



## Senior League Softball World Series Information Questionnaire

Due to [Marketing@LittleLeague.org](mailto:Marketing@LittleLeague.org) via email by December 16, 2022

### General Contact Information

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Primary Contact Name: **Martin Donovan**

Secondary Contact Name: **David Hare**

Primary Contact Email Address:

Secondary Contact Email Address:

**martinbdonovan@aol.com**

**dhare8683@gmail.com**

Primary Contact Phone Number: **302-745-0184**

Secondary Contact Phone Number: **302-245-2966**

**Please check box if all contact information provided above is correct.  
Please list any necessary changes below.**

### Shipping & Deliveries

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Preferred Mailing Address:

Preferred Shipping Address:

**Attn:**

**Check if same as mailing address  
Provide below if different**

105 Spicer Street  
Georgetown DE 19947  
Phone: 302-745-0184

24306 Dupont Blvd  
Georgetown DE 19947  
Phone: 302-745-0120

**Please check box if all contact information provided above is correct.  
Please list any necessary changes below.**

Special Shipping Instructions (All Shipments) – Please include dates/timelines as to when packages can be received as well as any additional instructions including what you would like sent to each address. Consider specific shipments coming from LL, adidas, Easton, Gatorade, and other sponsor giveaways. **Locations should be able to accommodate palletized items.**



## On-Site Activation Guidelines

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Should any of our Official Little League Sponsors plan to participate in on-site activities, we will provide them with guidelines regarding on-site activation opportunities at your tournament. These guidelines will help sponsors prepare for on-site activation before they arrive. Please note, we have requested that sponsors confirm interest by **early April**.

Giveaway Quantity (Total):

Welcome Event Date:

Best Date(s) to Attend:

Best Activation Time (Pick One):

10a-1p

2p-5p

5p-8p

Other: \_\_\_\_\_

Please list any specific recommendations you have for sponsor involvement at your tournament, particularly for their activations. How can we get the most out of sponsor involvement at your tournament?:

Please provide necessary details related to on-site activation: Storage, rental facilities, electricity availability, internet, other details related to the activation area:

Note any comments/ learnings from sponsor involvement at your tournament in 2022:

**Please verify the attached map of your activation area/ facility is accurate.**



## Uniform & Equipment Distribution

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Primary Contact Name: **Kelly Kruger**

Primary Contact Email Address:

**kkruger@sussexcountyde.gov**

Primary Contact Phone Number: **302-745-0120**

Secondary Contact Name: **Kade Kruger**

Secondary Contact Email Address:

**kade.kruger1@gmail.com**

Secondary Contact Phone Number: **302-290-7475**

**Please check box if all contact information provided above is correct.  
Please list any necessary changes below.**

Who will need access to the Player/Parent Portal? Please list names and email addresses:

Anticipated date(s) of distribution (player & coaches):

Location of Distribution:

### **Position Sports:**

Please share any relevant feedback regarding Position Sports and their role for leading Uniform and Equipment Distribution at your tournament location:

What are the preferred dates for Position Leads to attend your tournament



## Program Specifications

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Add space: **Full Page Ad Size: : 8.5" x 11" (live area 8" x 10.5"**

Acceptable Media/ File Type: **PDF**

**Please check box if all program information provided above is correct.  
Please list any necessary changes below.**

## Signage

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Please indicate by checking the box for any sponsor banners below that will need replaced in 2023. **If you do not check the box, we will assume that the sponsor banner you currently have is in good condition and can be reused in 2023.** Please also confirm the size and background color of your sponsor banners.

Size: **3 x 5**      This size is correct      This size is **NOT** correct; banners should be sized: \_\_\_\_\_

- Adidas
- A.D. STARR
- DICKS'S Sporting Goods
- Easton
- Gatorade
- Lance
- MLB (PlayBall)
- Musco Lighting
- New Era Cap
- T-Mobile
- Topps
- Capital One
- Athletes Unlimited (Softball only)
- LittleLeague.org
- Little League Store

\*\*MLB Little League Classic will be replaced with new logo

\*\*Please discard any Spectrum Solutions of 2022 MLB LL Classic Banners

How many fields are used for TV games?

How many fields are used total?



## Complex/ Branding Signage

Please send any pictures of signage items that you have to [marketing@littleleague.org](mailto:marketing@littleleague.org). These signage items may or may not include: Press conference back drops, tournament welcome signs, scoreboard logos, stadium banners, A-frame boards, flutter banners, etc.

Please list any requests for new or replacement signage that you would like to have for your complex (including dimensions if you have them):

Do you have any signage restrictions for your complex?

Do your backstop logos need replaced?

Do you have any specific requests for branded items including but not limited to: feather flags, A-frame boards, table cloths, press conference backdrops, welcome signs, etc:



**Signage cont.**

Do you need either of the following posters reprinted? If yes, please check the box to the left of the appropriate image and provide the desired quantity in the blank provided:



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**GameChanger**

Have you utilized GameChanger in the past as a scorekeeping tool at your event?    Yes    No

Do you have a Little League Issued iPad?    Yes    No

Does your iPad have minimum iOS 13?    Yes    No

Do you have a new scorekeeper for this year's tournament?    Yes    No

Does your scorekeeper need training on how to use the GameChanger Platform?    Yes    No

Do you have on-site Wifi?    Yes    No

How would you rate the T-Mobile coverage at your complex?    Not good    Fair    Great

Please list any comments/ feedback you have regarding GameChanger and/ or T-Mobile network coverage in the space provided below:



## Concessions

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Do you sell Gatorade in your concession stands?                      Yes                      No

If no, please do not carry any other isotonic beverages (sports drink, such as Powerade, All Sport, etc.).

If no, are you interested in selling Gatorade?                      Yes                      No

What brand of beverage products do you sell during your tournament?                      Pepsi                      Coke

Do you sell Lance products in your concession stands?                      Yes                      No

If no, are you interested in selling Lance products?                      Yes                      No

Do you utilize Ball Park Buns and/or Rolls in your concession stands?                      Yes                      No

If no, are you interested in selling Ball Park Buns and/or Rolls?                      Yes                      No

What other concessions products do you sell in your concession stands?

**Please send [Marketing@LittleLeague.org](mailto:Marketing@LittleLeague.org) any concession agreements you may have.**

## Gatorade Order Form

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The 2023 Gatorade Order form will be sent to you separately at a later date. Before placing your order, we ask that you carefully reassess your current inventory and previous request, and that you plan to err on the side of caution when ordering Gatorade premiums (coolers, carts, drip bins etc.) to avoid any issues of running out during your divisional tournament.

Please note that only Gatorade coolers should be used around the complex, especially around the field of play. This would include dugout coolers, volunteer hydration stations, athletic training/medical coolers, etc. Keep this in mind when ordering new coolers for 2023.

Gatorade will determine the amount of product (Gatorade powder), cups, and squeeze bottles you will receive based upon the number of expected participants. Please discard any out-of-date product or powder.

Please share your current storage arrangements for your remaining Gatorade premiums:



## Information Sharing

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Please provide feedback on the communication tools that were used in 2022 (listed below). What resources did you find helpful? What feedback do you have regarding communication from LL Marketing?

- Information Center
- Live Tracking Spreadsheets for order and inventory information sharing
- Live Word Documents housed in the Information Center with ongoing updates provided
- Emails with updates included

*Continue to next page for Communications Information*





## Communications

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Who is responsible for handling your media requests/credentialing?

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

Who is responsible for handling your social media pages?

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

Please provide the log-in credentials for each of the following Social Media platforms that is utilized to promote your event and contact Dallas Miller (dmiller@LittleLeague.org) to arrange Admin Access.

Facebook  
URL: facebook.com/\_\_\_\_\_

Twitter  
Username: \_\_\_\_\_  
Password: \_\_\_\_\_

Instagram  
Username: \_\_\_\_\_  
Password: \_\_\_\_\_

Other: \_\_\_\_\_  
Username: \_\_\_\_\_

Password: \_\_\_\_\_  
Other: \_\_\_\_\_

Username: \_\_\_\_\_  
Password: \_\_\_\_\_