



## 2023 Little League® Sponsor Summit Agenda

[JW Marriott Indianapolis, IN](https://book.passkey.com/go/LittleLeagueSummit2023)

Booking Link: <https://book.passkey.com/go/LittleLeagueSummit2023>

### Wednesday, November 15

- 2:00pm Depart for Central Region Headquarters Tour
- Transportation will be provided to and from Region Center as well as light refreshments
- 2:30pm – 3:30pm Presentation and Walking Tour of Central Region
- 4:00pm Return to JW Marriott
- 7:30 to 9:30pm Partner Reception hosted by ESPN @ High Velocity (inside JW Marriott)  
Join us for food and drink!

### Thursday, November 16

- 8:00am – 9:00am Continental Breakfast
- 9:00am – 10:30am Welcome & Updates from Little League Staff
- Strategic Plan Review / Updates for 2024 and beyond
  - Operations and Program Review / Updates for 2024 and beyond
  - Marketing & Communications Report and 2024 Overview
- 10:30am – 10:45am Break
- 10:45am – 11:15am ESPN Broadcast Recap and Review of 2024 Opportunities for Official Sponsors
- 11:15am – 12:00pm Companion Events Overview
- MLB Little League Classic
  - Athletes Unlimited & AU Pro Games at the LLSWS
- 12:00pm – 1:00pm Networking Lunch
- 1:00pm – 2:00pm Education Session - Bill Carter, Student Athlete Insights  
**Youth Sports, Amateurism, and the Age of NIL**  
The sports landscape was altered forever in the Summer of 2021 when the NCAA passed their NIL policy to allow college student-athletes to exercise their right of publicity. As time passes, the impact of NIL extends far beyond college athletics as it flows down to high school and even youth sports. In this presentation, Bill will share his expertise on the history of NIL, and the wide range of issues - from maintaining amateurism to pay-for-play to intellectual property and sponsorship.



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2:00pm – 2:30pm	Partner Presentations / Discussion
2:30pm	Closing Remarks
3:00pm – 4:00pm	Endemic Partner Planning Meeting