

## **NLL UnBOXed™ Frequently Asked Questions**

### *What is NLL UnBOXed?*

- As part of its effort to grow the game of box (or indoor) lacrosse in both participation and popularity, the National Lacrosse League (NLL) created professional sports' newest and most ambitious community-centric grassroots initiative, NLL UnBOXed.

Recognizing the power of sports to bring people together, NLL UnBOXed fosters inclusivity and strengthens the sense of community within big cities and emerging metros for young boys and girls of all ages, backgrounds, and skill levels.

### *Are these new teams playing in the NLL?*

- No. While the NLL strives to earn its position among the “Big 6” North American professional sports properties, the League is not expanding into these 13 markets ... just yet.

Unlike other “big leagues” grassroots initiatives that bundle participants and partner organizations by generic league identifiers, NLL UnBOXed brings together all participation groups from specific regions under a community-centric brand name and identity, clearly illustrating the NLL’s major-league aspirations and full commitment to each of these new activation markets.

No professional sports property has attempted to expand its brand footprint like this before.

The League is very intentional with where it is installing the new “NLL UnBOXed Lacrosse Communities.” As the NLL’s aspirational big-league competitors have approximately 30 franchises each, future NLL expansion franchises will likely come from the still-growing NLL UnBOXed Lacrosse Community footprint.

### *What do you mean “still growing”?*

- NLL UnBOXed has 4 planned market expansion waves of the NLL’s continental grassroots platform. By the time NLL-style sixes lacrosse returns as a medal sport in the 2028 Summer Olympics in Los Angeles, the NLL will be active in 60 communities across North America.

The final wave will be announced during the 2026-27 NLL Season.

### *Why did you create NLL UnBOXed?*

- Recognizing the power of sports to bring people together, NLL UnBOXed fosters inclusivity and strengthens the sense of community within big cities and emerging metros for young boys and girls of all ages, backgrounds, and skill levels.

The first phase introduces the NLL's fun, fast-paced game style via physical education curriculum and lacrosse equipment endowment provided to opt-in participating schools.

From the initial school-focused launch to expanding partnerships with local youth lacrosse organizations to creating new box lacrosse-specific opportunities, the NLL is committed to an ongoing in-market presence to grow the sport in each of its NLL UnBOXed Lacrosse Communities.

### *Can anyone nominate a school to participate in NLL UnBOXed?*

- Yes. School administrators, athletic directors, P.E. teachers, coaches and parents can nominate an elementary or middle school to join NLL UnBOXed.

### *What is the cost to my school to participate?*

- There is no cost. The NLL and its partners are providing the youth-focused lacrosse equipment and physical education curriculum to participating schools to introduce the sport to young boys and girls across North America.

### *Can my school implement the NLL UnBOXed curriculum and program any time?*

- Yes. While we ask for the specific semester your school elected to begin participation in NLL UnBOXed, once the curriculum and equipment are delivered to your school, you can continue to use throughout the academic school year however it fits into your academic calendar.