



# OUR GAME

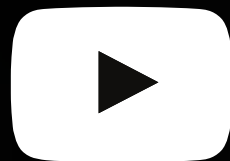
THE SPIRITUAL QUEST TO BECOME WORLD CHAMPIONS  
IN THE SPORT THEY GAVE TO THE WORLD

# OUR GAME

**Our Game** captures the rise of the Haudenosaunee Nationals men's and women's lacrosse teams on their tireless quest to once again dominate the sport they gave to the world. The six nations of the Haudenosaunee Confederacy – often referred to as the Iroquois – were gifted the game of lacrosse from their Creator.

Lacrosse remains central to Haudenosaunee spirituality, identity and culture. Playing the right way, with “The Good Mind”, carries the enduring power of the Medicine Game’s guiding principle: Peace Through Sport.

**Play Sizzle**



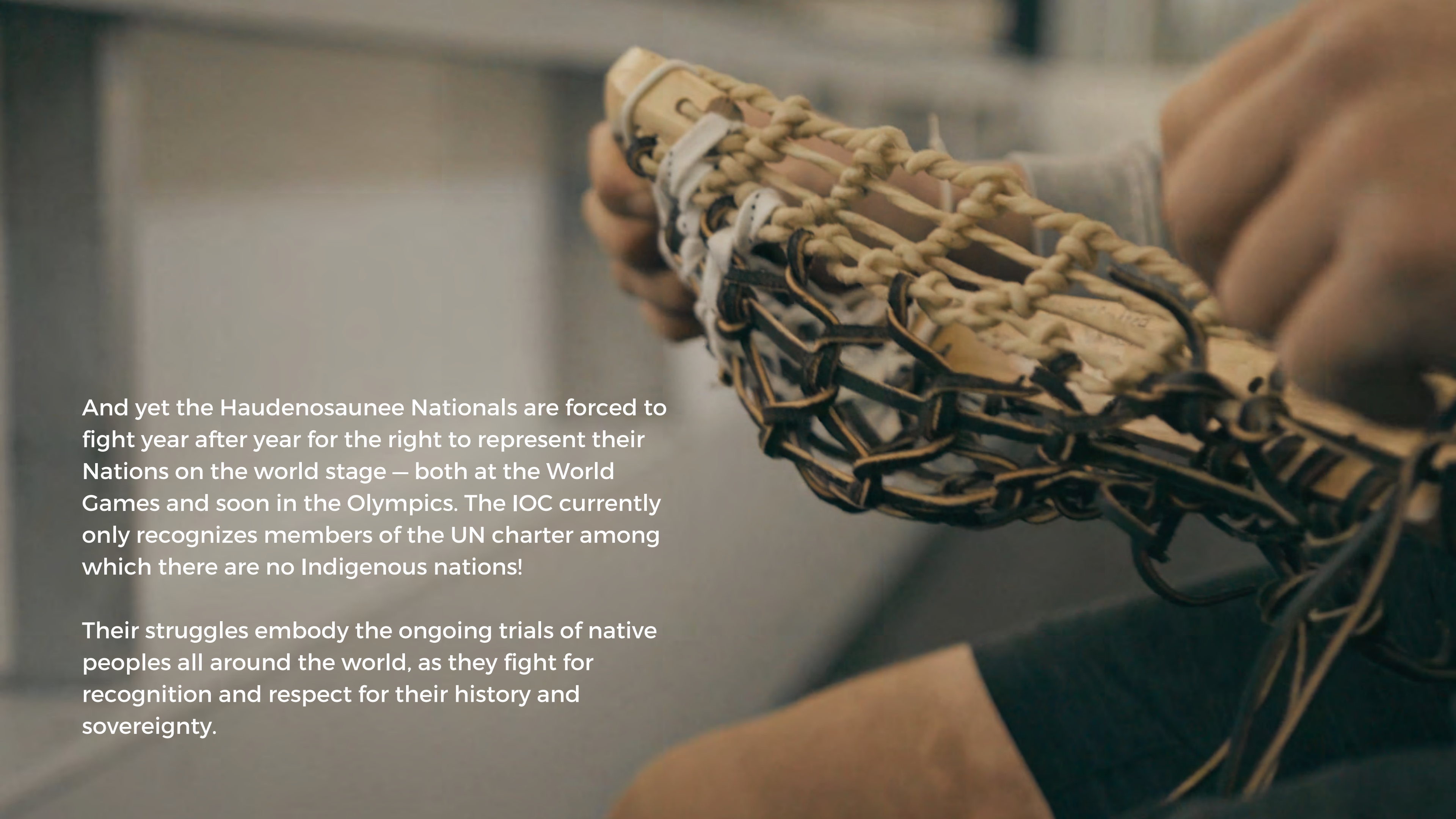
**PW: OBP**



The sovereign lands of the Haudenosaunee straddle United States and Canadian territories.

Despite significantly smaller player pools and a fraction of the financial resources available to their main rivals, the US and Canada, the Haudenosaunee Nationals are consistently ranked near the top and their lacrosse players are heavily sought after by collegiate programs and professional teams in the US and Canada.





And yet the Haudenosaunee Nationals are forced to fight year after year for the right to represent their Nations on the world stage – both at the World Games and soon in the Olympics. The IOC currently only recognizes members of the UN charter among which there are no Indigenous nations!

Their struggles embody the ongoing trials of native peoples all around the world, as they fight for recognition and respect for their history and sovereignty.

A hand is shown holding a black passport cover with the Haudenosaunee seal. The cover is placed over a US passport. The passport is open to a page showing flight information for a route from Zurich to Prague. The text on the passport includes 'ECONOMY', 'SMITH/SIDNEYMR', 'ZURICH', 'PRAGUE', 'MAY 1255', 'NO', 'BY THE', and '148157745-2'. The Haudenosaunee seal on the passport cover features a central figure surrounded by a circular border with the text 'HAUDENOSAUNEE' and '1784'.

**“WE’RE NOT US CITIZENS, WE’RE NOT CANADIAN CITIZENS,  
WE’RE HAUDENOSAUNEE PEOPLE. WE DESERVE TO TRAVEL ON  
OUR OWN PASSPORT.”**

- LYLE THOMPSON

Women players face an added burden – the right to play their game at all.

According to tradition, women were forbidden from touching the sacred wooden stick. Their fight continues to convince their own families, the clan mothers, and their nation, that the game they love should be for them, as well as the men.

The Haudenosaunee women's journey parallels many of the challenges shared by women athletes fighting for equality across the world.





**“WHEN I FIRST STARTED PLAYING, GIRLS DIDN'T HAVE UNIFORMS. WE GOT THE WORST FIELDS. BUT NOW WE GET WAY MORE SUPPORT FROM THE COMMUNITY, AND WE'RE TEACHING OUR GIRLS THE VALUE OF PLAYING WITH THE GOOD MIND, FOR THE CREATOR. IT'S MAGICAL.”**

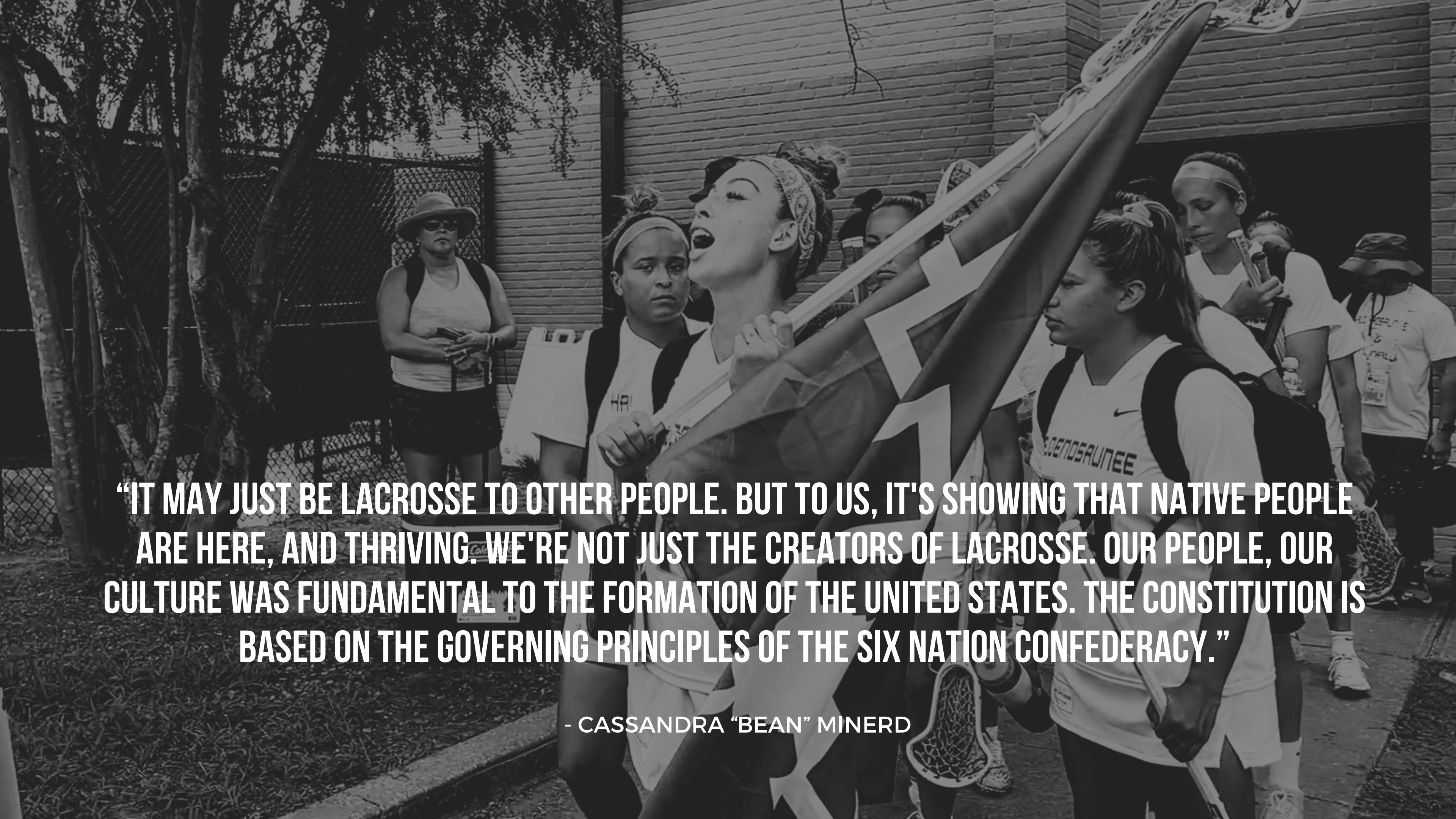
**- JALYN JIMERSON**



**OUR GAME** focuses on a handful of star players – young elite athletes caught in the wheel of history – as they balance demands of their teams, families, and ancestral traditions while shouldering the responsibilities of representing their people on the global stage.

Through these intimate portraits captured in & around international competition from 2021 thru 2023, **Our Game** will bring to life the dramatic, inspirational and sometimes controversial story of the rise of Haudenosaunee lacrosse as they battle to become World Champions in the sport they gave to the world.





**“IT MAY JUST BE LACROSSE TO OTHER PEOPLE. BUT TO US, IT'S SHOWING THAT NATIVE PEOPLE ARE HERE, AND THRIVING. WE'RE NOT JUST THE CREATORS OF LACROSSE. OUR PEOPLE, OUR CULTURE WAS FUNDAMENTAL TO THE FORMATION OF THE UNITED STATES. THE CONSTITUTION IS BASED ON THE GOVERNING PRINCIPLES OF THE SIX NATION CONFEDERACY.”**

**- CASSANDRA “BEAN” MINERD**

# OUR CHARACTERS



**CASANDRA "BEAN" MINERD** (Onondaga) Bean is a survivor. She fights for justice for herself and her people. She has used lacrosse to heal and excel. As a leading force both on and off the field, Bean inspires young women to become leaders and peacemakers. SUNYAC Defensive Player of the Year, Bean runs a tight defense, the core of the team's strength.

**LYLE THOMPSON** (Onondaga), arguably the best player in the world and star forward for both Georgia Swarm and Haudenosaunee Nationals, juggles his career and a family on the nation, keeping his teammates focused on coming together as an elite unit, and maintaining their focus on winning the World Championships.



**JALYN JIMERSON (Six Nations)** As a star forward for the Clemson Lacrosse team, Jalyn has found acceptance as one of Clemson's three Native players. Back on the nation, however, Jalyn faces the generational trauma of residential schools, and the rampant drug and alcohol abuse these institutions have left in their wake for her people.



**RANDY STAATS (Mohawk)** The game gives Randy a sense of purpose when he puts the jersey on – “It’s us versus the world. I want to fight for our people for past wrongs and to be seen for who we are as Haudenosaunee people.” Randy is a top player for the team, where he struggles with the challenges of guiding his younger brother and rising star, Austin Staats.



**TEHOKA NANTICOKE** (Mohawk) Tehoka's Mohawk roots run deep. His grandparents were faith keepers and active participants in the protests at Wounded Knee and Alcatraz. Fluent in Mohawk, Tehoka holds a profound belief in the spiritual essence of the "Medicine Game." Celebrated for his creativity on the field, his journey has not been without challenges. Like so many Natives, he has faced personal struggles, particularly with alcohol. After gaining sobriety, Tehoka has emerged as a natural leader both on and off the field. He found his voice and has potential for 'All World Candidate' designation, eager to represent his people and heritage on the world stage.



**FAWN PORTER** (Cayuga) Raised traditionally, Fawn was told "girls can't play Lacrosse." She fought back, questioning the elders. "The medicine of Lacrosse is calling me, so why is it not for me?" Even now, however, as she plays around the world as a star player for the women's team, she still struggles with questions about her own anger at generational trauma, and the invisibility of Indigenous People. "Look at us. Really look. We are a book, full of knowledge that is untouched. Imagine what our culture can provide the rest of the world if you just take a look."

# ADDITIONAL CHARACTERS



**JACOB PISENO (Aztec)** Team rules allow for 3 players to be non-Haudenosaunee passport holders. Jacob's fierce defense wins him a spot on the Nationals. But unfamiliarity with Haudenosaunee traditions sets him apart. After his father reveals their Aztec heritage, Jacob explores his indigenous roots as he immerses himself into Haudenosaunee culture.



**REX LYONS (Onondaga)** A key voice for the rights of the Haudenosaunee people and the Nationals, President of the Haudenosaunee Nationals Development Group. Rex is unrelenting in protecting his people's identity and determined that the team will take its rightful place on the world stage. Lead guitarist and singer for The Fabulous Ripcords.



**COACH LARS TIFFANY** "Expect nothing, earn everything", is his motto. Tiffany grew up near the Onondaga Nation in upstate NY and fell in love with the game of Lacrosse. His mission is to give back to the creators of the game he loves and to lead the team to an Olympic Gold Medal.



**BETTY LYONS (Onondaga)** International and cultural liaison for the Nation and President of the American Indian Law Alliance, she fights for the voices of the women, their safety and the right to play their game. Betty says yes to every challenge, no matter what the cost to her. And the cost is always high.

# LACROSSE RETURNS TO THE OLYMPICS



## JOURNEY TO THE OLYMPICS

**OUR GAME IS THE EPIC STORY OF THE CREATORS OF THE GAME, FIGHTING FOR THEIR RIGHTFUL PLACE TO COMPETE FOR AN OLYMPIC BERTH. HAUDENOSAUNEE MEN AND WOMEN ATHLETES ARE AMBASSADORS OF PEACE THROUGH SPORT. THEIR PRESENCE AT THE OLYMPICS CELEBRATES NOT ONLY THEIR ATHLETIC EXCELLENCE, BUT CARRIES A GLOBAL MESSAGE OF PEACE ON THE WORLD'S STAGE.**

## PEACE THROUGH SPORT

**THE VALUES OF THEIR MEDICINE GAME ARE FRIENDSHIP, HEALING AND PEACE. THEY ARE SHARED AMONG ALL PEOPLE THROUGH THE PLAYING OF LACROSSE. THIS MESSAGE IS BEING EMBRACED GLOBALLY - LACROSSE IS CURRENTLY PLAYED IN 89 COUNTRIES.**

# MORE THAN A SPORTS SERIES

**Our Game** is more than a sports documentary series. It is the story of a nation within a nation, that goes to the very heart of American democracy. A story very few know.

## **Sovereignty -**

The Haudenosaunee are a sovereign people, as per original Treaties establishing the Six Nation Confederacy. But they must continue to challenge a 1492 papal decree - the Doctrine of Discovery - that made lawful the colonization, enslavement, and attempted genocide of indigenous people.

Incredibly, the Doctrine continues to be used as settled law, to this day.

Through our characters, **Our Game** makes the invisible visible as we interweave issues central to the Haudenosaunee people.

## **Culture -**

Our series illuminates the ceremonies, language, Longhouse governance, human rights, and democratic roots that the Haudenosaunee have practiced for centuries.

## **Climate / Environment -**

The original instructions to First Nation's people were to care for the natural world for the next seven generations to come. We have much to learn from Haudenosaunee wisdom, who are caretakers for all land and life on the earth.

# LACROSSE HAS ARRIVED

- **ESPN INVESTS HEAVILY INTO LACROSSE, BELIEVES IN LONG-TERM SUCCESS**

- “That’s the sport we believe in and we’ve invested in.” - Dan Margulis, ESPN Senior Director, Programming & Acquisitions
- 4 year, 8-figure media rights deal with PLL
- ESPN invested in all major lacrosse properties for year-round exposure including: World Lacrosse Championships for men and women, Athletes Unlimited (women’s outdoor), the Premier Lacrosse League (men’s outdoor), the National Lacrosse League (men’s indoor), and the NCAA rights for men and women’s college lacrosse.

- **LACROSSE’S UNDENIABLE INTERNATIONAL APPEAL**

- World Lacrosse has 89 member countries across all 5 continental regions
- The 2023 PLL Season will be streamed across 185 countries through ESPN and its affiliates

- **FASTEST GROWING SPORT FOR YOUTH AND COLLEGE ATHLETES**

- Lacrosse has over 2 million participants, yet it’s still only a sanctioned high school sport in 24 states representing significant upside
- From 2002 to 2023, the number of women’s college lacrosse teams more than doubled, rising from 256 to 541 teams. Men’s college lacrosse increased by 70% in the same period, from 236 to 398 teams.

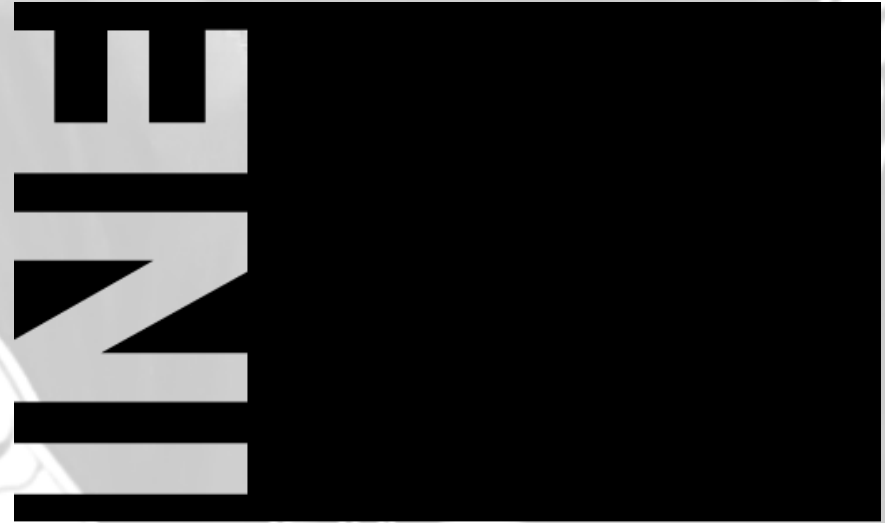
- **RECORD BREAKING BROADCAST VIEWERSHIP, BROAD APPEAL, & PROVEN RATINGS SUCCESS**

- Lacrosse is broadcast across ABC, ESPN, ESPN2, and ESPN+
- Viewership increases across all key demographics:
  - P18-49 (+32%), female viewers (+29%), F18-49 (+26%), and M25-54 (+26%)
- Lacrosse is one of the fastest-growing sports on the ESPN platforms
- ESPN+ viewership is up 50% from previous season (PLL)
- PLL Broadcast on ABC: average 400,000+ viewers. TV ratings up 32% over last year
- The sport’s first appearance on ABC in decades drew an average of 452,000 viewers with a peak viewership of 623,000 – making it the most viewed professional outdoor lacrosse game in history.
- ESPN NCAA drew nearly 500,000 viewers for the men’s and 600,000 for the women’s Division I championships.

- **GROWING & ENGAGED AUDIENCE**

- In 2024, PLL will assign 8 new lacrosse clubs to home cities, inspiring thousands of clamoring fans to vote for their own city-specific team
- PLL Ticket Sales Revenue +24% YoY
- PLL Game Attendance +15% YoY
- PLL Merch Revenue +36% YoY
- PLL Sponsorship Revenue +39% YoY
- WLC social engagement increased by 144% YoY
- Across the PLL’s social platforms, they’ve garnered 355 million impressions and 135 million video views; a 119% increase from last year





**Gayle Kelley**  
gkelley@onebowlproductions.com

**Eric Day**  
eric@ineentertainment.com