

2023 LITTLE LEAGUE®

WORLD SERIES ACTIVATION GUIDE



little league



6 DIGITAL GUIDELINES



Overview

CONTENT CAPTURE PLANS

Content Capture Overviews are due **July 7** and should include the following:

- **Social Media Plans**

- A general overview of the type of content you plan to post during the LLWS (both on your brand's and Little League's channels) and approximate dates, if possible, particularly if you would like Little League® to post or share on our channels
 - Ideally, we ask that you submit a document that lays out your full calendar of plans as well as all details and other assets to be created/posted
- Your brand's preferred handles, hashtags, and platforms
 - Please ensure that you have approved @LittleLeague to utilize your brand's handles using the Branded Content Tool
- If you anticipate requesting images from Little League, particularly images from games, Little League will require at least 24-48 hours notice, so we can prepare to pull the images for you
- All copy and creative **must** have prior approval from Little League Marketing before going live. Little League requires a minimum of four (4) hours to approve posts during LLWS, but more advanced notice is appreciated



Overview

CONTENT CAPTURE PLANS

- **Video/Filming plans & needs**

- All game footage requests must be coordinated through ESPN/ABC licensing (**requires advance notice and planning**)
 - **IMPORTANT: Posting or capturing game footage is strictly prohibited and is in violation of our agreement with ESPN**
- Video and film crews require additional credentials and approval from Little League communications and security teams and are subject to access guidelines.
 - Your plans must include the dates you plan to film onsite, as well as the location and content you plan to capture (e.g., B-roll shots of complex player interaction, etc.)
- If you would like to utilize non-game footage captured by our Little League team, please share these requests with us prior to the start of the LLWS
 - Little League will have video teams capturing content at both the LLBWS and LLSWS that can assist with providing this footage

- **Photography plans & needs**

- Anyone taking photographs *of in-game action* **must** apply for a media credential (approval is not guaranteed). Photographers capturing images around the complex may also require media credentials. Little League will determine whether a credential is necessary based on your plans
 - If you believe a member of your team will require a media credential, please contact marketing@littleleague.org
- It is the responsibility of each sponsor to obtain permission if posting photographs and/or video from their booth locations. A waiver form should be obtained for image/likeness use



All Tournaments

ON-SITE CONTENT CAPTURE GUIDELINES

- **Additional Resources**

- Players, coaches, and umpires in photos must be equipped to Little League® safety standards. Please pay attention to rules for safe play such as correct standards for patches, helmets, etc. For example, a player at bat should not be photographed without a helmet
- Full guidelines can be found at <https://www.littleleague.org/media/> under the “*Appearance of Little Leaguers in the Media*” section as well as on the [Sponsor Portal](#). Little League reserves the right to alter or revise photos or posts in order to adhere to these guidelines.
- The official **2023 LLBWS Media Guide** can also be provided upon request and will be available at LittleLeague.org/WSMedia in late June

- **LLBWS Opening Ceremonies (Williamsport)**

- There are additional guidelines and regulations surrounding the LLBWS Opening Ceremonies, which differ from some of the typical content capture guidelines (e.g., the ceremony can be captured by sponsors as it is not currently broadcasted by ESPN/ABC)
 - These guidelines will be provided upon request/if your content capture plans indicate an intent to film during the ceremony
 - Please note that ceremonial plans are subject to change

- **Player Filming Opportunities**

- Little League has strict policies and guidelines around content capture of players during all LLWS
- Should you wish to capture content involving players, **extensive planning prior to the start of LLWS is required**. Please indicate any plans to work with players in your Content Capture Overview and Little League Marketing will contact you to discuss whether plans can be accommodated. Not all requests can be fulfilled.

- ***New for 2023* Influencer Guidelines**

- Any requests for influencer presence should be included in content capture plans. Influencers must be approved by Little League International and are subject to the approval of a background check.



All Tournaments

ESPN FOOTAGE REQUEST

There are strict guidelines in place regarding use of game footage from our partners at ESPN. If you are considering using footage for any content, please read the info below carefully and contact Little League Marketing to make arrangements as soon as possible.

The information below pertains to ESPN Game Footage sourced specifically for use in partner created content (e.g., LLWS recap videos, interviews featuring game footage, etc.). Highlight Franchise Series are a separate discussion that should be coordinated with the Little League Marketing and Communication teams. In these instances, a partner would be included in branded content in a set amount of highlights during LLWS.

- The filming of game footage is strictly prohibited.
- Any footage use requires Little League approval; and licensing requirements as determined by ESPN.
- Pending your contractual relationship, Little League may be able to assist with the procurement of footage for use by Official Sponsors of Little League at minimal or no charge.
- The specific use of footage requested, including a detailed list of footage from games (by date, by game number, opponents), should be detailed in your request along with distribution, length of footage use (e.g., 8 seconds of game footage), softball / baseball (Region or WS), posting timeframe and duration of use (e.g., 1 year). During the event, you can use the following website to identify the best clips from our highlights: <https://www.littleleague.org/videos/>
- The actual release date cannot occur until 72 hours after the conclusion of the Little League Baseball World Series for any footage being requested. If timeliness during the Series is important, then we'd suggest a version without game footage that can be reviewed and approved quickly. These restrictions are contained within Little League's overall ESPN agreement and therefore, there is no flexibility.
- From a content perspective for game footage, we encourage use of all types of clips – not just those focused on home runs or top performing athletes. We also encourage team focused vs. individuals.
- A formal agreement may be required for any footage with Little League and/or ESPN.
- If you are interested of using footage in any way, please include in your overall activation and content capture plans.



Overview

SOCIAL MEDIA GUIDELINES

- Each official Little League® social media channel is listed in the chart below
- A list of platform specific guidelines for use when creating/publishing World Series posts is also included
- The official hashtag of the Little League World Series is #LLWS
 - #LLWS should be used when referencing any LLWS tournament (including softball or other Division tournaments)
 - We also encourage partners to use the hashtag #GirlsWithGame when posting about our female athletes or coaches
- We encourage sponsors to use LLWS imagery whenever possible
 - Little League can provide access to LLWS images upon request, though we ask that you please provide us **at least 24 hours notice** if you intend to request photos from our photographers
- Please reference the *Little League Style Guide*, located on the [Sponsor Portal](#), for proper use of registration and trademarks
- Please ensure that you have approved @LittleLeague to utilize your brand's handles using the Branded Content Tool

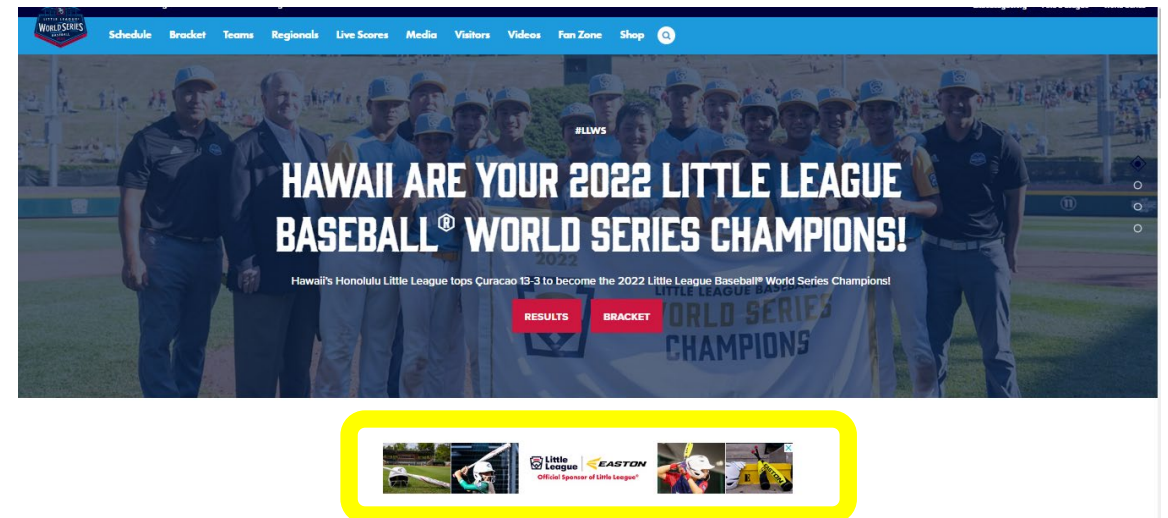
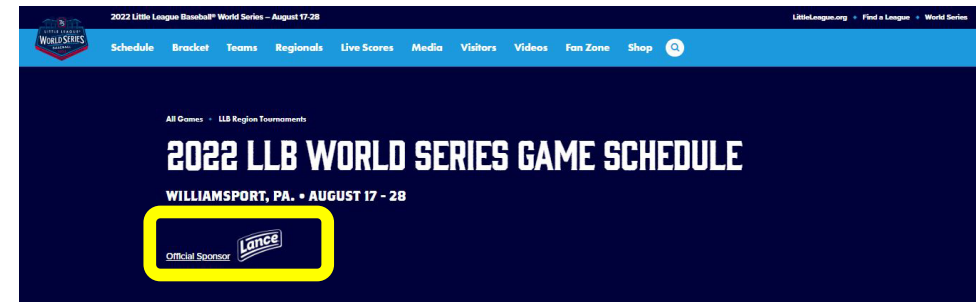


Facebook	Twitter	Instagram	TikTok
<ul style="list-style-type: none">• Square (1:1 aspect ratio) images are preferred, Landscape (2:1) are also allowed; videos should generally be 16:9 or 1:1• There is effectively no character limit, but 125 characters or less is recommended• Use of hashtags is not as common on Facebook, but is possible• Links can be used in copy• Please ensure that @LittleLeague is approved as a business partner for the branded content tool	<ul style="list-style-type: none">• Square (1:1 aspect ratio) images are preferred, Landscape (1.91:1) are also allowed; videos should generally be 16:9 or 1:1• Tweets have a 280-character limit. Shorter copy is recommended• Hashtags are most common• Links can be used in copy• Your brand should be tagged in post copy to signal branded content	<ul style="list-style-type: none">• Square (1:1) creatives are recommended for feed, 9:16 for story. Videos are limited to 60 for feed posts• Posts have a 2,200-character limit but are cut off after 125• Hashtags are more common• Links do not work in copy but can be used via the Linktree in the LL account bio• 9:16 for story photo/video and IG Reels videos• Please ensure that @LittleLeague is approved as a business partner for the branded content too	<ul style="list-style-type: none">• Vertical video only (9:16 aspect ratio)• Any relevant hashtags should be used in copy• Copy should be minimal. Pertinent information should be inserted into the creative itself, either through audio or on screen captions• Posts will be labeled as "Paid Partnerships" and sponsor accounts will be tagged organically• No links in copy but link in account bio may be used on occasion



DIGITAL & WEB PLACEMENTS

- LittleLeague.org World Series Banner Ads – recommended NEW creative updates by **July 7**
- Copy for LLWS Activation Overview on LittleLeague.org due **June 23**
- We encourage partners to update their banner ads with **LLWS specific content** from May – August. These banner ads will run across all Little League® channels including, but not limited to LL.org, LLWS pages, LLU, and local league websites operated through Sports Connect.
- Banner Ad Specs (please submit all sizes)
 - Desktop: 728px (wide) x 90px (high)
 - Mobile: 300px (wide) x 50px (high)
 - Square: 300px (wide) x 250px (high)
 - File format: jpeg, or .gif file at 72dpi
- LLWS Daily Newsletter Banner Ad Specs
 - 728px (wide) x 90px (high)
 - File format: jpeg, or .gif file at 72dpi



FAN ZONE PROMOTION

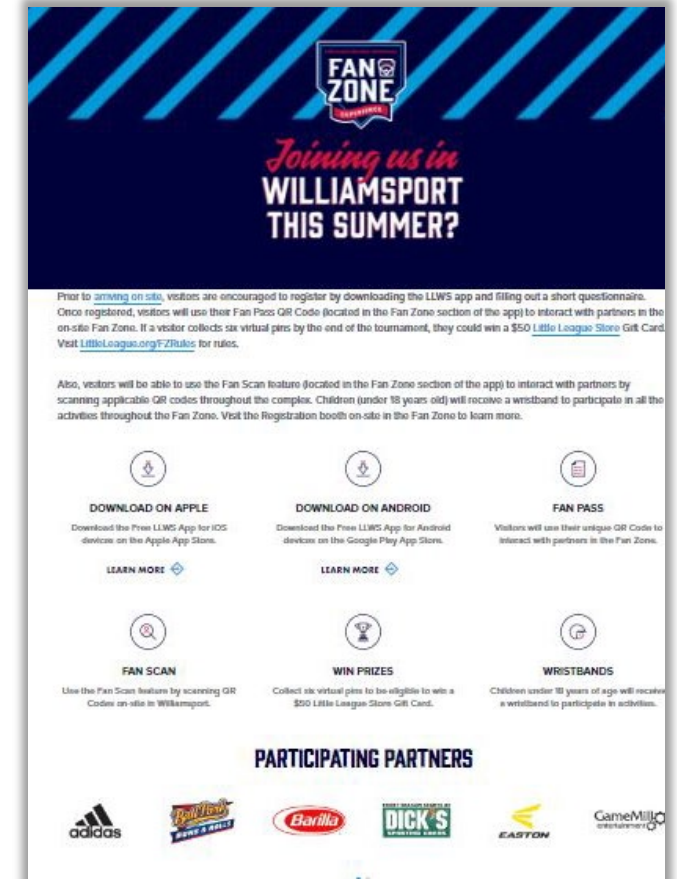
Reminder to use your World Series Live Planning Tracker for these items

Copy for LittleLeague.org due **June 23**

Sponsors who activate on-site will be asked to submit a brief write up highlighting sponsor activities in the Fan Zone.

The LittleLeague.org webpage provides information about sponsor activities, giveaways, as well as on-site special events and offers available to attendees and at-home fans. Your copy for this page should include the following:

- Preferred Sponsor Logo
- Brief paragraph about on-site and/or virtual activities and giveaways (max 300 characters)
 - Please also specify where you will be activating (Greenville and/or Williamsport)
- Photo and logo files should be a high resolution .jpg



LAMADE & VOLUNTEER STADIUM VIDEO BOARDS

LLBWS video board assets are due **June 23**

- Little League® will rotate sponsor logos on both video boards throughout the tournament
 - Sponsors should provide their preferred logo in **all white**
- Sponsor logos will appear simultaneously with in-stadium “Thank You” messages
 - Your preferred brand designation (e.g., “DICK’S Sporting Goods”) will be used during in-game *and ESPN/ABC broadcast* thank you messages
- Custom Features
 - Custom between-inning and/or pre/post-game features such as Dance Cam, matching and/or guessing games, video features (e.g., “What’s in the Box)
 - Little League will create and size all assets for the video board features
 - Sponsors are welcome and encouraged to provide Little League with additional thoughts or ideas for consideration



Lamade Dimensions

- Left Video Board – 540px (W) x 330px (H)
- Sponsor Blocks – 154px (W) x 102px (H)
- Full Video Board – 1080px (W) x 330px (H)



Volunteer Dimensions

- Left Video Board – 370px (W) x 224px (H) *
- Sponsor Block – 154px (W) x 102px (H) **
- Full Video Board – 540px (W) x 330px (H)

* The same aspect ratio as Lamade Left Video Board (creative will scale down accordingly)

** The same size for both stadium boards



LLBWS CONCOURSE VIDEO BOARD

LLBWS Video board Assets are due **June 23**

- The Concourse video board is mounted on the back of Lamade Stadium and faces the main concourse area of the Little League® complex
- **Custom Video / Ad Opportunity**
 - :15 - :30 seconds (**No sound**)
 - Sponsors will be responsible for creating content
 - Videos should be upbeat, fun and LLWS themed
- **Dimensions**
 - Main Board – 540px (W) x 330px (H)
 - Sponsors Board – 526px (W) x 464px (H)
- **Social Media Aggregator**
 - Little League utilized Tagboard to aggregate hashtags (#LLWS) from social media platforms
 - Little League will occasionally share sponsor posts to the concourse board
 - If you would like a specific posts shared to the board, please contact Little League Marketing in advance and be sure to use #LLWS in your copy



STALLINGS STADIUM VIDEO BOARD

LLSWS Video board Assets are due **June 23**

- Please provide Little League Marketing with your brands preferred **colored** logo
- **Dimensions**
 - 1200px (W) x 512px (H)
- **Acceptable file types**
 - .PNG
 - .JPG
 - .BMP
 - .GIF
 - .TGA
 - .TIF
 - .mp4 w/ H.264 Codec (for video).



ADDITIONAL OPPORTUNITIES

***Digital Highlight Rights vary by contract, please refer to your Sponsorship Agreement to confirm activation rights**

As Little League continues to create custom content and features, there is the continued opportunity to amplify your relationship with the use of digital assets that accompany this content.

- **Video Highlight & Features Pre-Roll – Assets due July 7**

- Creative should be tailored to highlight the relationship between the sponsor and Little League®, the sponsor's activation, campaign, or theme during the LLWS
- File format: .mp4, .mov
- Dimensions: 1920 x 1080
- Duration: No longer than :10
- Companion Ad Specs:
 - File format: .jpg, .gif, .png
 - Dimensions: 300 x 250
 - Resolution: minimum 72 dpi
 - File size: maximum 400k

- **Custom Social & Highlight Franchises**

- Custom social assets can be designed and themed to support campaign goals and will be discussed as digital concepts are finalized
- Posts may include:
 - A mention of your preferred account
 - Use of a custom or brand-specific hashtag
 - Use of the branded content tool (Facebook and Instagram only)
- Little League Marketing will contact you in early Spring with specific opportunities

