



2022 Little League Tournament Sponsor Solutions

April 2022



2022 Solution

- Overview
- Sponsor Base Package
- Package Enhancement Options

Fan Journey



Register

Download the App

Engage in App

Engage On-site

Gamify

Win

Fans sign up for the LLWS on-site experience to create their profile.

Attendees download the app to engage and find event information.

Fans engage with in-app LLWS solutions.

At LLBWS Only:
Fans engage on-site by having their unique Fan Pass QR Code scanned at various Sponsor Activations.

At LLBWS & LLSWS:
Fans use the app to scan printed Fan Scan QR codes to engage with partners.

By engaging on-site, fans receive virtual pins upon completion of designated activities.

Fans can track their progress towards prizes by viewing their virtual pins. Fans are encouraged to unlock all virtual pins for opportunities to win prizes.

Fan Registration

- Participants can sign up online or by downloading the mobile app.
- Participants who download the app can register for either the LLBWS or LLSWS event (whichever event they plan to attend)



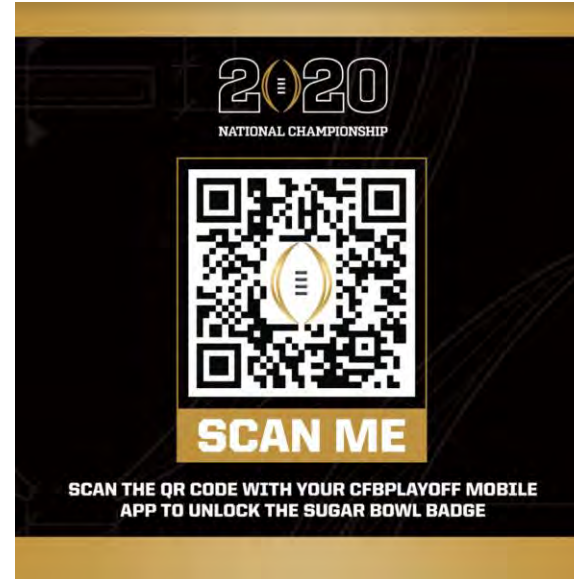
Fan Pass

- On-site at LLBWS, participants will also use their in-app Fan Pass QR Code to engage with your on-site activations
 - Fans engage on-site by having their unique Fan Pass QR Code scanned at various Sponsor Activations.
 - Fans can track their engagement through Gamification on the app.
- There will be no Fan Pass for the LLSWS



Fan Scan

- On-site, at both events, participants will use the app to scan printed Fan Scan QR Codes to engage with your on-site activation
- Fans can track their engagement through Gamification on the app



Sponsor Package Overview



Little League Baseball® World Series

Williamsport, PA

- On-site Fan Zone
 - Fan **Pass** QR Code *and* Fan **Scan** Check-In
 - Check-In Options (select one*)
 - Scan for Info
 - Scan for Survey
 - Scan to Win
 - Sponsor-Specific Virtual Pin for Gamification



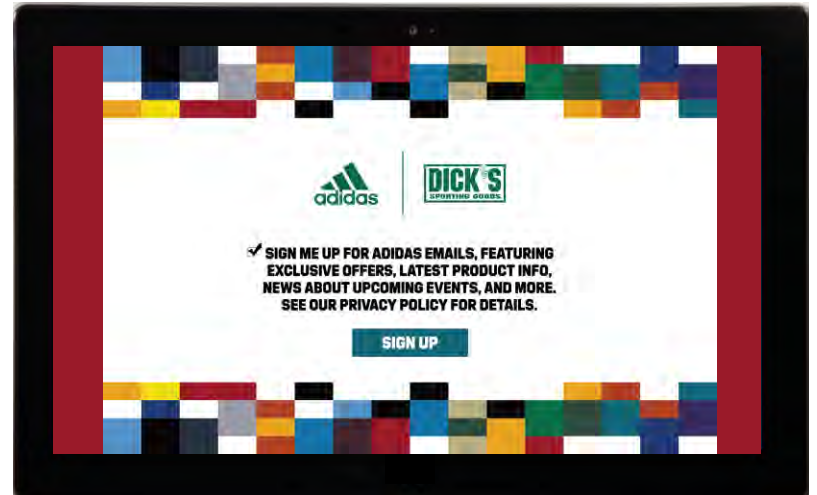
Little League Softball® World Series

Greenville, NC

- On-site Fan Zone
 - Fan **Scan** Check-in only
 - Sponsor-Specific Virtual Pin for Gamification

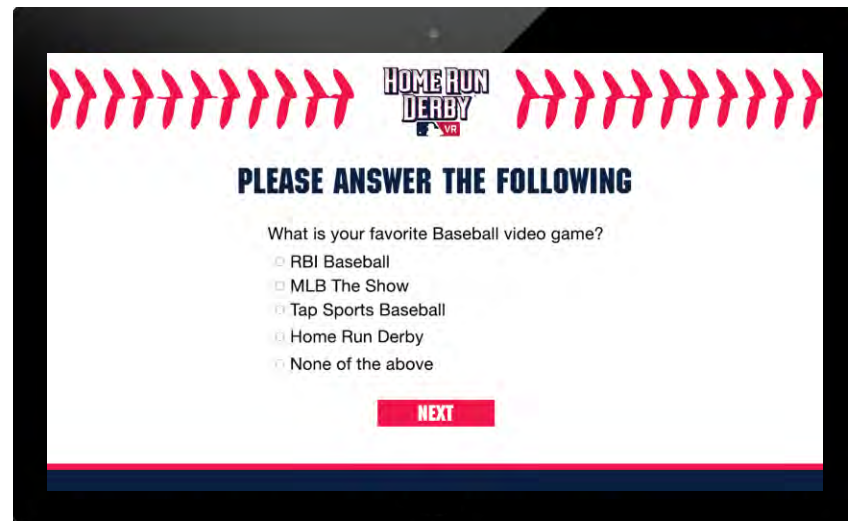
Scan for Info

- Scan for Info allows participants to request information about the Participating Sponsor's product(s) or promotion(s).
- Email is sent to participant with information/link to the sponsor's content



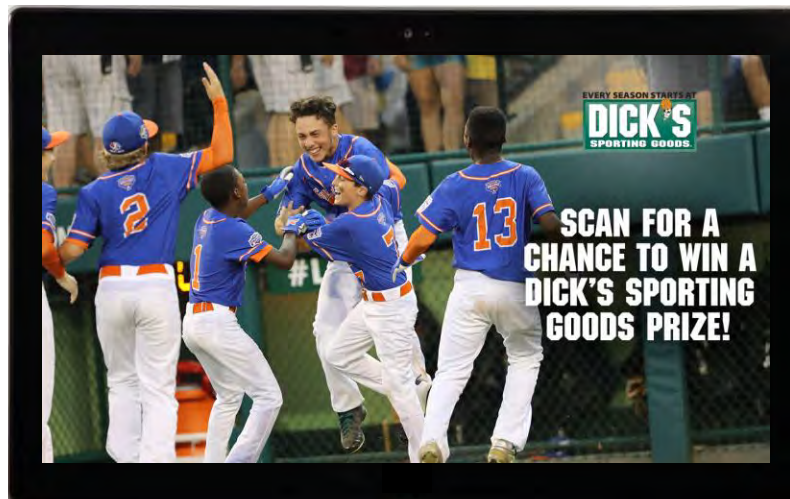
Scan for Survey

- Scan for Survey allows Sponsors to gather more information about the participants
- Question Types
 - Checkboxes
 - Dropdown List
 - Multiple Choice
 - Opt-in
 - Scale
 - Text
- There is no limit to the number of questions asked in the survey



Scan for Win

- Fans can check in with Participating Sponsors to be entered into sweepstakes or instant wins provided by the sponsor.
- Sponsor can determine any eligibility rules and the number of winners to be pulled.
- Sponsor can customize the email or SMS text message that is sent to the winners.



Integrate an Existing Experience

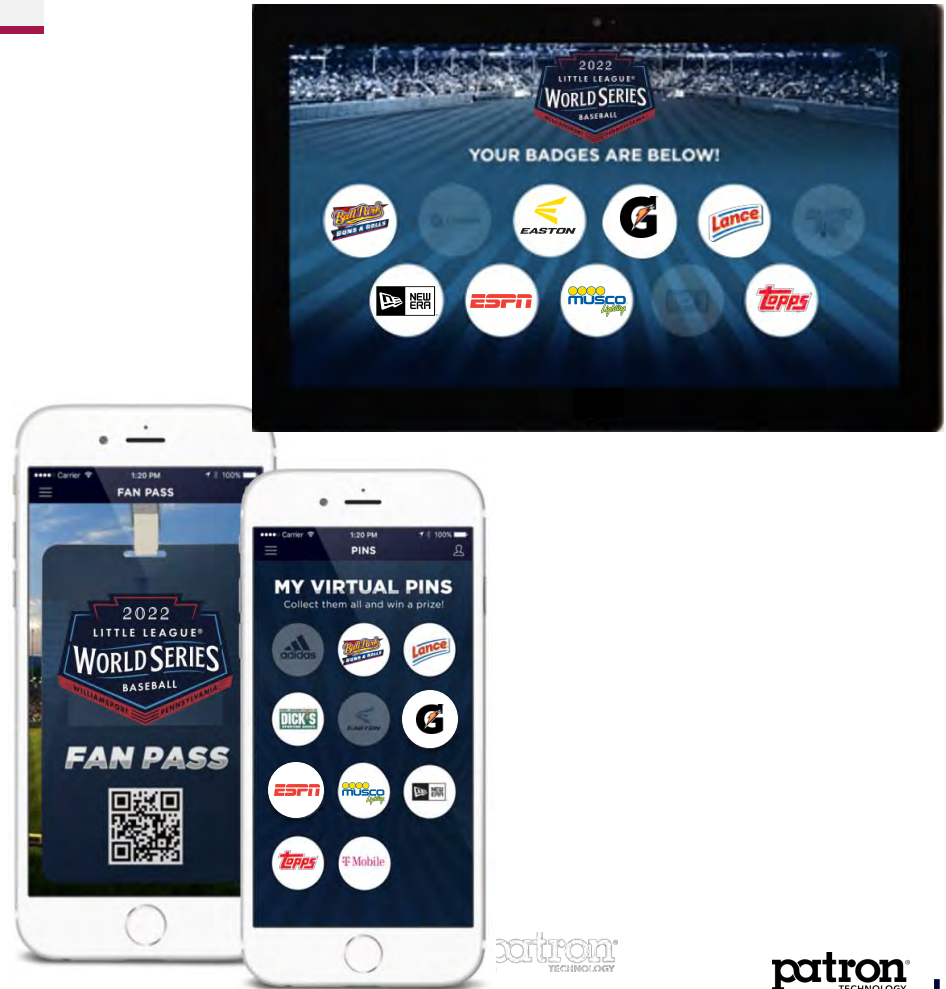
If sponsors have an existing photo experience or data capture activity, the Fan Program can be integrated.

- Registration Look-Up Integration via API
 - Pass information already collected during registration so fans don't have to give information multiple times.
- Media Upload Integration via API
 - Begin the photo experience with a scan of the fan's pass.
 - The photos are then delivered to the fan within the Mobile App.



Gamification

- By completing specific tasks using the Fan Pass QR Code or Fan Scan functionality, participants unlock Virtual Pins and are eligible to win prizes
- Participants who download the app can track their progress in the app



Key Dates

- **April 11** – Base Package Released
 - Throughout the remainder of the month, Patron will schedule time with each sponsor to review questions and opportunities
- **April 27** – Commitments due from Sponsors
- **May 7** – Initial Sponsor Solutions Defined
- **June 4** – Final Sponsor Solutions Defined
- **Early-July** – Final Creative Packages Approved
 - Partners will be responsible providing creative assets and direction throughout June
 - Patron will develop creative packages for approval by partner

Thank You!

For more information:
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