

THE OFFICIAL GAME PROGRAM OF THE GEORGIA SWARM

THE RUZZ

2021/22



4 LYLE THOMPSON

32 SHAYNE JACKSON



PRESENTED BY



BACK TO LAX!

— HOME OPENER —



GEORGIA SWARM
L A C R O S S E

VS



PHILADELPHIA
WINGS
L A C R O S S E

12.4.21

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BOX LAX 101

ROSTER



21-man roster; each team dresses 19 players for games (17 runners and 2 goalies).

A team shall be composed of 6 players on the floor, 5 runners, and 1 goalie.

TIME FORMAT



Four 15-minute quarters;
2 minutes between quarters;
15 minute halftime.

FACEOFFS



To determine possessions at the start of each quarter and after every goal, two players face their sticks at midfield with a referee placing the ball between the heads of the sticks.

TIMEOUTS



Each team may take one 45-second timeout per half. A televised game has two timeouts per quarter.

8-SECOND VIOLATION



Occurs when team on offense fails to advance the ball past midfield within 8 seconds after taking possession at their defensive end.

SHOT CLOCK



A 30-second clock begins counting down when a team assumes possession of the ball. The offensive team must put a shot on goal during that time, or they will lose possession.

PENALTIES



MINOR PENALTY

Player spends two minutes in the penalty box for common infractions, such as delay of game, elbowing, holding, illegal crosschecking, slashing, & tripping.



MAJOR PENALTY

Player spends five minutes in the penalty box for serious infractions, such as high sticking, boarding, face masking, fighting, & spearing.

SUDDEN-DEATH OVERTIME



Games ending regulation play with a tie score are decided by a sudden death overtime period. Play continues until a goal is scored. More than one overtime period is played, if necessary.

WANT TO LEARN MORE? VISIT
GEORGIA SWARM.COM/BOXLAX101

REALIGNMENT

With Panther City Lacrosse Club (in the Dallas-Fort Worth market) joining the NLL for the 2021-22 season, the league has realigned by consolidating from three divisions of four, four, and five teams to a 14-team, two-conference format – the East and the West.

PLAYOFF FORMAT

The new alignment brings with it a revised playoff format, with the top four teams in the East and top three in the West advancing to the playoffs. The eighth playoff slot will go to the team with the better record between the fifth place East and fourth place West teams, per NLL tiebreaker rules. The first round will be single elimination, while the second round and Finals will each be best-of-three series.

EXPANSION

Panther City Lacrosse Club is the newest NLL team, and their first season will be the upcoming 2021-22 NLL season. PCLC will play out of Dickies Arena in Dallas-Fort Worth.

Panther City LC is the fifth expansion club the NLL has added over the last four years, a sign of the league's attractiveness to investors and passion for box lacrosse across the continent. The new southern team will select players from each NLL team as part of its Expansion Draft and holds the No. 1 overall pick in the 2021 NLL Entry Draft.



NLL EAST



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Stop by the Swarm Fan Central in the middle of the main concourse to talk with a Swarm Account Executive to get the best seats to Atlanta's Best Kept Secret!



SWARM HISTORY

The Swarm started play in the 2005 season. Originally owned by the Minnesota Wild of the NHL, the team played its games in the Xcel Energy Center in Saint Paul, Minnesota from 2004-2015. The Arlottas — John and Andy — purchased the team in 2008 before moving the team to Georgia following the 2015 season.

Now the Georgia Swarm, the team found a home at Infinite Energy Arena (now Gas South Arena) in Duluth, GA northeast of downtown Atlanta. The Swarm went 8-10 in their first season, advancing to the playoffs before losing in the division semifinal round.

The Swarm's second season proved to be the most pivotal and meaningful in club history. A franchise-best 13-5 record in 2017 paved a way to a division title and a top seed in the postseason. The Swarm bulldozed through their

playoff competition, sweeping the Saskatchewan Rush for their first-ever NLL Cup and Atlanta's first professional sports world championship in 22 years.

The Swarm cemented their position as one of the NLL's most dangerous teams by making playoff runs in the 2017-18 and 2018-19 seasons after winning their division both years.

When the NLL postponed the 2019-20 season, the Swarm was again in playoff position (just 1.5 games out of first place in their division) and fielded the league's most potent offense, scoring an astonishing 12.4 goals per game.

Since moving to Georgia, the Swarm has posted a 51-33 record (61 percent win percentage) and advanced to the postseason in each of their full seasons in the Peach State.



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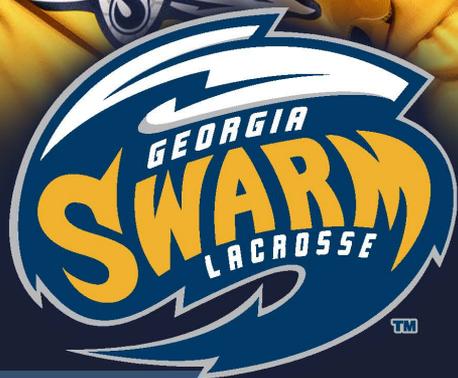
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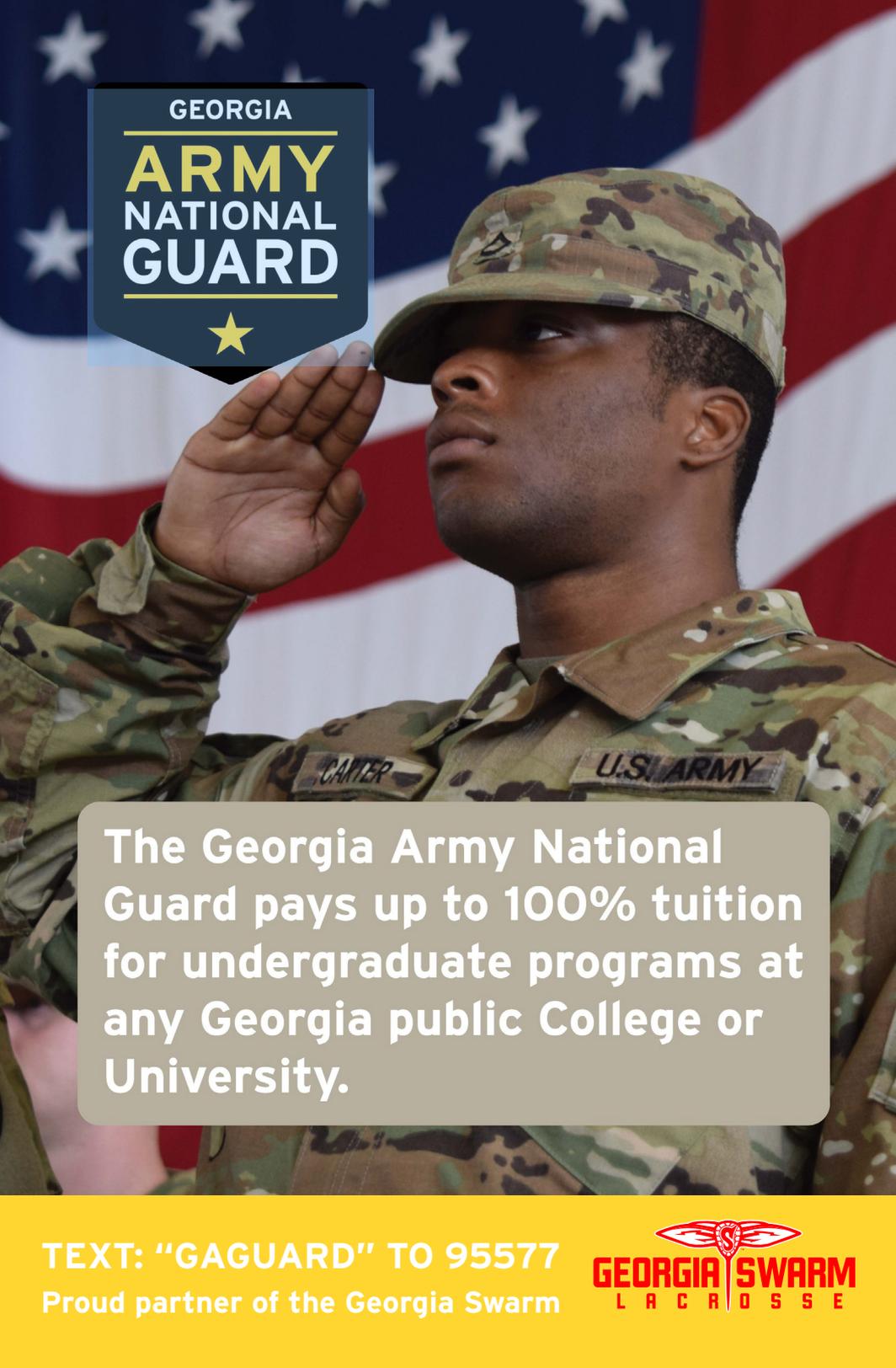
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Dr. Frank Clayton has trained with some of the world's most prominent cosmetic dentists and is a Member of the American Dental Association, Georgia Dental Association, and Dental Organization for Conscious Sedation. He founded the Atlanta Center for Dental Excellence in 2008 to provide continuing education on innovative dental care.

After hours, he enjoys spending time with his wife and three sons, and acting as team dentist for the Georgia Swarm Professional lacrosse team.



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SIDELINE — \$350

ENDZONE — \$250

404 CLUB — \$100

FULL MEMBERSHIP INCLUDES ACCESS TO 10 GAMES!

ON THE GLASS

There isn't a closer seat to all the action than sitting On The Glass. This is your chance to be just inches away from the best lacrosse players in the world which will make you feel like you're IN the game! Every ticket is a "loaded ticket" and includes \$20 towards food and beverage, including alcohol.

GOAL ZONE CLUB

Enjoy all the fast-paced action from this premium seating area behind the goal. Space is limited in this exclusive area, which includes wait-staff service so you never have to leave your seats!

MIDFIELD

Two of our most sought-after sections, midfield seats put fans right in the middle of the arena, enjoying equal vantage of the action on both ends of the floor!

SIDELINE

One of the more popular locations, sitting on the sidelines gives any sports enthusiast some of the best views of the game. See plays develop and witness an average of 25 goals per game, as you sit on the edge of your seat!

ENDZONE

Endzone seats are the perfect option for fans looking for an affordable membership while still giving you lower level views. Sit as close as the second row or higher up to soak in the fastest game on two feet!

404 CLUB **NEW!**

Sit in the newly unveiled 404 Club at the lowest Membership price available! Not only can you experience Atlanta's Best Kept Sports Secret for only \$10 per game, but you also have easy access to Cheap Eatzz for affordable food and beverage options for the entire family!

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CONCESSIONS DISCOUNTS

Enjoy sweet savings on gameday with 10% off food and beverage at any permanent concession stand (excludes alcohol purchases)



MERCHANDISE DISCOUNTS

Save even more when you gear up as Members receive 15% off at the Swarm Shop on gameday!



MEMBER LACROSSE PLAYER CLINIC

Learn from the pros during our Member-Only players clinic! Here's your chance to learn lacrosse tips directly from Swarm players!



EXCLUSIVE MEET-THE-TEAM EVENTS

Get some face time with your favorite players! Members receive exclusive access to autographs, photos, and more!



"NO TICKET GOES TO WASTE" POLICY

Can't make a game? No problem! Our "No Ticket Goes To Waste" Policy allows you to call your rep and transfer tickets to a future game! Based on availability; exclusions may apply.



ON-FIELD FAN EXPERIENCE

Set foot on the same turf that the pros compete on! From pregame/postgame parades to starting lineup experiences, members are closest to the action!



ANNUAL MEMBER GIFT

Each year the Swarm franchise provides a special Gift to each of our Members, so don't miss out on what's in store for you this season!



NO EXCHANGE OR TRANSFER FEES

With your tickets on the AXS mobile app, transferring your tickets can now be done in a few simple clicks!



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Share the fun and bring friends, family, neighbors, and coworkers at your special Member rate! Based on availability; exclusions may apply.



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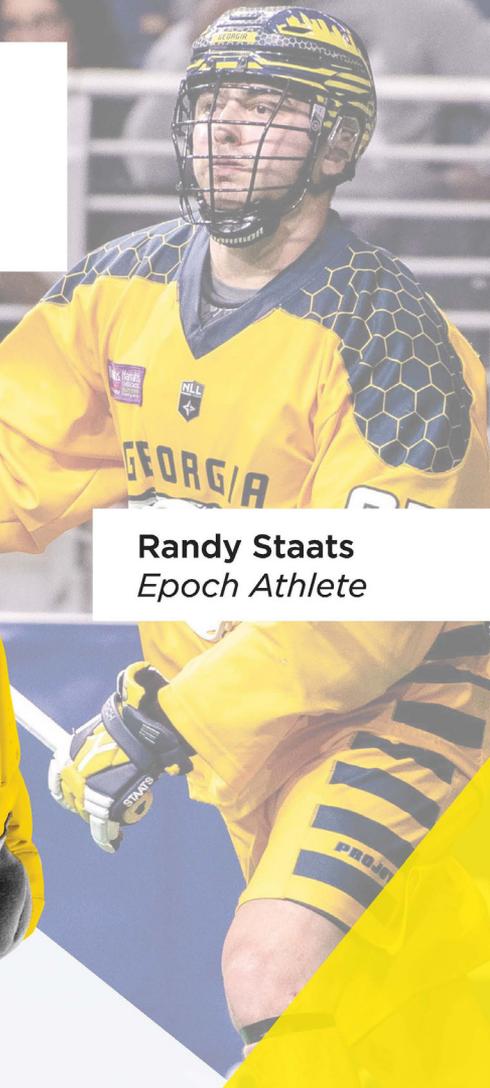
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WALL OF HONOR

PLAYER AWARDS

2016	RANDY STAATS	ROOKIE OF THE YEAR
2017	JORDAN HALL	SPORTSMANSHIP AWARD
	JASON NOBLE	DEFENSIVE PLAYER OF THE YEAR
	MIKE POULIN	TEAMMATE OF THE YEAR
	LYLE THOMPSON	MOST VALUABLE PLAYER, NLL CUP MVP
2017-18	LYLE THOMPSON	SPORTSMANSHIP AWARD
2018-19	JOHN RANAGAN	TEAMMATE OF THE YEAR
	LYLE THOMPSON	SPORTSMANSHIP AWARD
2019-20	SHAYNE JACKSON	MOST VALUABLE PLAYER
	MIKE POULIN	TEAMMATE OF THE YEAR
	LYLE THOMPSON	SPORTSMANSHIP AWARD

NLL ALL-PRO TEAMS

2017	JASON NOBLE	1ST TEAM
	LYLE THOMPSON	1ST TEAM
	SHAYNE JACKSON	2ND TEAM
	MIKE POULIN	2ND TEAM
2017-18	LYLE THOMPSON	2ND TEAM
2018-19	LYLE THOMPSON	1ST TEAM
	BRENDAN BOMBERRY	ALL ROOKIE
2019-20	SHAYNE JACKSON	1ST TEAM

FRANCHISE AWARDS

2017	JOHN ARLOTTA	GM OF THE YEAR
	ED COMEAU	HEAD COACH OF THE YEAR

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	10-99 PEOPLE	100+ PEOPLE
MID-FIELD	\$39	\$37
SIDELINE	\$33	\$31
ENDZONE	\$26	\$24
MEZZANINE	\$12	\$12

MIDFIELD

Two of our most sought-after sections, midfield seats put fans right in the middle of the arena, enjoying equal vantage of the action on both ends of the floor!

SIDELINE

One of the more popular locations, sitting on the sidelines gives any sports enthusiast some of the best views of the game. See plays develop and witness an average of 25 goals per game, as you sit on the edge of your seat!

ENDZONE

Endzone seats are the perfect option for fans looking for an affordable membership while still giving you lower level views. Sit as close as the second row or higher up to soak in the fastest game on two feet!

MEZZANINE

Looking for a taste of all the action at the most affordable price, then the Mezzanine level is for you! This level provides you with great views of the field, in addition to cost savings and quick access to food and beverage at the nearby Cheap Eatz stand below.

FAN EXPERIENCES



NATIONAL ANTHEM BUDDIES

Stand on the field with the players right before the game starts as we honor our country during the National Anthem!

PACKAGE: 50 End Zone tickets

PRICE: \$1,300

ADDITIONAL TICKETS: \$26 EACH
(upgrades available)



PRE-GAME TEAM TUNNEL

Be the first to welcome the Georgia Swarm players onto the turf on gamedays! Line up on the turf and high-five the guys as they take the field!

PACKAGE: 75 End Zone tickets

PRICE: \$1,950

ADDITIONAL TICKETS: \$26 EACH
(upgrades available)



POST-GAME TURF EXPERIENCE

Enjoy on field access post game, special appearances by Swarm player and/or coaches, and take shots on goal like the pros! A perfect photo and team building opportunity for all ages!

PACKAGE: 50 End Zone tickets

PRICE: \$1,300

ADDITIONAL TICKETS: \$26 EACH
(upgrades available)

HOSPITALITY PACKAGES



PRESIDENT'S ROOM *PREMIER ALL-INCLUSIVE TICKET PACKAGE*

PACKAGE: 75 Sideline level tickets; Reserved private hospitality space on field level with tables, high-tops, chairs, and two-hour all-you-can-eat buffet. Plus 15 Pre-paid parking passes. Non-alcoholic drinks included.

PACKAGES STARTING AT **\$5,925 / \$78 PER PERSON**
[upgrades available]

Add-ons include: Bar Service, Drink Vouchers, Additional Parking (\$5 per person)

Accommodates groups up to 200 people*

**Additional space available upon request to accommodate an additional 125 people*



LOFT LOUNGE & BAR

PACKAGE: 75 Club Level tickets; Reserved party loft and bar on the Lit Vodka Club level with tables, high-tops, chairs, and two-hour all-you-can-eat buffet. Plus 15 Pre-paid parking passes. Non-alcoholic drinks included.

PACKAGES STARTING AT **\$4,500 / \$59 PER PERSON**
[upgrades available]

Add-ons include: Bar Service, Drink Vouchers, Additional Parking (\$5 per person)

Hospitality space holds up to 150 people*

**Group size can exceed 150 people*



ALL-INCLUSIVE CLUB LEVEL PACKAGE

PACKAGE: 50 Club Level tickets with two-hour all-you-can-eat buffet at a designated buffet station on club level. Non-alcoholic drinks included. Plus 10 Pre-paid parking passes.

PACKAGES STARTING AT **\$2,450 / \$48 PER PERSON**
[upgrades available]

Add-ons include: Drink Vouchers, Additional Parking (\$5 per person)

Accommodates groups of 50 or more (1000 Max)

BUFFET OPTIONS

BUFFET PACKAGE #1 - BASE PACKAGE

Hot dogs, hamburgers, fries, and snack bags served with unlimited ice water and choice of lemonade or sweet tea.

BUFFET PACKAGE #2 *[ADDITIONAL \$5/PERSON]*

BBQ pulled pork, grilled chicken sandwiches, baked beans, coleslaw, and cornbread served with unlimited ice water and choice of lemonade or sweet tea.

ON-FIELD EXPERIENCES



LACROSSE HALFTIME SCRIMMAGE

Show off your youth team's skills in front of Sting City during a 7-min. on-field halftime lacrosse scrimmage and welcome the Georgia Swarm back to the turf with a team tunnel!

PACKAGE: 75 End Zone tickets

PRICE: \$1,950

ADDITIONAL TICKETS: \$26 EACH

(upgrades available)

EXCLUSIVE PACKAGE: 150 End Zone tickets

PRICE: \$3,600

ADDITIONAL TICKETS: \$24 EACH

(upgrades available)



"CHUCK-A-BALL" FUNDRAISER

Raise money for your organization and enjoy a Swarm home game! Sell \$2 fundraiser balls for the fan-favorite competition; all proceeds raised benefit your group!

PACKAGE: 50 End Zone tickets

PRICE: \$1,300

ADDITIONAL TICKETS: \$26 EACH

(upgrades available)



PRE-GAME TURF TIME

Enjoy the turf on Swarm gamedays before players take the floor! Our Pregame Turf Time gives you unprecedented access to the same floor the pros play on for your own use for a full hour.

PACKAGE: 75 End Zone tickets

PRICE: \$1,950

ADDITIONAL TICKETS: \$26 EACH

(upgrades available)

PERFORMANCE PACKAGES

PRE-GAME "PRIMETIME" PERFORMANCE

Get the crowd excited before the game with a Pregame Primetime Performance! Step onto Harrah's Cherokee Casino Field before a Swarm home game and put on your best 4.5-minute performance for Sting City.

PACKAGE: 50 End Zone tickets

PRICE: \$1,300

ADDITIONAL TICKETS: \$26 EACH

(upgrades available)



FIRST QUARTER PERFORMANCE

It's your time to shine while the players take a break. Put on a 1.5-minute group performance during the first quarter break to keep Sting City entertained!

PACKAGE: 25 End Zone tickets

PRICE: \$650

ADDITIONAL TICKETS: \$26 EACH

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GOD BLESS AMERICA PRE-GAME PERFORMANCE

Before the men in blue and yellow take to the floor, your group can perform "God Bless America" on Harrah's Cherokee Casino Field.

PACKAGE: 75 End Zone tickets

PRICE: \$1,950

ADDITIONAL TICKETS: \$26 EACH

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GROW THE GAME



Lacrosse is the fastest-growing sport in North America, outpacing soccer, football, baseball, and every other youth sport. The continent's first sport continues to speak to the hearts of all young and old and tie generations together.

The Swarm are proud to nurture this wonderful sport in Georgia, helping grow it through numerous lacrosse camps and clinics throughout the year and the Jr. Swarm program.

During the summer of 2021 the Swarm facilitated memorable clinics with school-aged youth in Cherokee, North Carolina – home of the Eastern Band of Cherokee Nation and kicked off the “Westside Swarm” initiative, designed to provide underserved areas of Atlanta access to the continent’s original sport.

COMMUNITY UPDATES



In 2021 the Georgia Swarm worked in tandem with Hazelden/Betty Ford Foundation, USA Lacrosse, and USA Lacrosse – GA to form the new Westside Swarm initiative, a program that introduces unprivileged youth in downtown Atlanta neighborhoods to the game of lacrosse via player-led clinics and the donation of equipment.

Each year the Georgia Swarm wears uniquely-designed jerseys for one game then auctions off the game-worn jerseys after the contest to benefit cancer research charities. Proceeds from this “Star Wars” themed jersey were donated to the Rally Foundation to battle childhood cancer.



Before every home game, the Swarm honored the families of U.S. armed forces members who died in their service through their partnership with T.A.P.S. (Tragedy Assistance Program for Survivors).

The Swarm teamed up with the Navy SEAL Foundation and Johnny Mac Soldiers Fund to donate ticket proceeds ahead of the Swarm’s Heroes Night, honoring men and women in the U.S. Armed Services and local first responders.



Partnering up with Georgia Power, the Swarm coaches led free clinics before Saturday home games. These free youth clinics helped teach lacrosse to underprivileged youth from Walton County Boys & Girls Club, 100 Black Men Dekalb, Browns Chapel in Marietta, After School All-Stars, and J.M. Tull YMCA.



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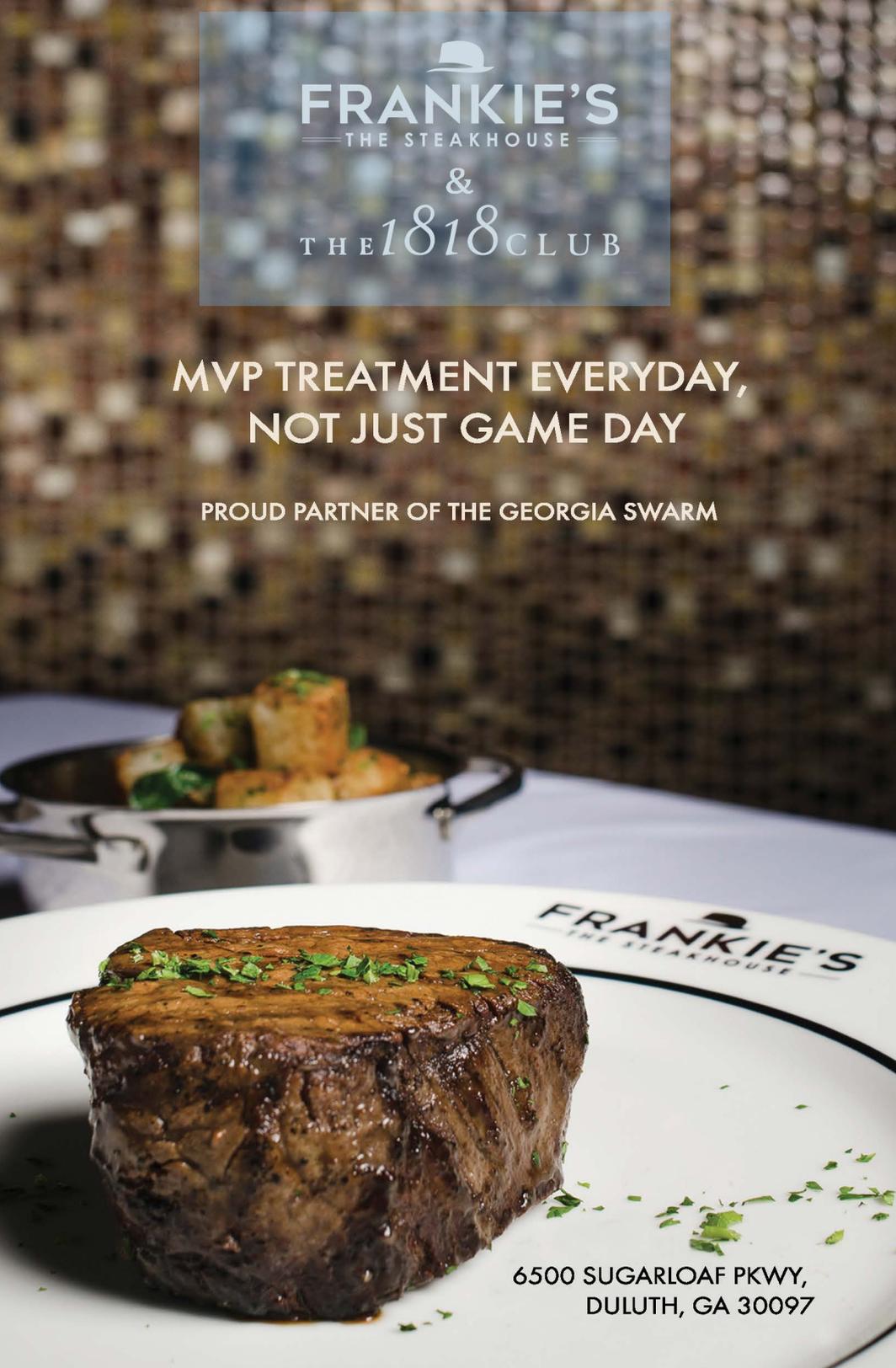
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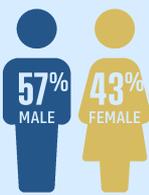
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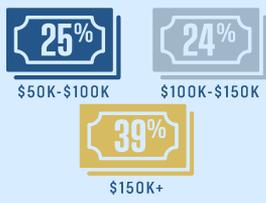


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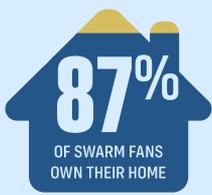
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