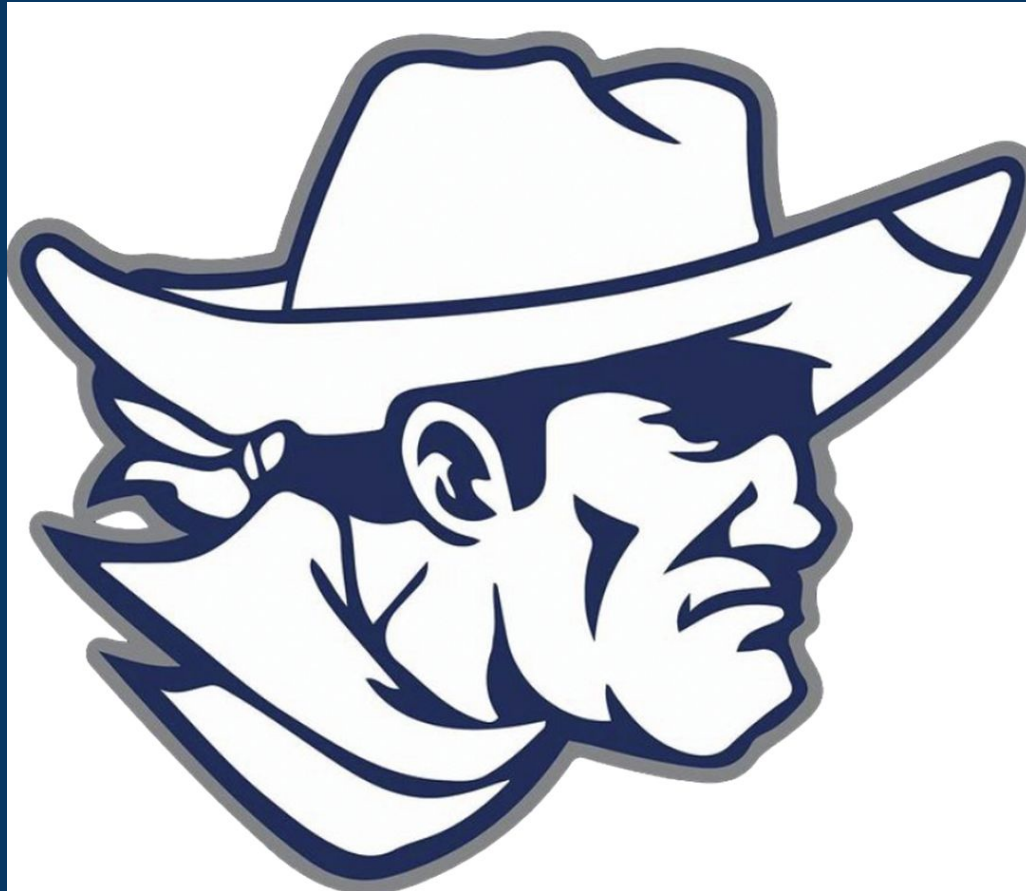




Pinnacle Boys Lacrosse

Spring 2024



Presented by
Pinnacle Parents Board



PINNACLE

LACROSSE





Pinnacle Parents Board

- President – Jeff Bell - Fr
- Vice President – Matt Chitwood - Jr
- Treasurer – Matt DeLuca - So
- Secretary – Cherese Miller - Sr
- Communications/Brand Coordinator – Jennifer Myers - Sr
- Fundraising – Karin Weiler - Sr
- Field Manager – Matt Lisk - So



Coaches

- Head Coach – Max Fleischman
- Varsity Coordinator – Alex Garwood
- Varsity Coordinator – John Stell
- JV Head Coach – Braden Sparks
- JV Assistant Coach - Zach Seim
- JV Assistant Coach – Open



Remaining Fall Activities

- **12/7** - Intrasquad scrimmage @ Paradise Valley Park @6:00 - 8:00
- **12/13** - Switch Sticks w/ Girls Team @ Pinnacle High School @5:30 - 6:30
- **1/11/24** - Parents Social (tentative)



AZ HS Lacrosse League (ALL)

Gold Conference

Boulder Creek
Brophy
Desert Vista
Notre Dame Prep
Perry
Pinnacle

Blue Conference

Arcadia
Scottsdale High
Corona
Foothills
Oro Valley

Red Conference

Brophy II
Cactus Cobras
Cactus Shadows
Higley
Salpointe
West Valley

Home/Away - 10 games
Play 2-3 Blue Teams
Play out-of-state comp

Total 13 Games

Home/Away - 8 games
Play 2-3 Gold Teams
Play 2-3 Red Teams
Play out-of-state comp

Total 13 Games

Home/Away - 10 games
Play 2-3 Blue Teams
Play 1-2 JV programs

Total 13 Games

Gold Conference

Top 6 most competitive
programs in AZ

Blue Conference

Middle 5 established
competitive AZ programs

Red Conference

Developing programs,
rebuilt, first-time entry
to varsity programs, and hybrid JV
Teams

Follow the league:
@az_lacrosseleague
@ArizonaLax



<http://www.arizonalacrosseleague.com/>



Club Updates

- **Alumni Game** - Amazing Turnout - Great Day W 8-4
- **Hudl** - Game Film - Recruiting Highlights
- **New Swag**
 - New Varsity & JV Uniforms
 - New Practice pennies & shorts
 - New Coaches Gear
- **Online Store** - Open 24/7 All Year Delivered Directly to you!!



Uniforms





Spring Ball (Field)

- **Registration** - Open Tonight
- **Practice** - beginning January 16th - Playoffs!!
 - 5 days a week - Commitment
- **Pictures** - Tentative date Saturday 2/3
- **Out of State** - 4 games all in AZ (Tahoma, Issaquah, De La Salle, Spire Academy)
- **Spring Break** - Potential Games vs East Coast tbh



Philosophy

- **Lacrosse is fun.** This game is a gift and playing is a privilege. Everyone involved should be having a good time, coaches, players, refs, parents. We need to conduct ourselves in a manner that enables this.
 - A big part of playing competitive sports is enjoying the competition, particularly at the varsity level.
- There won't be tolerance for hate-language. You don't have to like everyone on the team, but you will treat them with respect.
- Everyone in the program needs to have a student mentality. Nobody here knows everything. Thinking you know everything limits your capacity to grow, be humble and learn.



Season Expectations

What am I looking for?

- Compete 100% of the time. It's easy to compete in games, everybody does that. Can you compete every rep of every practice? Can you compete when nobody is watching?
- Show up every day and be accountable to your team. It affects everyone in the program for individuals to not showing up, or not giving full effort. Don't take it easy on each other, nobody gets better that way. Iron sharpens Iron.
- I do not accept No-Call No-Shows. If you are going to miss a practice it needs to be for a reason and you need to let us know.
- Parents please do not schedule events when you know we have practice or games. If a birthday party or whatever else can be scheduled on a weekend please do that, players missing practice effects the whole team.



How to Get Better

- Be coachable
 - Do you want to be coached, or do you want to be left alone? Average players want to be left alone, good players want to be coached, great players want to be coached every day. (this is a Nick Saban quote)
 - Seek coaching. We have great coaches, but also have great players who have become much better in a short period of time. Ask them to workout with you.
- Be competitive, Work harder
 - Weight room, speed and agility, wall ball, Watch game film/college lacrosse/PLL, play box lacrosse. If you want to be better, at least a few of these should be in your routine. We have 5 weeks until the spring season starts, if you want to be bigger/faster/stronger, etc. now is the time.
 - Side note: High school football players, basketball players, baseball players all watch college and/or professional levels of their sport. They can see what higher levels look like. Lacrosse players should be no different.



Other expectations

- For practices and games we show up early enough to play wallball and get warmed up.
- Fans, Parents, Etc. need to keep in mind that their job is to cheer for Pinnacle, not root against the other team OR tell the referees how to do their job.
- I don't speak with parents about playing time. The players always have the ability to ask where they sit on the depth chart and know I'm willing to put in extra work to those that ask. But that is between the coaching staff and the players. Don't ask, I won't have an answer for you.



Communication

- All official team functions and communications will go through TeamSnap, download the app, unmute it and pay attention.
- We will have groupme groups for offense and defense, and likely will have different ones for JV and Varsity. These groupme groups are not for parent or board input, the communication is for X's and O's discussion. If parents have questions they can reach out to the board or use teamsnap.
- Max Fleischman: 971-319-0335 maxecf@gmail.com



Estimated Costs

Fields - \$12,000

Coaches - \$32,000

League Fees - \$3,000

Referees - \$8,000

Trainers - \$5,000

Uniform/Equip - \$35,000

Banquet - \$5,000 (players & coaches)

Total ~\$90,000



Allocation – Spring Season

Estimate Total Costs: ~ \$90,000

Potential Breakdown

65 players = \$1,250*

60 players = \$1,350*

56 players = \$1,450*

*Assumes some Fees offset by Fundraising/Donations

First Installment \$500 - then \$375 & \$375 (final offset w/ potential fundraising)



Fundraising

The more we RAISE  The less you PAY

Year-round:

Team Merchandise - “NEW” Online Corner Store

- Online Store Access: Open 24/7/365 (Linked to our team website)
- Items ship within 2 weeks of purchasing AND sent directly to customers door
- New items and designs added throughout the year
 - Rotation of new Team Apparel, Headwear, Accessoires, Equipment, and more...
- Sponsorships - Full Year Opportunities
- Snap Raise - Annual Spring Fundraiser
- Super Bowl 2024 Pool

Join the Fundraising Team - Kiffyweiler@me.com

To **Donate** or for **Sponsor** information, please email us at pinnacleboyslacrosse@gmail.com



Sponsorship Opportunities



Become a 2024 Pinnacle Lacrosse Sponsor

- We offer several different tiered sponsorship levels, each are flexible & customizable based on your company's individual marketing needs.
- Sponsors are recognized in multiple ways: Company Banners, Team Roster Cards, Game Day Shout-outs, Social Media Posts, Team Website, Year-end Banquet and more...





SNAP! RAISE

We BELIEVE every kid Needs a champion

Pinnacle Boys Lacrosse Club Parents and Athletes,

We're kicking off our fundraiser with Snap! Raise, the nation's leading fundraising platform for groups, clubs, and teams. Since 2014, Snap! Raise has helped more than 55,000+ groups across the U.S. raise more than \$500M+ in funding!

- **Goal:** 100% Club Participation
- **More** we Raise = **Less** You Pay for Club Dues
- **Launch Date:** January 2024
- More information about SnapRaise and our 2024 launch date will be emailed out via TeamSnap.



Communication

- www.pinnacleboyslacrosse.com
- Pinnacleboyslacrosse@gmail.com
- App Store – TeamSnap (seasonal Teams)
- Instagram - @pinnacleazlax





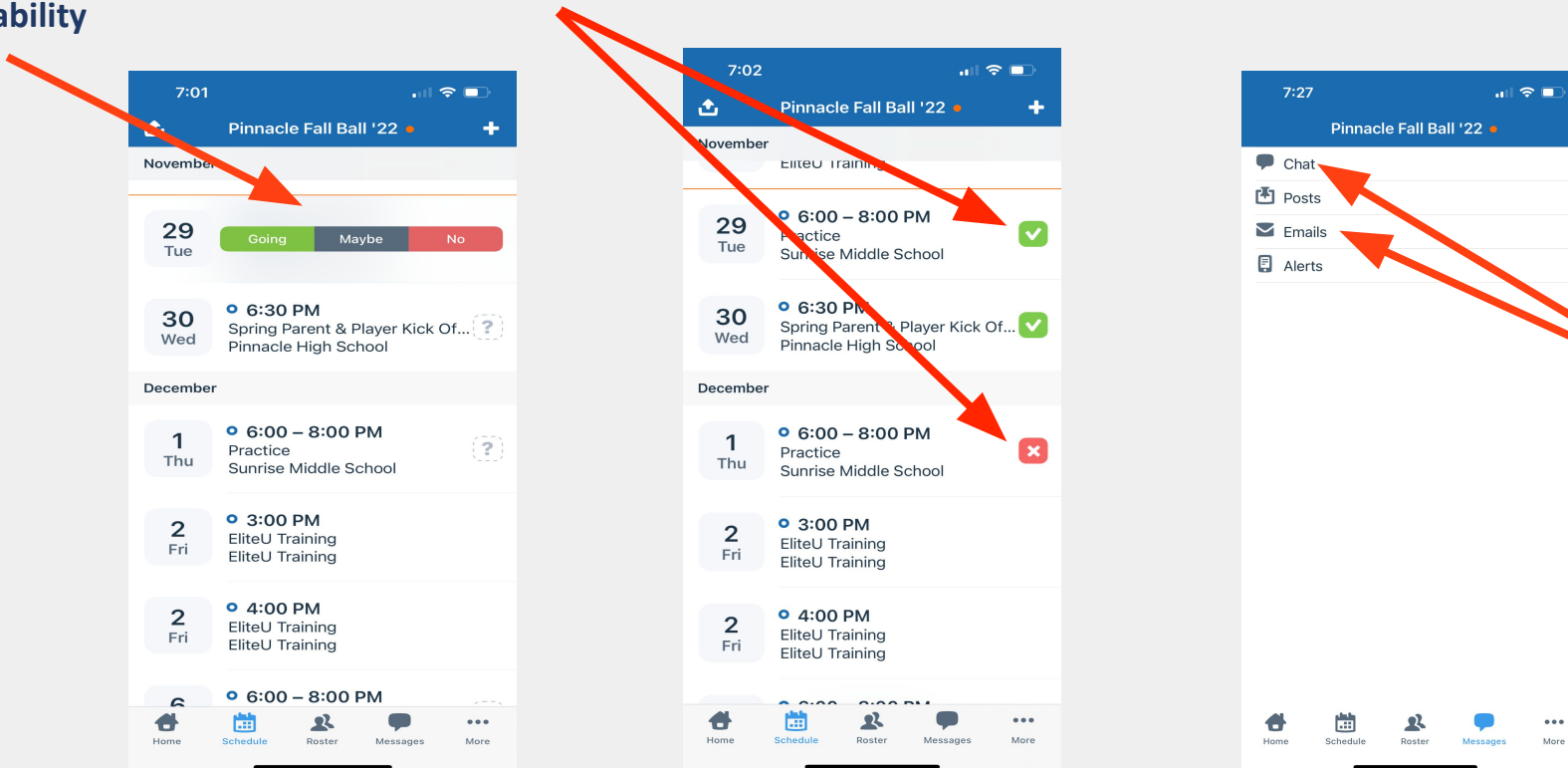
TeamSnap

- TeamSnap is our primary form of communication
- Upon registration each player will be added with the email which was used for registration
- It is required for each player to update their availability for each practice, game, and event- this helps our coaches and board plan appropriately



Update Availability

Status Update View



Communicate Here



Necessary: Family Volunteers (“Dibs”)

Volunteers are Essential to the Success of the Pinnacle Boys Lacrosse Club and Families are Expected to Fill a Minimum of Two Serving Spots

THE VALUE OF THE VOLUNTEER – WHAT IT MEANS TO YOUR PLAYER AND TO THE CLUB:

- Builds the Community within PBLAX Club
- Field Management and Scoring are Essential for the Game
- Building Pride in Ownership for the Boys in the PBLAX Brand

WHO CAN REPRESENT THE PLAYER:

- Parents
- Older Siblings
- Aunts, Uncles, Grandparents



Family Volunteers: Training provided!

Sign up: Once we have the game schedule, we will use Sign Up Genius for scheduling

- GAME DAY SPOTTERS/SCOREKEEPING
 - 2-3 parents per team & per game
 - Home and away games
- GAME DAY SET UP & GAME DAY TEAR DOWN
 - Game nets
 - Table setup including scoreboard
 - Rosters
- FOOD TRUCK COORDINATOR
- STUDENT TEAM MANAGERS
 - 2 + Managers Per Team
- VIDEO & PHOTOGRAPHY
 - Headshots (one time)
 - Team Photos
 - Game Day Still Photography (home & away)
 - Game Day Video (home & away)



Social Media

Instagram - #pinnacleazlax
Player & Parent Participation



Be part of the excitement... we need you all!

And it's easy:

- 1 - Follow us ... #Pinnacleazlax**
 - 2 - 'Like' us... every post**
 - 3 - Repost us... on your story (and leave a comment too)... every post!**
- ...And if you are posting something about your player TAG us!!**

Fun Facts!

- If you don't have an account, your player can help you set one up!
- It's the one time it's good for players to be on social media... they get us noticed!
- In 2 years we have increased social following by over 65%!
- Your friends and family can participate.. let's get over 1k followers!



Thank You

Pinnacle Boys Lacrosse Program