



Central Region Information Questionnaire

Due to Marketing@LittleLeague.org via email by December 22, 2023

General Contact Information

Primary Contact Name:

Secondary Contact Name:

Primary Contact Email:

Secondary Contact Email:

Primary Contact Phone Number:

Secondary Contact Phone Number:

Mailing Address (GPS Address) for Sponsor Attendees / Visitors:

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

Shipping & Deliveries for Sponsor and Marketing Items

Preferred Shipping Address (if different from Mailing Address):

**Please check if the shipping address
is the same as the mailing address**

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

Special Shipping Instructions (All Shipments): Little League Marketing recommends that all sponsor and marketing items are shipped directly to your location to be stored. Please make an effort to accommodate and provide any necessary details regarding capacity, dates and times for deliveries, as well as any additional instructions that would be helpful regarding incoming shipments.



On-Site Activation Guidelines

Sponsorship Agreements may include the right to activate at your regional facility, either for tournament or clinics / meetings. Specific to region tournament, should any of our Official Little League Sponsors plan to activate, we'd like to give them detailed guidelines regarding on-site activation to aid in preparation for the opportunities at your tournament. Please fill in the information below as you would like it shared with our official sponsors. Marketing will work with each Sponsor to coordinate details and share relevant information with you as the tournament approaches.

To limit overages and excess product, please revisit your attendance averages over the last few years and provide an **approximate giveaway quantity (total)** based on historical data:

Please also provide a **recommended daily giveaway quantity** based on historical data and attendance:

	Softball	Baseball
Welcome Event Date:	_____	_____
Tournament Dates:	_____	_____
Suggested On-Site Activation Dates:	_____	_____

During which timeframe do you anticipate sponsors could expect the most activity at their activation area?

10 a.m. – 1 p.m.

2 p.m. – 5 p.m.

5 p.m. – 8 p.m.

Other: _____

**Please note, we will work with sponsors to schedule their activation times on the suggested on-site dates.*

Please provide necessary details related to on-site activation:

Storage Facilities:

Rental Facilities:

Electric / Internet Accessibility:

Sponsor Activation Area:

Additional On-Site Guidelines / Notes (Parking, etc.):



On-Site Activation Guidelines (continued)

Sponsors activate at LL tournaments to maximize their brand visibility and engage with our audience, while giving fans unique experiences they won't forget. This is also an opportunity for sponsors to collect data on attendees for future marketing initiatives. As many sponsors want to activate at all or most Little League events, their budget may be limited.

With this in mind, 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?

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

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



Signage

Please refer to the attached outfield banner layout and indicate by checking the box below for any sponsor banners that will need to be replaced in 2024. **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 2024.** Please also confirm the size of your sponsor banners.

Size: This size is correct This size is **NOT** correct; banners should be sized:

adidas	MLB (PlayBall)
A.D. STARR	Musco Lighting
Dairy Queen	New Era Cap
DICK'S Sporting Goods (will be replaced for logo update)	T-Mobile (will be replaced for logo update)
Easton	Topps
Eggland's Best	Travel Guard
ESPN	Athletes Unlimited
Gatorade	LittleLeague.org
Lance	Little League Store

****** MLB Little League Classic will be replaced with a new logo; please discard any 2023 MLB LL Classic banners

How many fields are used for TV games?

How many fields are used total?

Complex Signage

Please send any pictures of signage items that you have to Marketing@LittleLeague.org. These signage items may or may not include press conference backdrops, 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 and email Marketing@LittleLeague.org a photo of where it would be placed):

Do you have any signage restrictions for your complex?

Signage (continued)

What is the condition of your backstop logos (good, fair, poor/worn)? Do your backstop logos need to be replaced?

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

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 space:

