

2023 LITTLE LEAGUE®

# WORLD SERIES ACTIVATION GUIDE



*little league*



5

WILLIAMSPORT

EVENT ACTIVATION



## General Guidelines

# ACTIVATION PLANNING

The Little League Baseball® World Series in Williamsport, PA is the best place to gain brand exposure and interact with the Little League audience. We are thrilled to be able to welcome our partners and fans to Williamsport for the 2023 Little League Baseball World Series!

Opportunities in Williamsport include, but are not limited to:

- Fan Zone booth participation
- Enhancement of the player experience
- Additional on-site interaction
  - Mascots
  - Giveaways

Please remember that digital assets (social, email, etc.) can be used to amplify the efforts of your on-site activation

Activation plans (PowerPoint or .PDF with appropriate visuals) will be accepted in two phases to allow for further development of ideas:

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

- General Overview
- Footprint Request\*
- **Dates Attending**
- Giveaways Items
- Sponsor schedule and on-site commitment dates
- Activity Ideas
  - Booth Games
  - Fan Experience
  - Sweepstakes Plans

**Final Activation Plan** due **June 23** should include:

- Creative Visuals (booth design, signage, etc.)
- Staffing Plans (event operations, set-up, agency, etc.)
- Requested set up arrival date and time\*\*
- Mascot Involvement
- Storage Needs
- Special Guests
- Final sponsor schedule and on-site commitment dates

Power and internet needs for your activation are due **July 7** via an online form, which can be found on the Sponsor Portal

\*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



## General Guidelines

# ACTIVATION OPPORTUNITIES

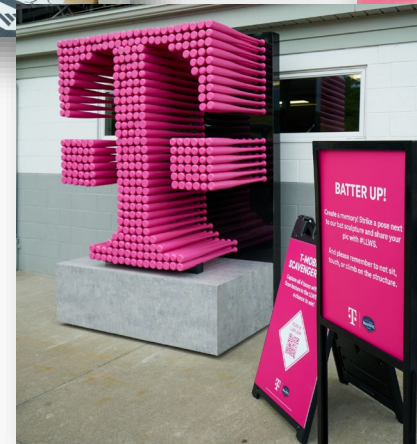
Player Experience Enhancements



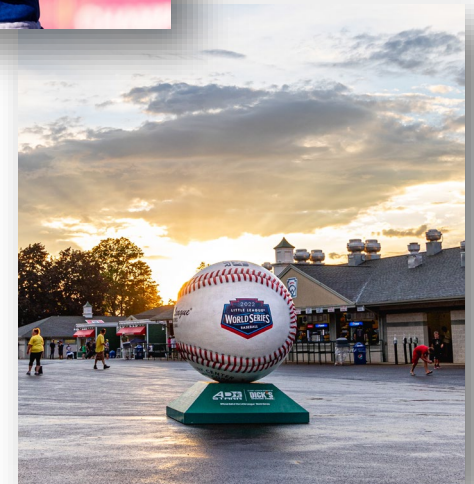
Mascot Integration



Fan Zone Booth Activations



Stand-alone Photo Ops





## ON-SITE DETAILS

- Little League® will provide each sponsor with the following resources upon request:
  - Tables and Chairs\*
    - (2) Chairs
    - (1) 8' x 30" undraped table
  - (1) Oscillating Fan
  - Electricity and Internet\*\*
  - Water and Gatorade for on-site working staff ONLY

## 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 using 55-gallon water barrels (minimum) throughout the event
  - 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



\*Additional items, including tents and water barrels, can be rented from Grand Rental Station. Please reference the *Product Sourcing Guidelines* page for other sourcing needs.

\*\*The *Power and Internet Requirements Outlined in World Series Live planning tracker* due **July 7**



# HOURS

Friday August 11	Saturday August 12
Set Up	Set Up
<i>For larger activations. Little League will assign accordingly.</i>	

Date	Sunday August 13	Monday August 14	Tuesday August 15	Wednesday August 16	Thursday August 17	Friday August 18	Saturday August 19
Event	Set Up	Set Up	Set Up	Opening Day	Game Day	Game Day	Game Day
Fan Zone Hours	<i>Please confirm with Little League Marketing what times you would be onsite for set up. Set up times must be confirmed with LL Security. Set up days can be accommodated earlier if needed</i>			11:00am – 7:00pm	11:00am - 7:00pm	11:00am - 7:00pm	11:00am - 7:00pm

Date	Sunday August 20	Monday August 21	Tuesday August 22	Wednesday August 23	Thursday August 24	Friday August 25	Saturday August 26
Event	MLB Little League® Classic	Game Day	Game Day	Game Day	Game Day	Rain Day - No Games Scheduled	Championship Weekend
Fan Zone Hours	9:00am - 2:30pm	12:00pm - 7:00pm	12:00pm - 7:00pm	12:00pm - 7:00pm	1:00pm - 7:00pm	Closed	10:00am – 4:00pm

Date	Sunday August 27	Monday August 28
Event	Championship Weekend	Continued Tear Down
Fan Zone Hours	9:00am –3:30pm*	8:00am - 5:00pm



\* 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



## SUGGESTED GIVEAWAY QUANTITIES

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

### Premiums

- **Recommended Premium Quantities:** ~5,500 (11 tournament days; excludes Friday rain date)

### Pins

- **Recommended Pin Quantities:** ~12,500 – 15,000
  - Pins are the most popular giveaway in Williamsport
  - We encourage you to be creative with pins offering multiple styles and features/exclusivities as well as being creative in how you choose to distribute
    - Pin giveaways could happen from your sponsor booth for prizing, via “Pin-Drops”, or distribution around the complex

Please be aware that crowds are usually heaviest in the opening days, first weekend of the tournament, and Championship Weekend (8/26 – 8/27). We would recommend allotting more giveaways per day on these dates



# FAN ZONE 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
    - Ex. If the game is under a lighting delay so is the Fan Zone
  - Process
    - If closures become necessary, a text message will be sent via Little League's alert system. Please designate an on-site emergency contact(s) who will receive these updates by recording the following information in your World Series Live Planning Tracker by **July 28**
      - Full Name
      - Phone Number
      - Dates On-site
    - Multiple contacts may be submitted if one person will not be on-site for the duration, but please ensure that there is always at least one person on-site who is listed in Little League's database.
  - 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
  - We appreciate your assistance when a temporary closure is needed by ushering fans to the nearest gate
  - 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



# ENHANCEMENT OF THE PLAYER EXPERIENCE

- While the experience of playing at the Little League Baseball® World Series is very memorable, sponsors will have the opportunity to make the experience even better by enhancing the player experience!
- While these opportunities may be limited, they can leave a lasting impression on the players
- Sponsor ideas for enhancement are certainly welcome, but a few examples are listed below as a reference:
  - Contribute games/activities for use in *The Backyard* (player outdoor play space)
  - Sponsor special player events on a single night
  - Exclusive product drops
  - Special guest appearances
- Please share your Player Experience Enhancement ideas in your activation concepts that are due on **April 7**
- Please review the following slide for additional info and requirements associated with player access.



# PLAYER ACCESS

Little League has a number of policies in place to protect our players. Ensuring our players are safe, comfortable, and enjoy a fun and memorable LLBWS experience is our top priority. *The Grove* houses player dorms, dining hall, and other recreation areas. This area is intended to protect the players and allow them space away from fans and media. **Grove access is restricted to players and coaches only.** Access to *The Grove*, along with anyone who will have direct contact with players for other events, must be requested and approved with reason along with the mandatory submission of the following clearances (in addition to the standard background check):

- Pennsylvania Criminal History Check
- Child Abuse History Clearance
- Federal Criminal History Report

Little League Marketing encourages partner activities looking to engage with players whether that be specific giveaways, activities tailored to players, or media and interview requests.

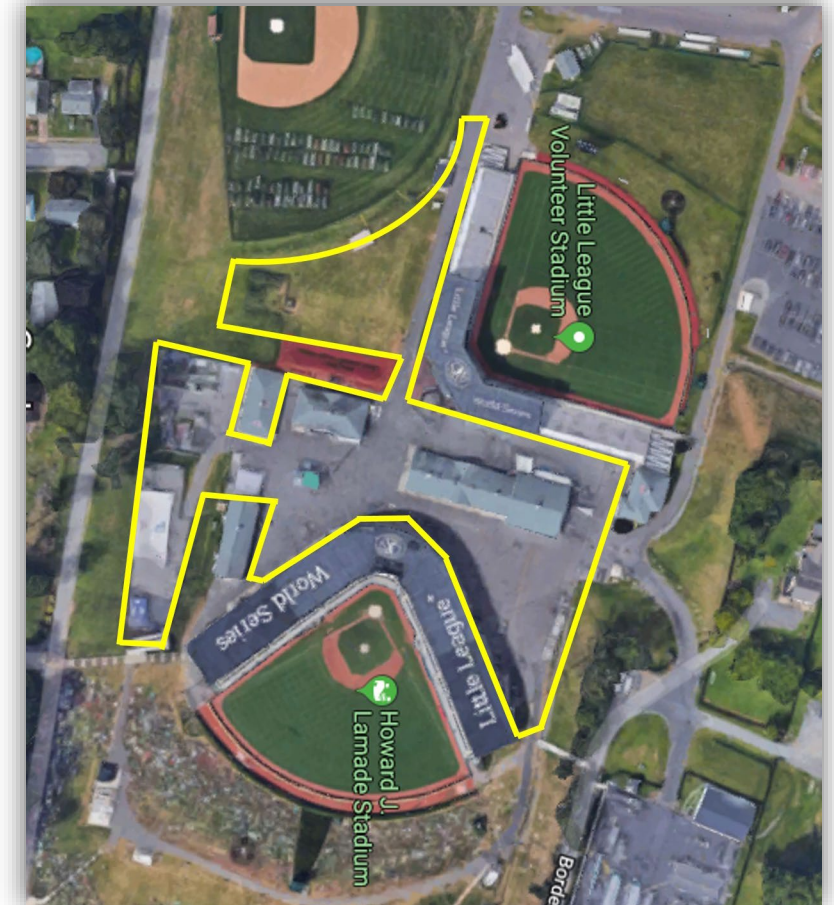
**Please note that these clearances can take 6 – 8 weeks+ to process. No exceptions will be made for individuals who do not successfully complete these clearances, prior to the event.**

**Please note that all requests for player engagement and interaction cannot be accommodated. All engagement opportunities must be coordinated well in advance. Last minute requests will likely not be granted.** All requests are subject to review and approval based on overall LLBWS schedules.



# STADIUM & CONCOURSE ACTIVITIES

- **On-field/In-Stadium:** Any sponsor representative, including mascots, will not be permitted on the field at either stadium while a game is being played. On-site distribution at entrances to stadiums or around the complex requires pre-approval (e.g., handing out pins). Access of any kind, when stadiums are not in use, needs to be approved and the sponsor should be accompanied by a Little League® representative.
- **Camera View:** Per Little League’s policy, banners, mascots, or other branded displays **will not be permitted** in the outfield spectator area or in “camera” view without prior approval. This includes the presence of any mascots or brand ambassadors.
- **Concourse:** The “concourse” (outlined in **yellow**) or area around and between each stadium, pavilion, restrooms, and merchandise area is designated for our fans to mingle, trade pins and enjoy the event. Mascots may visit fans and sponsors may conduct activities in these areas only with prior approval.



# SECURITY CHECK POINTS & PROHIBITED ITEMS

Sponsors will be required to enter through metal detectors before accessing the complex each day. All bags and backpacks **will** be inspected upon arrival.

### Prohibited Items:

- Alcoholic beverages
- Aerosol containers
- **Bags larger than 6.5"x4.5"**
- **Clear Bags larger than 12"x6"x12"**
- Baseball bats/Poles
- Beach umbrellas
- Bicycles
- Cannabis or cannabis related products
- **Coolers (any size)**
- Containers of liquid (unless TSA approved size)
- Flag poles/Sticks/Staffs
- Flammable materials or incendiary devices
- Fireworks
- Guns, self defense items, or weapons of any kind
- Illegal drugs
- Laser pointers
- Noisemakers
- Pets
- Plastic saucers/Sleds
- Pocket knives
- Roller blades
- Scooters
- Selfie sticks
- Skateboards/Hoverboards
- Drones
- Solicitation
- Tarps, tents, or canopies
- Utility tools with blades longer than 3"

### Permitted Items:

- Backpacks/Fanny Packs not exceeding 16"x8"x16"
- All bags must be smaller than 16"x8"x16"(including clear bags)
- Umbrellas
- Non-aerosol sunscreen\*\*
- Only 2 bags per credentialed sponsor

### **Complex Reminders:**

- Smoking and the use of smokeless tobacco products or vapor/e-cigarettes is prohibited
- All items brought into the complex are subject to search and inspection.
- There will be no claim check for prohibited items at the entry points.
- All blankets, chairs, and personal items of any kind must be removed daily.
- Little League® reserves the right to remove or deny access of any item, individual, or group whose actions are deemed inappropriate
- Security gates generally open daily at 9:00am (gates may open earlier on day of MLB Little League Classic and/or Championship Weekend)
- Stadiums will open 1 hour prior to game time unless noted otherwise by signage or [LittleLeague.org](http://LittleLeague.org)\*
- Little League enforces a [clear bag policy](#). Sponsors and brand ambassadors should follow this policy whenever possible when coming to the complex between August 16 and August 27. Special accommodations may be able to be made on a case-by-case scenario
- Please note that liquids (water, coffee, etc.) will not be permitted past the security gate
  - Little League® will provide sponsors with water and Gatorade daily
  - If you have extenuating circumstances that require you to bring liquids into the complex, please reach out to [Marketing@LittleLeague.org](mailto:Marketing@LittleLeague.org)



\*All times are subject to change.

\*\*Must be in its original container and is subject to inspection.

# TICKET & MEAL PASS REQUESTS

Ticket & Meal Pass Request due **July 7** | Finalized by **July 21** \*

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

## Tickets:

- From August 16 - August 24, stadiums are primarily open seating
  - Little League® will provide passes to Section 1 of both stadiums
    - Section 1 seating is open, on a first-come, first-served basis
  - All other sections will be first-come, first-served seating unless otherwise noted
    - No ticket/pass is required for entry to the complex
- All sections of Lamade Stadium will be ticketed Championship Weekend (August 26 – 27)
  - One ticket will be distributed for both (non-consolation) games on August 26
  - Most sponsors will receive the standard allotment of 8-10 tickets, but please refer to your contract for your exact amount
  - If additional tickets are requested, we may be able to accommodate
    - Additional cost may apply
- Reminders
  - Only request tickets as needed and return any that will not be utilized
  - Make Little League aware of any special guests that may be attending
  - Identify tickets needed for Sweepstakes or Contest winners

## Meal Passes:

- Each sponsor receives 5 meal passes for each day of the tournament
  - These are intended to provide meals for on-site activation staff
- Passes can be used at the following locations:
  - Main concession stand on the concourse
  - Tent located beyond right field
- Additional passes are available upon request



\*Any changes received after July 21 will be taken into consideration based upon availability but are not guaranteed. Tickets will be distributed by Little League upon arrival or at Will Call..

# PARKING & MUSEUM PASSES

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

## Parking

- Two (2) parking passes will be distributed per sponsor
  - If you have special guests or VIPs attending specific days of the tournament, please make Little League® aware – we *may* be able to provide additional day passes in such cases
- Parking passes are valid throughout the tournament, unless dates are specifically noted on the pass
- Please reference the specific lot designation on your parking pass and park only in that designated area
  - Parking maps will be available on [LittleLeague.org](http://LittleLeague.org) in the summer
- Parking is available on a first-come, first-served basis – **a parking pass does NOT guarantee a spot**
  - Should complex lots become full, public parking is available
- Passes are intended for sponsor use, but can be allocated to on-site staff

## Museum Passes

- Little League credentials can be used to gain access to the museum by displaying the badge to the staff at the counter
- Passes are available for sponsor guests who are not credentialed



# PRE-SERIES STORAGE & SHIPPING

## Storage:

- Secure storage areas are available for any items related to Little League Baseball® World Series sponsor activations upon request
- Please include any storage needs when submitting Final Activation Plans on **June 23** to allow for a seamless experiences while on-site
- All activation display and premium items must be received in Williamsport no later than **August 9**

## Shipping\*:

Reminder to use your World Series Live Planning Tracker to track shipment details

- Be sure to affix shipping labels to the outside of **every** package sent to Little League (and outside pallets if shipping via pallets)
- Pallets should be standard size (3' x 4') and be able to be picked up by a forklift
  - Little League® forklifts can also accommodate 8' long pallet with extensions
  - If your brand needs to send something bigger, please let us know so we can make accommodations for you
- Please be sure to label all packets with the address **exactly** as listed below

**MARKETING DEPARTMENT  
LITTLE LEAGUE  
ATTN: (SPONSOR NAME)  
539 US ROUTE 15 HWY  
SOUTH WILLIAMSPORT, PA 17702-0485**



\*Every shipment must be indicated on your World Series Live Planning Tracker and must be received in Williamsport by **August 9** to avoid any delays caused by additional security screenings.

# PRE-SERIES STORAGE & SHIPPING CONTINUED

## Direct On-site Delivery:

- Any truck delivering palatized materials is required to have a pallet jack on their trailer
- Forklifts are available to unload any items upon request
- Proper paperwork is required for any delivery
- Please notify Little League prior to sending any items
- Shipments are unable to be received on the weekend.

## Load-in and Dropoff:

- Please notify Little League in advance if you plan to bring all of your set-up materials and equipment with you and won't be sending any items ahead of time for Little League to put in storage
- Submit load-in date and time requests to [Marketing@LittleLeague.org](mailto:Marketing@LittleLeague.org) by **July 7**
  - The Little League® complex can only accommodate a limited number of delivery trucks at one time. Once you have a desired delivery date and time, please submit it.
    - The Little League Marketing team will follow up with a final load-in date and time by **July 21**



# POST-SERIES STORAGE & SHIPPING

## Breakdown:

- Sponsor activation tear down may begin immediately following the closure of the Fan Zone on Championship Sunday, August 27; **however**, vehicles are not allowed on the complex until **at least 1 hour after the Championship game ends** as directed by Little League®
- We recommend having booth breakdown and truck pick-up scheduled on the same day in coordination with Little League®
  - A sponsor representative must be on-site to coordinate/manage their pick-up
- Little League Marketing will be on the complex Monday, August 28 if additional breakdown/pick-up time is needed
- Note scheduling, forklift needs, and vehicle details prior to departure

## Shipping:

- It is the sponsors responsibility to arrange (call trucking companies, etc.) for the pick-up of any items that will need to be shipped out
  - Trucks must have a pallet jack to maneuver and load shipments
  - A lift-gate is required if shipping palletized items via truck
- Sponsor shipping labels with appropriate account numbers, billing information, etc. should be affixed to packaging
  - Little League will not pay for any shipments as this is the responsibility of the sponsor
- Bills of lading will be required to be left with sponsor shipments



**X**  
FedEx does not have regular pick-ups at Little League. It is the responsibility of the sponsor to print packing slips and scheduled their own pick-up.



**✓**  
UPS does have regular pick-ups at Little League. Sponsors must still print their own packing slips.

City of Williamsport Chamber of Commerce

# GRAND SLAM PARADE

Sponsorship Commitments are due **July 1** to the Lycoming County Visitors Bureau via Jason Fink (contact information below).

The Lycoming County Visitors Bureau hosts an annual parade to celebrate the start of the Little League Baseball® World Series and to welcome the 20 participating teams. The 2023 rendition of the parade will be held prior to the start of the tournament. **Final date of parade TBD.**

Join over 100 units including the Guest Grand Marshall, marching bands, antique cars, fire trucks, military equipment, and much more by contacting:

Jason Fink

(570) 320 - 4213

[JFink@williamsport.org](mailto:JFink@williamsport.org)

Detailed information from the Lycoming County Visitors Bureau will be available on the [Sponsor Portal](#).

