



August 2023

Dear League President, Coaches, Volunteers, and Parents,

Congratulations on your continued success in the Little League® International Tournament. As you look at your time at your World Series, our hope is for you to have a wonderful experience, sharing the talents of your team with the world and demonstrating how Little League can have a positive impact on families and communities around the world.

### **Your Time at Your World Series**

Each Manager will receive a Tournament Briefing Book via the LLWS Participant Portal which includes detailed information regarding the policies and procedures for your stay in addition to the activities you can expect each day at your World Series. As those documents and additional information are reviewed, the Tournament Staff is here to answer questions and support your needs.

In addition, we will also help you with the transition back home after the tournament ends. The following provides an overview of some situations that may occur during your time at your World Series or shortly after returning back home.

Please review this document and share it with appropriate members of your league.

### **After the Tournament / Returning Home**

As you head back home after your Tournament Season run, not only will you bring back your Championship Banners, but you will also bring back many memories from the Road to the World Series. With your team's return home, you, your team, and individual players may encounter additional media attention, community focus, and be presented with commercial opportunities.

Little League encourages you to recognize the need for the players and coaches to return to their normal routine – going to school, spending time with their families and friends, getting back to life as it was before, and just being kids, while also balancing the desire to let the community celebrate your accomplishments.

Your local Little League Board of Directors should provide counsel in this process and should be involved in a leadership capacity in arranging appropriate activities in connection with the team. All activities that you and your team are involved in must follow the [Operating Policies](#) of Little League that governs your Little League charter.

### **Local League Board of Directors Involvement**

Your local league Board of Directors should be involved in all activities that are planned for the team including appearances, community events, media requests and interviews, commercial requests, and other activities. This ensures that any activity is aligned with the local league's position in the community and that activities, particularly related to fundraising or donations, benefit the league directly and not any individual. All activities should be planned as a team or as league-wide events, not as individual appearances.

If your team receives a request that sounds like fun for your team, we urge your league to use its best judgment in determining participation. We encourage the League President and Board Members to be in active communication with Little League International for the months following the event, particularly as activities are presented to you.

### **Athlete Amateur Status**

Commercial and fundraising opportunities will be presented to you, your team, and your league from businesses, organizations, and the media.

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Phone 570-326-1921

LittleLeague.org



We encourage you to consider the amateur status of the players when reviewing these opportunities. Individual States Athletic Associations and Principals Associations make the determination on amateurism and eligibility; you will need to check with your state to determine application to you.

*Little League Amateur Status: To be eligible to participate in the Little League Baseball or Softball program, a participant must be an amateur in baseball or softball respectively. This requirement serves to increase interest and competitive balance in Little League Baseball and Softball. An amateur participant is one who engages in the Little League Baseball or Softball program solely for the educational, physical, mental, social, and recreational benefits derived thereof. The amateur status requirement enhances Little League's goals and values of character development, wholesome community participation, teamwork, sportsmanship, and fair play and, also, protects Little League athletes from being disqualified from high school and collegiate athletics. NOTE: Loss of Amateur Status: A participant loses amateur status, and therefore the right to participate in the Little League program, whenever:*

- *The participant, or the participant's parent(s) or guardian(s), receives compensation, in trust or otherwise, for or related to the participant's athletic ability, participation, or performance in baseball or softball.*
- *The participant plays on a professional team in baseball or softball.*
- *The participant signs a contract whereby the participant agrees to compete in any baseball or softball competition for compensation. It is not a violation to attend or participate in a professional try-out camp, provided that (1) no compensation or expenses are paid; (2) the try-out lasts no longer than forty-eight hours; and (3) if in the sport of baseball, the participation is otherwise in conformity with the National Federation Major-Minor League Agreement.*

Any such opportunities have the potential to jeopardize a player's participation in Little League or other sports over the long term. We encourage you to appropriately research amateur status requirements of your State Athletic Association, State Principals Association, the **National Federation of State High Schools, your state's high school athletic association** or that of your area school district, and the **National Collegiate Athletic Association**.

You should decline any opportunities that ask you to promote a business, product, or service, or for which you would receive any form of personal compensation. Neither you, your team, or your local Little League should be exploited or commercialized in any way, including in Little League uniforms.

You should not give permission to anyone to use Little League Intellectual Property, which includes the words Little League as well as logos and other trademarks.

Regulation XIII regarding Commercialization and Little League Operating Policies provides additional guidance regarding situations of this type. If you wish to discuss such situations with Little League, please contact the tournament staff at Little League International. More information, including the full text of Regulation XIII can be found at Little League University ([LittleLeague.org/TournamentFundraising](http://LittleLeague.org/TournamentFundraising)).

Please also remember that the team cannot play exhibition games after returning home unless they are in accordance with [Regulation IX – Special Games](#).

#### **News Media and Social Media Attention**

While the spotlight shines brightly on the team's accomplishments, sometimes the news media and social media users may not be so kind. We encourage a volunteer member of your league's Board of Directors to serve as a contact to manage media inquiries and provide an official league response, so that your league is accurately represented.

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Designating a primary contact will help streamline communication and avoid imposing any undue burden on any given individual on the team. Your league should be involved in the communication of messages that the players and coaches communicate about their experiences. The Little League International Communications Staff will do everything it can to help, but ultimately your local league Board of Directors is responsible for managing these requests.

If there are media requests to do interviews and put your players on television, online, or in print, please use caution. If you are unfamiliar with the person or news outlet making the request, we encourage you to thoroughly research all aspects of the request before agreeing to it. At no time should you or your players feel pressured or forced to do something that they're not comfortable with. Make sure the story and interview are going to be about the team and its collective accomplishments that reflect positively for your league and community.

Just like during the regular season, we provide guidance on using social media to promote league activities and highlight your league's accomplishments. You can find those here: [LittleLeague.org/SocialMediaTips](http://LittleLeague.org/SocialMediaTips). We also ask that you designate a contact person to Little League International prior the end of the tournament that we may share any requests down to your league. At no time should social media activity appear to be conducted with any paid partnerships or commercial in nature.

**Please send your media relations contact person's information to [wsmmedia@LittleLeague.org](mailto:wsmmedia@LittleLeague.org).** If contacted by a national media outlet, please contact us ASAP to make sure Little League International is aware of the request.

As most of your coaches and players are active on social media, please keep in mind the potential issues with accepting friend and/or follower requests from anyone who you do not personally know. Also, discourage coaches and players from engaging directly with someone they do not know on social media. Remind everyone that, once you post something on a social media outlet, it is public, and very hard to take back. Use social media with caution, have fun with it, but do not create a situation that may reflect poorly on yourself, your team, your local league, your community, or Little League.

### **Marketing, Fundraising, and Fiscal Transparency**

When teams return home, many times commercial businesses look to engage the team and the league in activities that are commercially driven for the business. Participation in the tournament creates significant interest in you, your team, and your local league, often driving new opportunities for fundraising and league development.

With the increase in attention comes a greater increase in accountability on your league and its Board of Directors. Transparency in your league's financial management, frequent communication with league membership and families, and documentation of any monies collected should be actively communicated with your league membership and posted on your website.

As you look to engage in fundraising opportunities, please keep in mind that the players, team, or league cannot provide the use of any Little League intellectual property to anyone for any purpose or use. This intellectual property includes, but is not limited to, all logos associated with Little League, the words "Little League", "Little League Baseball," and "Little League World Series", Little League-owned photos, and all other Little League trademarks. Please refresh yourself with [Little League trademark](http://LittleLeague.org/LeagueUse) policies that can be found at [LittleLeague.org/LeagueUse](http://LittleLeague.org/LeagueUse).

The league should judge all commercial opportunities carefully and follow Regulation XIII and the Little League Operating Policies. **Permission may only be granted by Little League International for use of the Little League World Series logo or other Little League logos or trademarks.** A reminder that any items sold containing the local league name should solely benefit the local league and all profits should be maintained by the league and benefit the league's activity in the community. Use extreme care and transparency in documenting funds collected, documenting fund sources, location of funds, and proposed fund uses.

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Share this documentation with your membership frequently throughout the year and include an accounting on your website.

**For your team parents,** leagues are often asked to assist with the expenses of travel for parents and families. While these individual expenses can be daunting for some parents, leagues are encouraged to focus on fundraising specifically for the expenses of the league and not for individuals. The league may, however, choose to outline specific expenditures that will help offset for parents and families, such as bus rentals, travel vouchers, and catered meals, in addition to travel expenses for the players and coaches. More information on parent fundraising is included in the Parent's Guide, as well as on Little League University: [LittleLeague.org/TravelFund](http://LittleLeague.org/TravelFund).

Should you wish to create other merchandise containing the Little League World Series name or logo, or the regional logos, please contact [Licensing@LittleLeague.org](mailto:Licensing@LittleLeague.org) for sourcing information.

#### **Manager & League Agreement Reminders**

For your reference, we have included a copy of the Manager and League Agreement that you signed upon completing your information in the Little League International Tournament Participant Portal on behalf of your team and your league. A copy has also been shared with your League President.

#### **Remaining Active in Little League**

Part of what makes the Little League World Series so special is the participation of the league, coaches, family members, and players; the community of Little League from each of your towns, cities, and countries. We hope that this involvement doesn't end after the trip to the World Series is over. Continue to give back and stay involved in your league and encourage your coaches and players to do so as well. Encourage your children to keep playing and having fun.

#### **Contacts at Little League**

If at any time you need additional guidance, please contact myself or any one of the following individuals via phone at: **Little League International 570-326-1921**.

Liz DiLullo Brown, Senior Vice President and Chief Marketing Officer: [Licensing@LittleLeague.org](mailto:Licensing@LittleLeague.org)

Daniel Velte, Senior Operations Executive: [DVelte@LittleLeague.org](mailto:DVelte@LittleLeague.org)

Brian McClintock, Senior Communications Executive: [BMcClintock@LittleLeague.org](mailto:BMcClintock@LittleLeague.org)

We thank all the players, coaches, and members of the league for another memorable Little League World Series and we hope you enjoyed your time with us at the World Series! Thank you for your dedication and congratulations on a great season.

Sincerely,

A handwritten signature in black ink, appearing to read "P. Wilson", written over a light blue horizontal line.

[Patrick W. Wilson](mailto:Patrick.W.Wilson@LittleLeague.org)

Little League International  
Chief Operating Officer  
International Tournament Director

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