



Thank you for your interest in Little League Baseball and Softball. We are excited to explore this opportunity with you. The following pages will begin the process of evaluation. We encourage you to complete this application in its entirety as we can only truly understand your business and goals as they pertain to Little League International. Applications that aren't completely filled out will not be processed. Please allow a minimum of 2-6 weeks for review depending on the type of products you manufacture. After that time, we will contact you with our response and next steps. Thank you!

We must receive the following items with this checklist before we can consider your request:

1. Your completed **and signed** Licensing Application.
2. Samples of your products and corporate profile, marketing materials, catalogs. The more we receive, the better we understand your business.
3. Wholesale price, retail price and minimum order quantities, if applicable, for all products you are asking to produce.
4. An audited financial statement, annual report, or income tax return for the last business year.

You will be notified of our decision in writing, review decisions are not given over the phone.

- Little League Baseball operates a selective licensing program, and not all applicants are awarded a license. If you are offered a license agreement, you will be required to obtain standard product liability insurance and pay an annual advance against royalties.
- Samples cannot be returned at the Little League Baseball's discretion.

*This document is a proposal only, and **does not** authorize the submitter to manufacture, promote or distribute any merchandise that bears the identifying marks owned by Little League Baseball, Incorporated. Unauthorized use of the Little League marks is a violation of both state and federal law, subject to criminal and civil remedies.*



**LITTLE LEAGUE LICENSING APPLICATION**

PROPERTY: \_\_\_\_\_

DATE: \_\_\_\_\_

FULL CORPORATE NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PHONE \_\_\_\_\_

SALES PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

CONTACT: \_\_\_\_\_

STATE OF CORPORATION: \_\_\_\_\_

TAX ID: \_\_\_\_\_

BANK REFERENCES (3 REFERENCES):

1. BANK NAME \_\_\_\_\_

BRANCH: \_\_\_\_\_

ACCOUNT  
NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

BANK CONTACT: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

2. BANK NAME: \_\_\_\_\_

BRANCH: \_\_\_\_\_

ACCOUNT  
NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

BANK CONTACT: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

3. BANK NAME: \_\_\_\_\_

BRANCH: \_\_\_\_\_

ACCOUNT  
NUMBER: \_\_\_\_\_

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ADDRESS: \_\_\_\_\_

BANK CONTACT: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

CREDIT REFERENCES (suppliers and/or vendors that interact with the company)

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIPCODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CREDIT REFERENCES (suppliers and/or vendors that interact with the company)

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIPCODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

**Description of Business:**

Type of Business:

List the principal owners of your company:

How long has your company been in business?

Other Names under which you do business:

What other brands or licenses do you have?

Descriptions of Product (include the different types of products/item numbers)

Prototype: \_\_\_\_\_

Existing Product: \_\_\_\_\_

List Distribution Date or currently being distributed:

Distribution Channels (Please list Key Target Accounts and Vending Numbers:

Mass Market (i.e., Wal-Mart, Target, K-Mart):

Grocery: (Kroger's, Winn Dixie, HEB, etc.):

Drug: (Rite-Aid, Walgreen's, Duane Reade, etc.):

Hobby:

Specialty Market (i.e., Dicks, Toys R Us, Modells, Sports Authority, etc.):

Club: (Sam's Club, etc.):

Direct Response:

Internet:

E-Commerce:

Manufacturing:

Type of Facility (or other related information):

Third party Manufacturer:

Locations of Manufacturing and/or Distribution facilities:

Sales Force:

Small (1-25) \_\_\_\_\_ Medium (25-99) \_\_\_\_\_ Large (100+) \_\_\_\_\_

Tactics, nuance, and the frequency in the selling season:

Sale Collateral Materials (Catalogs, Brochures, other Articles)

Estimated Gross sales (wholesale) of licensed product:

Year 1: \_\_\_\_\_

Year 2: \_\_\_\_\_

Year 3: \_\_\_\_\_

Proposed royalty rate: \_\_\_\_\_%

Proposed Advance: \$\_\_\_\_\_ Proposed Guarantee: \$\_\_\_\_\_

Merchandising:

(Describe placement in store, especially any unique secondary or stand-alone activity, how do you plan to display the product?)

Marketing (Complete outline of overall goals for the short-term and long-term)

Entry Strategies (or any barriers of entry we can evaluate):

Price Points:

Wholesale Price: (if more than one SKU, list all prices individually)

Suggested Retail Price: (if more than one SKU list all prices individually)

Advertising Promotion Budget: \_\_\_\_\_

Print \_\_\_\_ Commercial \_\_\_\_ Trade \_\_\_\_ PR Strategy \_\_\_\_  
POS Materials \_\_\_\_ Internet/Web \_\_\_\_ Social \_\_\_\_  
Direct \_\_\_\_ Event Marketing \_\_\_\_ Other \_\_\_\_

How is your timing getting products completed?

Are there any special production times that need to be built in before product can be distributed and reached to the store level? Please explain.

Annual Marketing Date: \_\_\_\_\_ Annual Ship Date: \_\_\_\_\_

Describe your company's quality control process:

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Information provided by: (Please print) \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(Please feel free to supplement this application with additional information, materials and/or samples.)

**Thank you for your valued support and interest in Little League Baseball and Softball.**