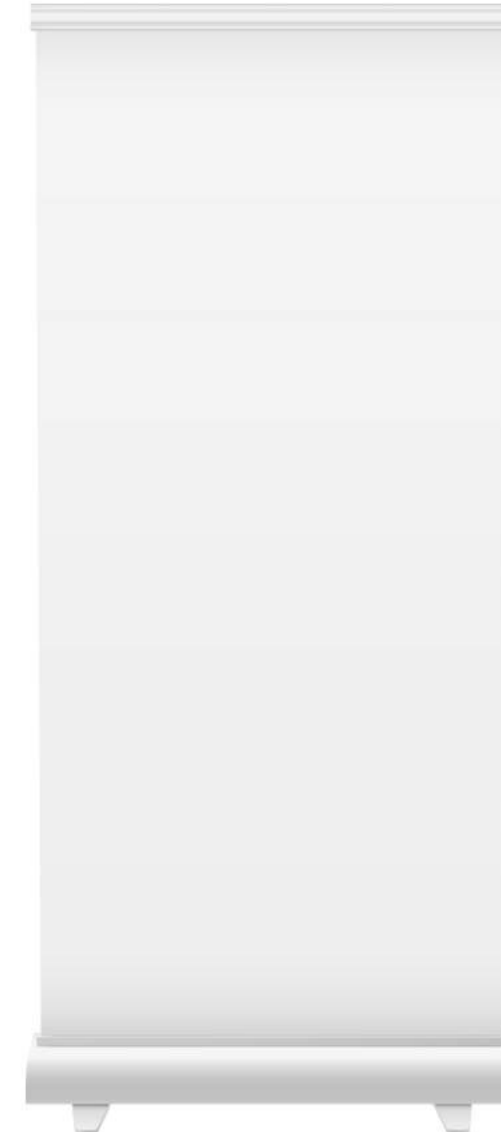
MIMICO MOUNTAINERS LACROSSE CLUB



YOUR
LOGO
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Arena/Bench Signage



Blue the Bear (Mascot)



Blue the Bear is the official mascot of the Mimico Mountaineers. Blue is an integral part of our local learn-to-play programs. This year we plan to introduce Blue the Bear trading cards — 10 limited edition cards that kids can collect during all 10 weeks of our learn-to-play programs.



**YOUR
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**YOUR
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**YOUR
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Digital/Social Media

We can create completely customizable digital and social media packages for sponsorship recognition.

- Final scores for a rep team or the entire program
- Players of the game/week
- 3 stars of the game/week
- Rep player spotlights

We pride ourselves on innovative and effective PR and marketing campaigns that help build brand awareness.

We care about your brand and are committed to ensuring all of our partners are presented in a thoughtful, authentic way.





Website

mimicolacrosse.com is a daily go-to source for information, practice schedules and scores for more than 1000 families. Sponsorship entitlements on the website include but are not limited to:

- The initial sponsorship/partnership announcement
- Logo listed on the partners page
- Banner ads
- Sponsored content



Email Marketing

There are three types of email marketing entitlements:

Classified

→ 1-2 sentence block of text containing a single, trackable link to your product or website

Shoutout

→ multi-paragraph block placed near the middle of the newsletter in different formatting than the rest of the content to stand out

Takeover

→ all or a majority of the email content is dedicated to your product or offer



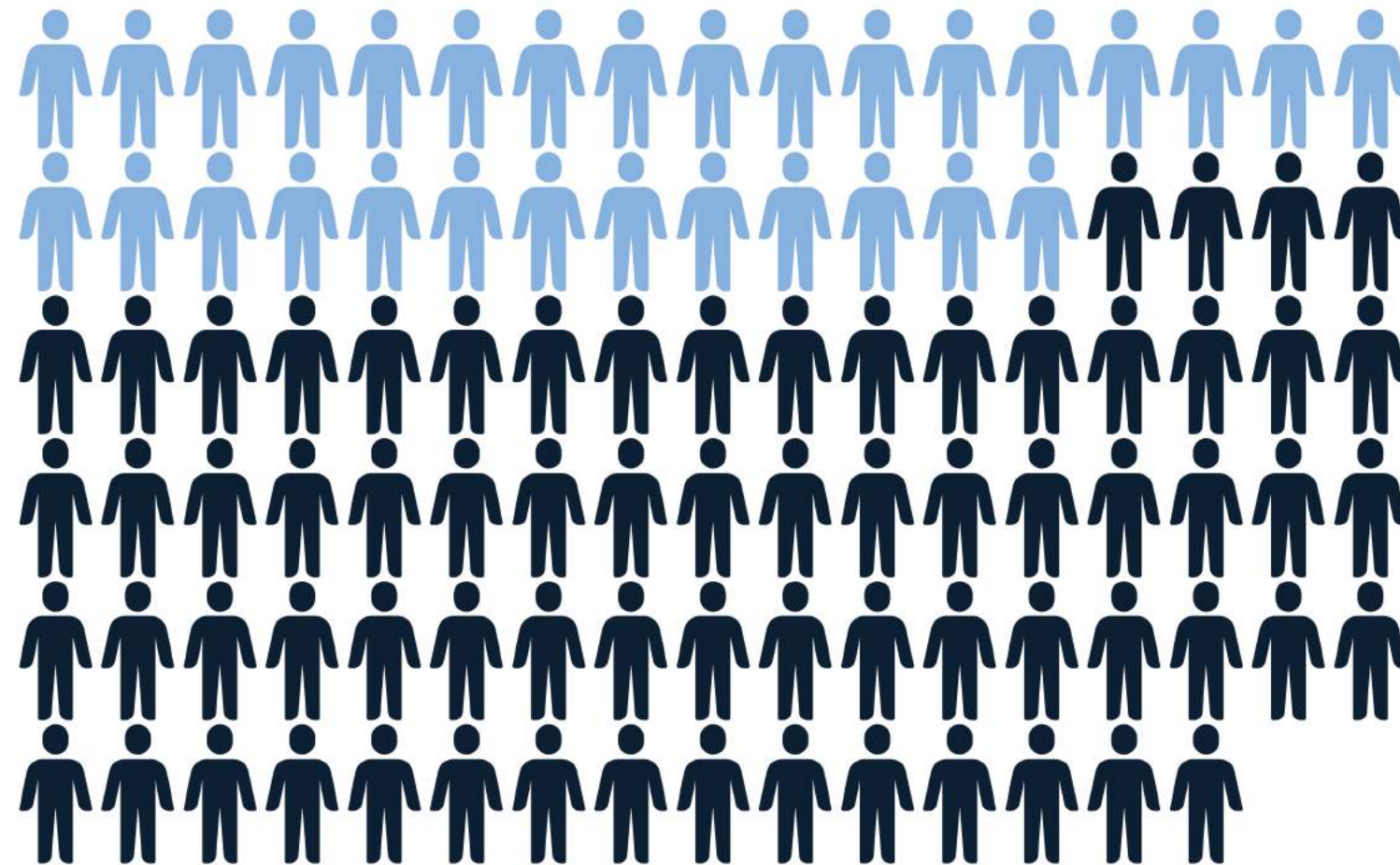
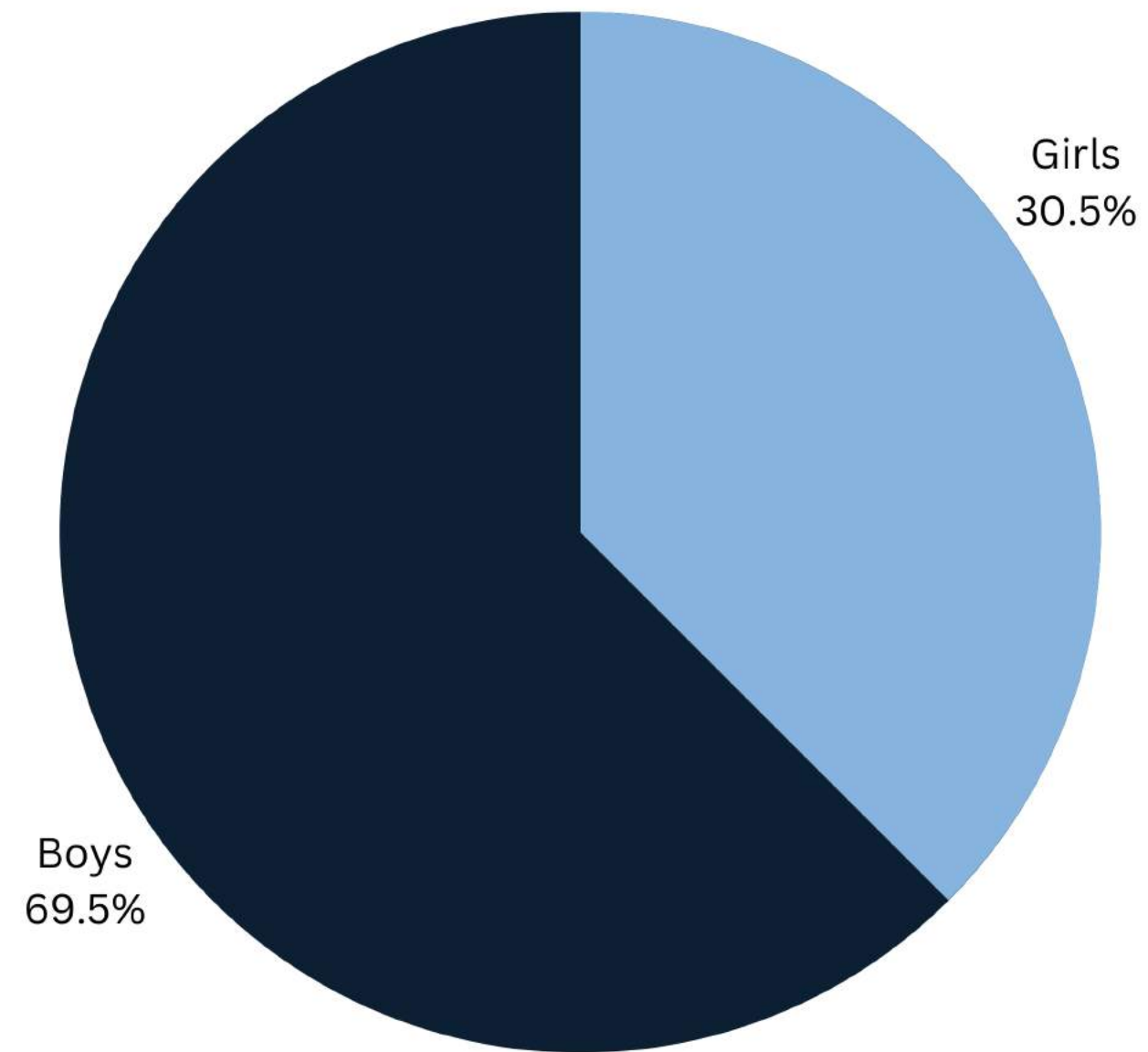
Mimico Lacrosse by the numbers



Membership Demographics



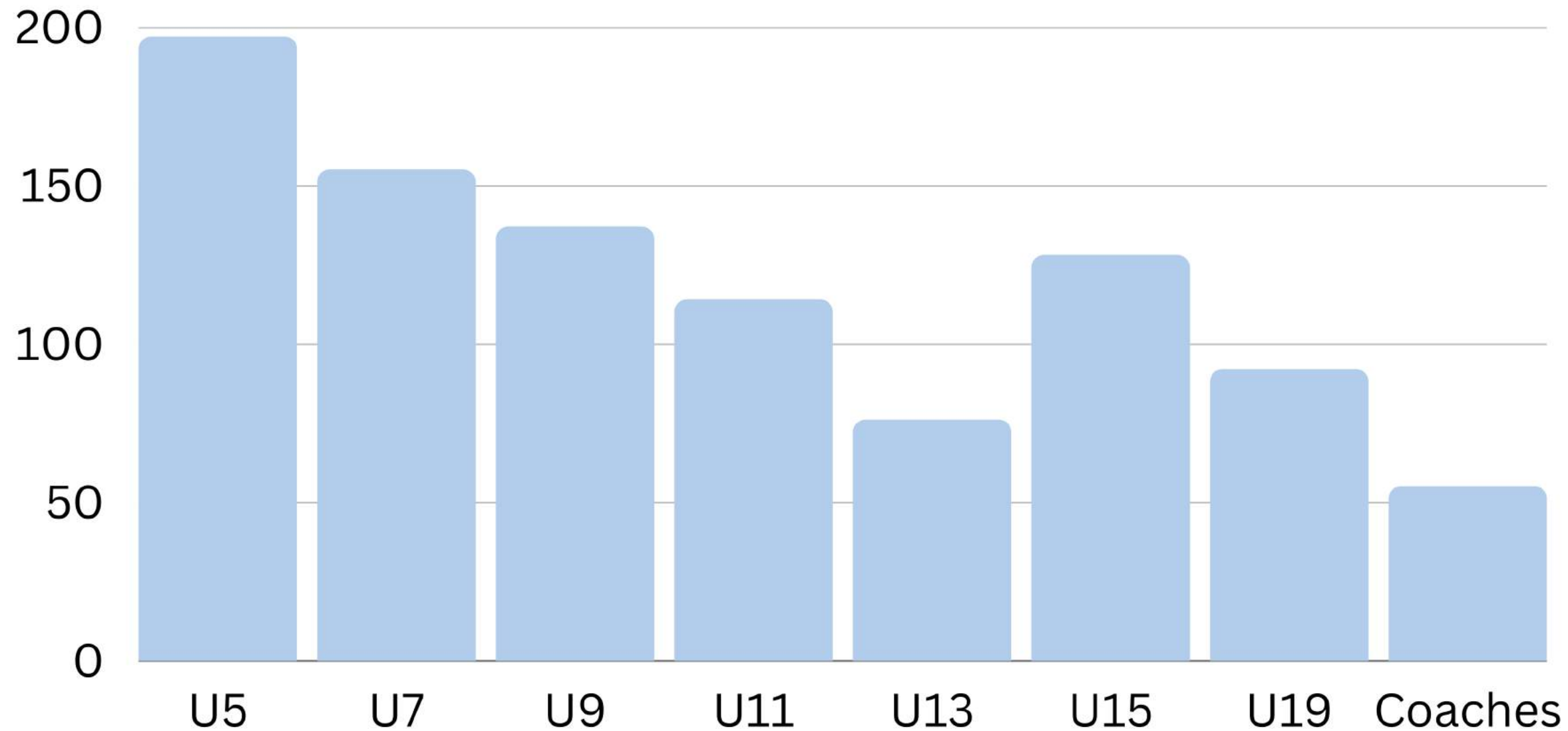
The following is reflective of our 2022 registration:





Registration by Age

The following is reflective of our 2022 registration. Mimico introduced free entry level programming in 2018, significantly boosting registration at the base of our membership.





Registration by Age

Kids Under 5

197

Kids Under 7

155

Kids Under 9

137

Kids Under 11

114

Kids Under 13

76

Kids Under 15

128

Under 19

92

Coaches

55

Social Media Insights



Twitter

@MimicoLax

- 3,829 Followers
- Average 45K organic impressions / month

Instagram

@MimicoLax

- 2,354 Followers
- Average 10.5K organic reach / month

Facebook

fb.com/mimicolax

- 1.5K Followers
- 1.6K Likes

Giphy

@MimicoLax

- Verified Brand Account
- 7.8M GIF views

TikTok

@mimicolacrosse

- We are new on TikTok!

Email Subscribers

- 2000+ Email Subscribers



Our philosophy



**Mimico Lacrosse won't turn away a child
simply because they cannot afford to play.**



But we need your help...

In Canada, 1 in 3 families cannot afford to enroll their kids in organized sports.

Together, we can help change that.

If kids aren't playing sports, they are losing out on an opportunity to benefit from all that it has to offer. Playing team sports teaches them about teamwork, self confidence, leadership, goal setting and the role that practice plays in achieving goals.

We have families in our community that may have difficulty keeping their children involved in recreational activities with the rising cost of living. All players pay registration fees to help offset costs associated with running the Mimico Lacrosse Club, but we rely on fundraising and sponsorship to help further develop programs, promote lacrosse and fund special projects.

It costs the club \$300 / year for each local league player and over \$600 for rep. Every little bit helps.

Sponsorship



To continue to introduce new players and families to Canada's national sport and represent our community with pride, Mimico Lacrosse strives to develop strategic partnerships with local businesses offering exposure to lacrosse supporters within our community and other communities across the province.

We offer a variety of options and can arrange something to suit any budget, giving you the full recognition you deserve.

We care about our brand, so rest assured, we care about yours too.



Mimico Lacrosse

askus@mimicolacrosse.com