

2023 LITTLE LEAGUE®

WORLD SERIES ACTIVATION GUIDE



little league



APPENDIX



LOGO USAGE GUIDELINES

General Guidelines

- Each event logo can be used on promotional giveaways, packaging, advertising, and other marketing materials
- Please use the event logo that corresponds to the appropriate event (e.g., Little League Softball® World Series logos for Little League Softball events)
- The following copyright and trademark registration notice must appear on all products, packaging, advertising, and marketing materials when using any of the Little League® logos/marks:

©2023 Little League Baseball, Incorporated. All Rights Reserved.

- Media requests for the use of logos should be directed to Little League Communications (media@LittleLeague.org)
- Official Sponsor designation should be included on the creative

Usage Limitations

- All creative featuring Little League marks must be **reviewed and approved by Little League®**
- The logos cannot be altered without prior approval from Little League
- Logos should be placed on inactive areas of creative or imagery
- Logos may not be provided to non-Little League affiliated vendors who are fulfilling services to support your participation in the events without prior approval from Little League



LOGO USAGE GUIDELINES

Trademark Guidelines

- All trademarked phrases should be formatted to remain on the same line of copy and followed with a registration mark in superscript “®” as noted in the following:
 - Little League®
 - Little Leaguer®
 - Little Leaguers®
 - Little League Baseball®
 - Little League Softball®
 - Little League® Baseball and Softball
 - Senior League Little League Baseball®
 - Little League Challenger Division®
 - LLB®
 - LL®
- When using any of the above Little League trademarks multiple times in text, please use the superscript “®” once in its most prominent form for each trademark used.
- The appropriate trademark should be used with the corresponding logo (e.g., Little League Softball® should be used with Little League Softball logos)



HOTEL ACCOMMODATIONS

Williamsport

- Hotel accommodations in Williamsport are ***extremely*** limited. Little League will endeavor to help secure placement at nearby hotels, however, rooms cannot be guaranteed
- Please reach out to marketing@littleleague.org ***as soon as possible*** to discuss your needs, or reach out to hotels you have existing relationships with to secure your blocks
- If you have special guests or VIPs, please let us know so we can prioritize their placement
 - We encourage you to look at properties outside the main downtown Williamsport area if looking for accommodations for large teams of brand ambassadors, etc.
- *A complete list of hotels in Williamsport and the surrounding area are available on the [Sponsor Portal](#).*

Greenville

- Greenville has many more options for hotels, but we would recommend connecting with one of the three properties below. Little League does not have standing blocks with these hotels, but if you require assistance booking rooms, please do not hesitate to reach out to marketing@littleleague.org
 - [Holiday Inn Greenville](#)
 - [Hilton Greenville](#)
 - [Hampton Inn Greenville](#)



Little League® Official Sponsors

PRODUCT SOURCING GUIDELINES

For any sourcing needs, please utilize the following vendors. Please Cc: marketing@littleleague.org on any requests

A.D. STARR:

- Products: Baseballs and Softballs
- Contact: **Chris Wolfe** (Christopher.Wolfe@dcsq.com) and **Eric Marshall** (Eric.Marshall@dcsq.com)

Easton:

- Products: Team Equipment
- Contact: **Julie Tobyansen** (jtobyansen@rawlings.com) and **Mark Kraemer** (mkraemer@rawlings.com)

New Era Cap:

- Products: Caps and Visors
- Contact: **Elizabeth Hens** (Elizabeth.Hens@neweracap.com)

adidas:

- Products: Uniforms, Apparel & Footwear
- Uniform Contact: **Joseph Goffstein** (jgoffstein@adicustom.com)
- Apparel & Footwear Contact: **Kevin Gates** (Kevin.Gates@adidas.com)

Grand Rental Station:

- Products: Tables, Chairs, and Tents
- Contact: **Stan and Courtney** (grandrentalofwmspt@yahoo.com)



EASTON



LITTLE LEAGUE CONTACT INFORMATION

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 - (570) 540-8341
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