

# Ireland Lacrosse

## Report of the Budget, Finance and Sponsorship Committee

### National Team Finances



(v2.0, November 2018)

#### Introduction

The **Budget, Finance and Sponsorship Committee (BF&SC)** was agreed by the **Ireland Lacrosse Executive Board** at its meeting of **2 April 2018**, and it was formally established at the **Ireland Lacrosse Annual General Meeting (AGM)** which took place on **13 April 2018** – the formal record of that decision is available in the minutes for the AGM published at <http://main.irelandlacrosse.ie/about-us/>. The **Terms of Reference** for the BF&SC are available in section 14 of the **Ireland Lacrosse Governance Manual** which is available on the Ireland Lacrosse website at <http://main.irelandlacrosse.ie/wp-content/uploads/2010/09/Ireland-Lacrosse-Governance-Manual-24-May-2018.pdf>.

The membership of the BF&SC, as per decision at the AGM, is as follows (other individuals may be added in due course):

- Michael Kennedy (CEO, Ireland Lacrosse, Chair)
- John Frame (Financial Director, Ireland Lacrosse)
- Sean Gibson (Indoor Director, Ireland Lacrosse)
- Laura Stokes (Team Manager, Ireland Women's Team)

This is the second report of the BF&SC – the first report related to general organizational finances and it is available on the Ireland Lacrosse website at <http://main.irelandlacrosse.ie/wp-content/uploads/2010/09/Ireland-Lacrosse-BFSC-Report-v3.0-Sept-2018.pdf>. This report outlines general issues relating to financial management of the Irish National Lacrosse Teams. It is intended to provide information and promote transparency in how such finances are managed by Ireland Lacrosse. **Éire and Emerald Islanders teams are managed in a similar fashion when participating in 'Festival' tournaments taking place alongside major National Team tournaments.**

Any individual may request information on the financial management of the Irish national teams from the BF&SC by emailing them at [info@irelandlacrosse.ie](mailto:info@irelandlacrosse.ie).

#### Irish National Team Finances - "where does the money from player payments go"

The player financial obligation to participate with the Irish national team has generally been, on average, **€2000**. The income from player payments does not cover all the costs associated with a national team's participation in a major tournament, and it is supplemented through various fundraising strategies. The player financial obligation amount has been kept as low as possible in order to facilitate participation with the teams, including and especially for domestic players (ie players based in Ireland). The amount can fluctuate based on a number of factors – how the selection process is organised and where, the cost of the relevant tournament, and transport and shipping costs (for uniforms, apparel, equipment) which also depends on the location of the tournament. A **Tournament Business Plan** is required for each national team which outlines proposed arrangements for the relevant event. The Ireland Lacrosse Financial Director (along with other members of the BF&SC and Team Managers where relevant) maintain **Tournament Accounts** to track player payments, and all other income and expenditure. In 2018, the **Budget, Finance and Sponsorship Committee (BF&SC)** was established and is now responsible for all aspects of the financial management of Ireland Lacrosse, including the Irish national teams, and the BF&SC must sign-off on the budget for each national team and has ultimate responsibility for, and authority over, all financial transactions on behalf of the organisation.

The **EXPENDITURE** associated with each national team includes (but is not limited to):

- **FIL/ELF Participation Fee** – for FIL events (ie 'world' championships) it is normally \$1500 per national team per tournament, payable in two instalments, half in the summer and half by December in the year before the relevant tournament. This fee can vary considerably for ELF events (ie 'European' championships).
- **FIL/ELF Referee/Umpire costs** – FIL policy is that the cost of accommodation and meals for tournament officials must be shared among the teams which participate in that tournament (this is typically approx. \$3500 per tournament - so that is the total amount payable by each national team participating in the relevant tournament). ELF policy is similar.
- **Tournament Fees** – over and above the FIL/ELF Participation Fees, the host organization for a given tournament may also have specific tournament fees, which may cover a broad range of tournament hosting functions.

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- **Selection Process overheads** – this includes field rental costs, purchase of pinneys, water, balls, and meeting room costs, as well as coach and staff travel, accommodation and some meals. Tryouts in the USA have helped to subsidise tryouts (and training camps) in Ireland. National Team Training Camps (NTTC) were introduced in 2017 in response to feedback from post-tournament surveys from players, coaches and staff which consistently noted that teams do not have sufficient opportunity to work together between the initial tryout and the training camp that typically takes place immediately before a given tournament.
- **Coach and Staff Travel** – USA/Canada-based Head Coaches and Assistant Coaches must pay their own way to Ireland on their first trip connected with their involvement with a national team; for subsequent trips, a maximum €500 travel stipend is provided within that team’s budget - this includes Tryouts and also National Team Training Camps (NTTC). Coaches and Staff also receive a maximum €500 travel stipend for the tournament itself. Staff typically includes a Team Manager, Athletic Trainer/Physiotherapist and may also include an Equipment Manager. In addition to the maximum €500 travel stipend, Athletic Trainers/Physiotherapists and Equipment Managers also receive reimbursement for related expenses for suppliers which are critical to their role. Reimbursement to coaches and staff for travel for tryouts/NTTCs/tournaments and supplies is dependent on receipt of income from player-candidates who participate in the tryouts/NTTCs/tournaments; Ireland Lacrosse endeavours to pay these reimbursements in a timely fashion.
- **Coach and Staff Accommodation** – applies to all tryouts, training camps, and the event/tournament itself. For tryouts/NTTCs, we look for B&Bs, hotels, AirBnBs, etc with a view to ensuring this is obtained at a reasonable cost (the guide price is €65 per person per night) and bearing in mind also transport to the relevant venue. For a pre-tournament training camp and the tournament itself, this is wrapped into the entire team package.
- **Training Camps** – there are two different types of these: 1) well in advance of the tournament, typically taking place in Ireland and called a National Team Training Camp (NTTC); and 2) immediately preceding a specific tournament, and typically this takes place in the same locale as the tournament itself. For the former, costs include field rental costs, purchase of pinneys, water, balls, and meeting room costs, as well as coach and staff travel, accommodation and some meals (like tryouts). For the latter, costs are wrapped into the entire team package, so that a pre-tournament training camp at the same venue as the tournament itself involves an extension of accommodation, meals, field rental costs, etc from the costs of the tournament itself.
- **Tournament Accommodation & Meals** – this is the largest expense for any national team participating in a major tournament. In order to secure the most desirable, and cost effective, option in this regard, it is frequently the case that payments for the relevant accommodation & meals packages must be made in large instalments. Hence, player payments to Ireland Lacrosse are scheduled in such a way to enable the organization to meet payment deadlines imposed upon it by accommodation & meal suppliers, as well as suppliers for all other items and services included in this ‘expenditure’ list. These packages will normally include three meals per day – the exact details of this (including the quality) are highly dependent on the host organization and/or accommodation providers. It is sometimes the case – including and especially where a team ends up with a healthy budget surplus once all costs are accounted for, major payments are made, and a given tournament is underway – that special meals, for example in local restaurants and outside of the meal package arrangement, may be arranged and paid for from within the team budget. This practice is under ongoing review on a tournament-by-tournament basis.
- **Tryout, Training Camp and Tournament Transport** – as the players and staff for each national team are typically based in different cities and countries, each individual is responsible for their own transport to relevant tryouts, training camps and tournaments. For tournaments, typically a specific airport or other location is identified, along with a date and time, as the meeting point for the whole group, and then the team transport plan (and cost, which is accounted for in the budget) commences from this point forward. This includes transport between the airport (or other location) and the accommodation for the group both before and after the tournament, as well as transport between the accommodation and tournament playing venue each day during the tournament itself. The costs associated with transport are highly variable and depend on the location of the tournament and host organization.
- **Uniforms/Apparel/Equipment (UAE)** – this is a source of ongoing review and evaluation, including vis-à-vis suppliers (Irish/UK/USA/Canadian/Pakistani suppliers have all been used previously and are considered on an ongoing basis), type of relationship (one-off purchases versus sponsorship/partnership), type and range of items, quantity of items, design of items (e.g. sublimation, embroidery, customization), and shipping costs and logistics (a major issue depending on where the supplier is based

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and where the items need to be shipped to). There are existing partnership arrangements with STX (equipment) and Under Armour (uniforms and apparel) which cover the national teams – these are due to expire in September 2019, and the BF&SC is responsible for considering future relationships as it pertains to UAE. This process for evaluation of all UAE arrangements for all national teams will be led by BF&SC member Sean Gibson and all queries and suggestions in this regard may be directed to him.

- **Miscellaneous** – mouthguards, medical supplies, ice, ice baths during tournaments, laundry costs, national team caps for each player making their debut for Ireland (senior teams only), gifts for opposing teams, gifts for tournament hosts, social events or excursions, lanyards for players/coaches/staff, tickets for entry to tournament games and other events, etc. All of these costs must be accounted for within the budget for each national team's participation in a major tournament, which is subject to BF&SC approval.
- **Ireland Lacrosse Administration Fee (€1000 per team) & Insurance Levy (€100 per player)** – built into each national team budget. The income to Ireland Lacrosse derived from this can fluctuate based on how many teams are competing in a given year, and it is also dependent on each team being within budget for the respective event - if a team is in deficit, this income to the organisation is lost. On their own, the income from these does not cover all relevant overheads for Ireland Lacrosse, and the balance is covered through membership fees and other fundraising strategies for the organisation.

The **INCOME** associated with each national team includes (but is not limited to):

- **Tryout & NTTC fees** – US-based tryouts have been used to subsidise tryouts and training camps in Ireland. The participation fee for tryouts taking place in Ireland has been significantly less than the cost of tryouts which take place in the US. The overall value of US-based tryouts is under ongoing review. The timing of tryout events is also under review. One of the challenges in relation to an NTTC that takes place in the autumn is that the relevant national team may get selected later in the year, and that means income from player payments for participation with a national team may not come in to the organisation until very late in the calendar year, in the year prior to the tournament. It also means asking for money from players near or around Christmas, which is not ideal. This poses problems when the FIL or ELF, or tournament organisers, or various suppliers, require payments. Hence, fees from Tryouts and NTTCs must also be used to pay such general tournament participation fees.
- **Ireland Lacrosse Membership Fees** – membership of Ireland Lacrosse is required in order to participate in any event overseen by Ireland Lacrosse. The fees are currently €10 for individuals who play lacrosse in Ireland ('domestic') and €35 for those who do not - again, this is aimed at supporting domestic players. This income is not included within a given national team's budget - rather, it contributes to the general organisational finances - for further information regarding this, see [Ireland Lacrosse BF&SC Report \(v3.0, Sept 2018\)](#)
- **National Team Player Financial Obligation Payments** – as noted, the player financial obligation is typically in the vicinity of **€2000** per player. The setting of this amount is almost entirely dependent on receipt of information from tournament organisers, and that information is not always received when it is needed, or in a timely fashion so that the costs for participation can be communicated to players.
- **Intern Programme** – Ireland Lacrosse actively recruits interns to get involved with its national teams. Interns make a significant financial contribution to the team's budget, which covers all of their costs (accommodation, meals, and they get all the uniform, apparel and equipment that national team players get) along with additional money which contributes to the team's overall budget and operates as an important fundraising mechanism. Interns also provide hugely valuable extra personnel to assist a given national team with its preparations for, and during, a major tournament. They take on a wide range of responsibilities, as agreed between them and the relevant national team coaches/staff.
- **Player of the Game (or other) Sponsorship** – Player of the Game Sponsorship has been a regular and effective fundraising tool for the national teams. The exact amounts can vary, but usually specific t-shirts are printed with the Ireland Lacrosse logo, tournament logo, and sponsor logo, and these are awarded by the coaching staff to an individual player at the end of each game, and this is posted and promoted by Ireland Lacrosse via its social media (this is an example of a task which a national team intern might undertake).

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- **Teespring** – this is an online t-shirt shop, and shops have frequently been set-up for national teams with custom shirts for each individual player on that national team being made available for purchase.
- **GoFundMe** – these online donation and fundraising mechanisms have frequently been used by both individual players and by the team as a whole. As and when these are used, it is critically important that the players, coaches and staff are all in agreement about how income from such tools is used - whether for the team budget as a whole, or to help off-set individual player financial obligations.
- **Other player fundraising** - individual players may undertake their own fundraising in order to off-set the cost of their individual player financial obligation. In such instances, these strategies must be agreed with the BF&SC, and must follow the '70/30 rule', where 30% of the income derived from such activity must go towards the overall team budget, with 70% towards the individual player's financial obligation.

#### KEY PRINCIPLES:

- All expenditure for a national team must be approved by the BF&SC, either through approval of an overall budget, or approval of each individual item of expenditure.
- A contingency/buffer must be built into the budget for each national team – the BF&SC will determine the exact amount and how/when it is applied. This is designed to minimize the potential risk of the team going over-budget.
- Ireland Lacrosse has begun to appoint 'Team Managers' for each national team which participates in a major tournament. The primary responsibility of the Team Manager is to ensure their team stays within the agreed budget. They are also involved in managing various logistics, including working closely with interns. In undertaking these responsibilities, the Team Managers must liaise closely with the BF&SC, and also with relevant Ireland Lacrosse staff and coaches/other staff for the particular national team.
- The Head Coach has primary responsibility for ensuring all players pay the money owed to the organisation relating to their participation with a given national team. Failure to pay on the part of players has a direct impact on the ability to pay the costs associated with participation in major tournaments, including payment of stipends and other costs to the coaching and support staff.
- If players do not make their payments in full and on time, they may be excluded from the national team, and this will be communicated to them via the Head Coach.
- Income and expenditure for a national team must be managed in such a way that player payments are scheduled to come in in a timely fashion to enable payments to go out by the relevant deadlines. This must all take place well in advance of a specific tournament. Sending multiple invoices within days, or in the middle, of a tournament is unacceptable. Requests from the BF&SC for information, especially financial information, must be responded to in a timely fashion by any player, coach or staff member.
- Use of personal finances or credit cards are not permitted - adequate and appropriate planning ensures payments can be made in advance for agreed items which are part of the team's budget. For exceptional purposes, an Ireland Lacrosse credit card is made available, and this is typically provided to a member of staff, with agreement on its use to be made between that individual and the BF&SC for each individual transaction.
- The BF&SC makes all decisions in relation to sponsorship arrangements for the Irish national teams - any queries/suggestions in this regard may be sent to the BF&SC via [info@irelandlacrosse.ie](mailto:info@irelandlacrosse.ie).
- UAE is an area of ongoing development and the BF&SC is leading a process for evaluation of this any queries/suggestions in this regard may be sent to Sean Gibson via [sgibson@irelandlacrosse.ie](mailto:sgibson@irelandlacrosse.ie).