

2023 LITTLE LEAGUE®

WORLD SERIES ACTIVATION GUIDE



*little
league*



4 GREENVILLE EVENT ACTIVATION

General Guidelines

ACTIVATION PLANNING

The **Little League Marketing team** will be your main point of contact for planning your activation at the Little League Softball World Series and will also have members present at the Little League Softball World Series. Please remember that digital assets (social, email, etc.) can be used to amplify the efforts of your on-site activation.

Activation Concepts due **April 7** should include:

- General Overview
 - **Please include tentative power & internet needs in your LLSWS preliminary plans**
- Footprint Request (*footprint sizes for LLSWS may be smaller than those accommodated for LLBWS*)
- Dates attending **including possible load-in and load-out days**
- Giveaways Items
 - **Please note any storage needs you may have**
- Commitments for:
 - Girls With Game Celebration + Activity Ideas
 - Player Rec Room + Activity Ideas

Final Activation Plan due **June 2** should include:

- Creative Visuals (booth design, signage, etc.)
- Staffing Plans (event operations, set-up, agency, etc.)
- Mascot Involvement
- Storage Needs
- Special Guests
- Final power and internet needs for your activation
- Involvement in the Girls With Game Celebration
- Involvement in Player Rec Room buildout



Greenville, NC

ON-SITE DETAILS

Background Checks & Credentials

- Any partner, agency, or vendor who will be on-site *in a working capacity* will be required to complete and pass a background check
 - No exceptions will be made
- Credentials will be provided once a background check has been processed. These must be worn at all times while working

Sponsor Activation Area

- An area adjacent to the field has been designated for Sponsor Activations (see map on subsequent page)
- Activation tents will need to be secured to withstand potential windy and rainy weather conditions. Water barrels or other items to secure will not be provided on site.
- Please be sure to note estimated power needs in your plans submitted **April 7**
 - Please include any possible internet needs as well
- Please be sure to provide requested footprint sizes for your activation area in your preliminary activation plans due **April 7**
 - *Final determination of footprint sizes will be confirmed by Little League Marketing in May*

Parking

- Special parking is available across the street from Elm St. Park. A limited number of parking passes are available for this space.
 - Partners who activate on-site will be provided with a minimum of 2 passes per day for the days they activate on-site
- Additional public parking is also available a short walk from the complex

Load-in & Out

- The City of Greenville closes traffic on the street adjacent to the complex to enhance the overall fan experience during the LLSWS
- Please keep this in mind and be sure to note your dates on-site in your **April 7** activation plans

Storage & Security

- There is no storage available at the complex. If you believe that you will need storage for items such as giveaways during your activation period, please inform Little League Marketing
- There is overnight security patrolling the Elm St. Park complex, however, items of value (e.g., cameras for a photo activation) should be taken away and secured overnight



*Footprint sizes are contractual and vary by sponsor. Additional space requests will be considered based upon availability. Footprint sizes from previous years are NOT guaranteed.

Greenville, NC



Details and Thought Starters:

- The Fan Zone serves as the main entrance of the complex. Majority of the fans will pass through it to get to the field
- Only one field is used for play, so only one game is played at a time on the complex
- Estimated total tournament attendance 2022: 17,622
 - Consider activations that spend more time on each fan
- It is **HOT** in Greenville in August, consider for activation planning
- Pin culture is as alive in Greenville as it is in Williamsport
- Other points of interest on the complex include:
 - Concessions Stand
 - Food Trucks
 - Gift Shop

Consider the softball audience and how you can make the female initiative shine through your Fan Zone footprint



Greenville, NC



Tent Guidelines:

- It is strongly recommended that sponsors bring a branded tent to cover their activation footprint. Tents may be company-owned or sourced locally, but will need to abide by the following tent safety guidelines:
 - Tents must always be properly secured. 55-gallon water barrels or any other fixtures for securing will not be provided on-site.
 - Tents should have a manufacturer's tag attached detailing instructions including fire rating, etc.
 - Tent flaps/walls are highly recommended due to potential inclement weather conditions
 - Little League® and the local authorities reserve the right to inspect each tent installation at any time
- Footprint sizes are contractual and vary by sponsor. Additional space requests will be considered based upon availability. Footprint sizes from previous years are NOT guaranteed
- Based on your submitted activation plans, we may assign you a specific load-in time, prior to the event

Inclement Weather/ Closures:

- Fan, sponsor, and employee safety is a top priority. To ensure the safety of all stakeholders, Little League® reserves the right to close the Fan Zone in the event of, but not limited to, the following circumstances:
 - Inclement Weather: Lightning within 25 miles, high winds, heavy rain etc.
 - Other conditions deemed a possible risk to spectators
- The Fan Zone typically will follow the same action as taken on the field of play
- The Little League team will do our best to inform you as soon as possible when a closing is coming and when we plan to re-open
- It is always the goal to re-open the Fan Zone as soon as possible and it is expected that sponsors will re-open their booths as well



Greenville, NC



HOURS

Date	Sunday August 6	Monday August 7	Tuesday August 8	Wednesday August 9	Thursday August 10	Friday August 11	Saturday August 12	Sunday August 13
Event	Opening Day	Game Day	Game Day	Game Day	Game Day	Game Day	Game Day	Championship Game
Fan Zone Hours	9:00am – 4:00pm	10:00am - 7:30pm	10:00am - 7:30pm	10:00am – 2:00pm	3:00pm - 7:30pm	12:30pm - 5:00pm	12:30pm - 5:00pm	3:00pm – 6:00pm

SUGGESTED GIVEAWAY QUANTITIES

These are *recommendations only*. Partners are free to send quantities based on your own preferences and budgets.

Recommended Premium Quantities: ~2,500 (8 tournament days)

Recommended Pin Quantities: ~3,000

Crowd sizes may be impacted by teams who gain entry to the tournament (e.g., if a NC or VA team wins the Southeast tournament bid, crowds may be larger)



* Tear down can begin after the Fan Zone is closed, however, trucks and other vehicles to move items out of the Fan Zone area are not permitted until ONE HOUR after the final game has concluded
** All times are subject to change

Greenville, NC

GIRLS WITH GAME CELEBRATION

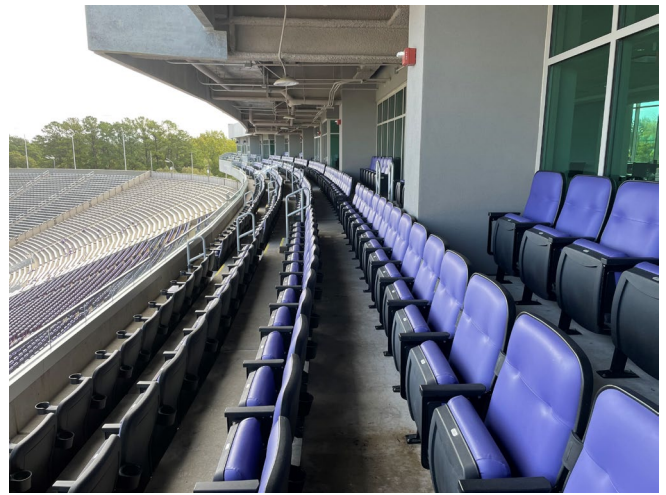
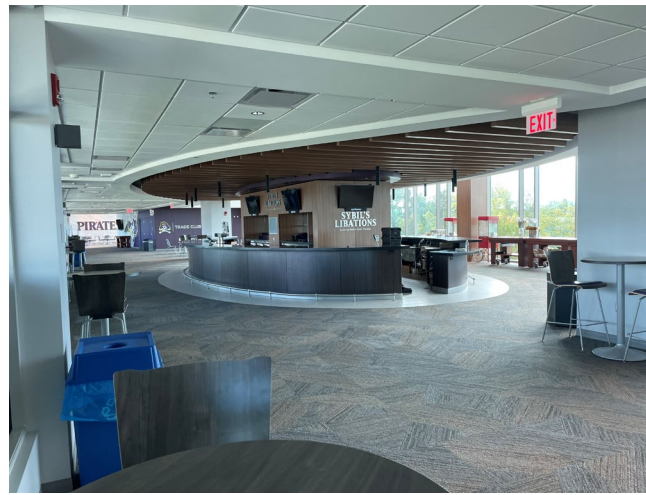
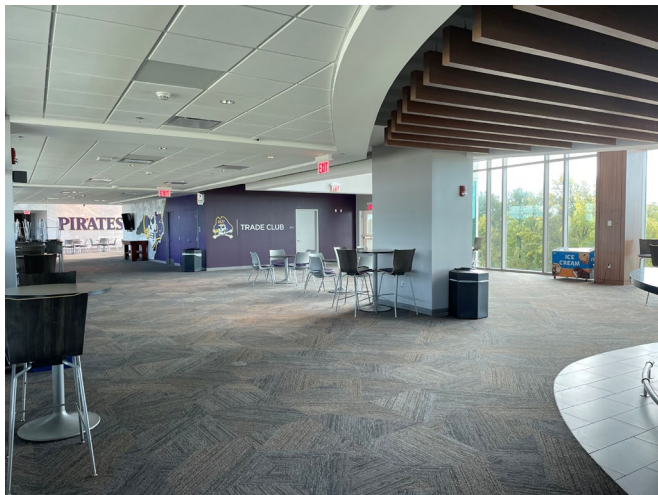
- **When:** Evening of Friday, August 4
- **What:** A celebration for the tournament participants to have fun, meet other teams, and get excited to play in the World Series.
- **Where:**
 - Indoor space that overlooks ECU football stadium
 - Full counter of snacks and beverages
 - (2) high ceiling open spaces
 - High tops and chairs throughout
 - **See pictures on next slide
- **Needs & Activation Ideas:**
 - DJ
 - Snacks/Beverage
 - Cornhole, Jenga, Large Connect 4, etc
 - Supplemental activities: braid station, nail station, bow crafting, custom items, photo opportunities, indoor games



Girls With Game Celebration commitments should be included in your activation concept due on April 7

Greenville, NC

GIRLS WITH GAME CELEBRATION VENUE



Greenville, NC

PLAYER REC ROOM

- **What:** A space for tournament participants to hang out when they aren't playing or practicing.
- **Where:**
 - Indoor space near their dorm building on ECU campus
 - Equipped with large screen TVs
 - High top tables and seating
 - Couches/lounge space
 - Will have designated open hours
- **Needs & Activation Ideas:**
 - Indoor games: board games, video games
 - Crafting activities
 - Ping Pong tables
 - Hosted mini events: movie nights, guest speakers
- **Access:**
 - This area is not accessible to sponsors so all activities must be self-sufficient



Player Rec Room commitments should be included in your activation concept due on April 7

STORAGE & SHIPPING

Pre-Tournament

- Storage is very limited at the LLSWS Complex – please be sure to notify and arrange any shipments **with sufficient advanced notice** for items shipped before the tournament
- All items should be shipped to:

Elm Street Park
ATTN: Little League Softball World Series (Partner Name)
1055 S. Elm St.
Greenville, NC 27858

- Please note to any delivery drivers that items should be delivered to the white building near the street
 - If no one is present to accept shipment, please instruct individuals to call 252-341-5680 (but please note that all deliveries should be pre-arranged)
- Items can be delivered palatized, but **no loading dock is available**. Trucks should be equipped with a lift gate and a pallet jack for drop-offs and pickups.
- Reminder to use your World Series Live Planning Tracker to track shipment details

Post-Tournament

- Please make arrangements to have any items that must be shipped back **promptly** after the close of the tournament (August 13)
- Items cannot be stored in Greenville year over year, unless partners make their own off-site arrangements
- Partners are responsible for packaging and arranging pick up for any items that must be returned/shipped
 - Partners must have representation on-site to see that all pickups and shipments out are coordinated.

