

2023 LITTLE LEAGUE®

WORLD SERIES ACTIVATION GUIDE



little league



2 EVENT ACTIVATION OVERVIEW



2023 Live Tracker

WORLD SERIES LIVE PLANNING TRACKER

World Series Live Planning Tracker will be available early **March 2023**

The World Series Live Planning Tracker will be used to help track sponsor deliverables leading up to the World Series. Sponsors will have access to their individual tracking documents and be able to make updates in real-time. Deliverables that will be tracked on this document include, but are not limited to:

- Giveaway Participation
- Program Ad Participation
- Region and Division Participation
- Shipping Information (Pre-Series & Post-Series)
- Ticket, Meal, Parking, & Museum Pass Requests
- Power & Internet Requirements

Once these tracking documents are in place, we will provide an overview of the process and be able to answer any questions. More information will be provided by early March.



All Tournaments

BACKGROUND CHECKS

The link to the online Background Check Authorization Form will be available **April 15**

Background Check Authorization Forms must be submitted a **MINIMUM OF THREE WEEKS PRIOR TO THE START OF EACH RESPECTIVE EVENT.** Forms submitted within two weeks of the event date may not receive clearance in time for the event.

Any person present in a **working capacity** at **any Little League® tournament** site or event*, must pass a background check in order to be allowed on-site. **No exceptions will be made.** Little League reserves the right to deny an individual from working at our events.

*These requirements do not apply to individuals attending **only** as guests or fans*

Working capacity is defined as:

- Persons working any Little League event where youth will participate.
- Persons working an exhibitor booth during the Little League World Series or related event (including Region and Division LLWS events).
- Persons assisting with load in and set-up of an exhibitor booth (including laborers pre-set prior to the official start of the tournament).
- Persons requiring access to the complex prior to 9am DAILY once the games have begun (e.g., staff arriving for daily booth set-up).
- Persons requiring access to the complex AFTER games have ended (e.g., staff breaking down booth).
- *Other stipulations may apply, if you are unsure, please verify with Little League Marketing.*

It is **critical** to allow enough time to complete the online Background Check process, as this is performed by a third-party organization, and Little League cannot guarantee how long a check may take to process.



*Additional Checks may be required for individuals working in PA – please see [Williamsport section](#) details

All Tournaments

CREDENTIALS

Credential Requests

After completion of the *Background Check Authorization Form*, a designated member of your team will be required to input additional information into the Little League Credential Portal system, which will allow the Little League Marketing team to request and produce your official credential badge.

In order to receive a credential, you must:

- Complete an online Background Check Authorization Form *and pass your background check*
 - The information from your background check authorization form will be used to auto-populate information on the credential request portal including name, email, phone number, and background check approval status
- Designate a main contact responsible for monitoring and updating the *Credential Request Portal*. This includes **manually**:
 - Confirming dates & location where your staff will be working
 - Adding any names who have not yet submitted a Background Check (if Background Checks are not completed by the deadline)
 - Removing any names of those who will no longer be working on-site
- All background checks and credential requests must be submitted **3 weeks** prior to the start of the respective event.

Credential Access

- A sponsor credential permits early access to the complex, along with the following areas:
 - Public Concourse
 - Sponsor Area
- Additional media credentials* will be required for content capture:
 - Filming
 - Photography
 - Interviews
- Credentials, of any type, do not serve as a substitute for a stadium ticket
- Minors will not be issued a credential unless they receive the proper parental consent
 - Otherwise, they should be accompanied by an adult who has been issued a credential



*Additional information and links to access the Credential Portal will be shared in the Spring; subject to change

Quantities & Shipping Deadlines

PLAYER & VOLUNTEER GIVEAWAYS

Participation Confirmation Deadline: **April 28**

Region Tournaments: <i>Items in hand at Region Sites no later than July 7</i>	Division Tournaments: <i>Items in hand at Division Sites no later than July 7</i>
Little League® Baseball & Softball players Ages 11-12	<i>*Please notify Little League® Marketing BEFORE sending shipments to Division sites and provide tracking information whenever possible. Division World Series Tournament Directors are volunteers and may have limited delivery windows.</i>
Central Region – Whitestown, IN (375 items)	Intermediate 50/70 Baseball World Series – Livermore, CA Ages: 11-13 (250 items)
West Region – San Bernardino, CA (350 items)	Junior League Baseball World Series – Taylor, MI Ages: 12-14 (230 items)
Southeast Region – Warner Robins, GA (350 items)	Senior League Baseball World Series – Easley, SC Ages: 13-16 (350 items)
Southwest Region – Waco, TX (300 items)	Junior League Softball World Series – Kirkland, WA Ages: 12-14 (200 items)
East Region – Bristol, CT (415 items)	Senior League Softball World Series – Lower Sussex, DE Ages: 13-16 (250 items)
Little League Baseball® World Series 910 Items in hand in Williamsport by July 21	Little League Softball® World Series 725 Items in hand in Greenville by July 7
Little League® Baseball players Ages 11-12 (boys & girls may play in LLBWS)	Little League® Softball players Ages 11-12 (girls only)
Players (Age 11-12), Coaches/Managers – 375 items	Players (Age 11-12), Coaches/Managers – 250 items
Little League Challenger Division® Participants – 60 items	Volunteers & City of Greenville – 350 items
Media – 350 items	Umpires – 25 items
Umpires – 25 items	Media – 100 items
Additional Volunteers – 100 items	

Reminders

- Region and Division giveaways must be mailed to each site (see other tabs for shipping details)
- You may opt to participate in all or some of these events, or opt to send items to only some groups in Williamsport and Greenville
- Keep in mind the participants for each event when selecting items (e.g. items for LLSWS (girls age 11-12) vs. Senior League Baseball (typically boys age 13-16))
- All items must be approved by Little League prior to order/shipment



Premiums & Other Giveaways

SUGGESTED ITEMS & PIN REMINDERS

Below is a list of promotional items or giveaways relevant to our audience at the Little League Baseball® World Series. Little League® will consider additional ideas upon request. **All items, including items on this list, must be reviewed/approved by Little League.**

- Autograph books
- Badge/ticket holders with breakaway lanyards
- Battery-operated or paper handheld fans
- Blanket*
- Bookmarks, note pads or sticky notes
- Stress balls
- Seat cushions*
- Buttons with slogans/logos
- Coasters
- Coffee cup sleeve/drink sleeve*
- Cooling Scarf/towel
- Custom decal/window cling
- Dog tags (breakaway connection)
- Flags/pennants (not longer than 3' x 5')
- Headphones/earbuds
- ID/Card holders
- Key Chains
- Lanyards (for pins)
- Lip balm/chap stick
- Luggage tags
- Magnet clips
- Media charging station
- Microfiber cleaning cloths
- Mugs
- Pencil case
- Photos/photo frames/magnet
- Phone Case
- Phone or tablet stand
- Pin/Pin Cases
- Plastic cups
- Pocket calendars
- Ponchos
- Portable chargers
- Postcard
- Puzzles
- Rally towels
- Retractable badge holders
- Small Reusable totes
- Safety or ID bracelets
- Silicone phone wallets
- Slap bracelets
- Slinky
- Sports towel in pouch
- Souvenir custom patch
- Stuffed animal/mascot*
- Temporary tattoos
- Tissue packets
- Travel toothbrush
- Yo-Yos

*To minimize competition with the Little League Store and concession sales, limited quantities may be requested

*** Bags of ANY type are not permitted as giveaways**

Pin Giveaways

Pins are THE most popular giveaway item at the LLWS and should be considered as part of your giveaway items.

- Consider using a Little League licensed pin vendor
 - A list of official Little League pin licensees can be found here: <https://www.littleleague.org/partnerships/licensing/pins-trophies-awards/>
- When distributing pins as a giveaway, the following disclaimer *must* be displayed at your booth, on the back of the pin itself, on the bag the pin comes in, or on a card attached to the pin: **“Warning – Choking Hazard – Small parts. Not for children under 6 years.”**



Premiums & Other Giveaways

RESTRICTED ITEMS & ADDITIONAL GUIDELINES

The following items are restricted and cannot be used as giveaways:

- Anything in an AEROSOL can
- Bats
- Baseballs
- Bubbles
- Eye black – can be used as a booth giveaway only
- Foam Fingers
- Frisbees
- Inflatables
- Laser pointers/flashlights/blinking items
- Noise makers
- Posters – only with Little League approval
- Selfie sticks
- Stickers
- Whistles

The following items fall into designated sponsor categories. These items require special approval or must be sourced from sponsor or be unbranded. See appendix and [Sponsor Portal](#) for *Product Sourcing Guidelines*.

- Hats/caps/visors
- T-shirts/jerseys
- Water Bottles
- Wristbands
- Headbands
- Arm sleeves
- Footwear (e.g., flip flops)
- **Brand restrictions do not apply to staff footwear

These guidelines should also be considered when making decisions for booth staff uniforms.

Food Giveaway Policy:

- All food related giveaways must be reviewed with Little League® who will outline sample guidelines to ensure there is no competition with current sponsors or concession sales.
- If you would like to distribute concession vouchers to be utilized at Little League concession vendors, please contact Little League Marketing prior to the start of LLWS (additional fees may apply)



MOBILE APP AND ON-SITE FAN ENGAGEMENT

Little League will continue to provide fans a memorable and enjoyable on-site experience by incorporating sponsors into our technology-based fan engagement.

There will be opportunity for sponsor exposure and engagement through a new LLWS app!

As Little League evaluates the best options and features for sponsor participation, we will be in touch regarding timelines, opportunities, and pricing

More Information Coming Soon!

