

LITTLE LEAGUE® BASEBALL & SOFTBALL

# Annual Guide to Marketing Assets



2021 – 2022

**\*All Dates are Subject to Change\***

*little  
league*

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# A Message from the Little League® Marketing Team

To our valued partners –

Thank you for your continued support of Little League players, parents, volunteers, and fans. Your partnership makes it possible for millions of families to play ball, and for us to build programs that teach life lessons and build stronger individuals and communities.

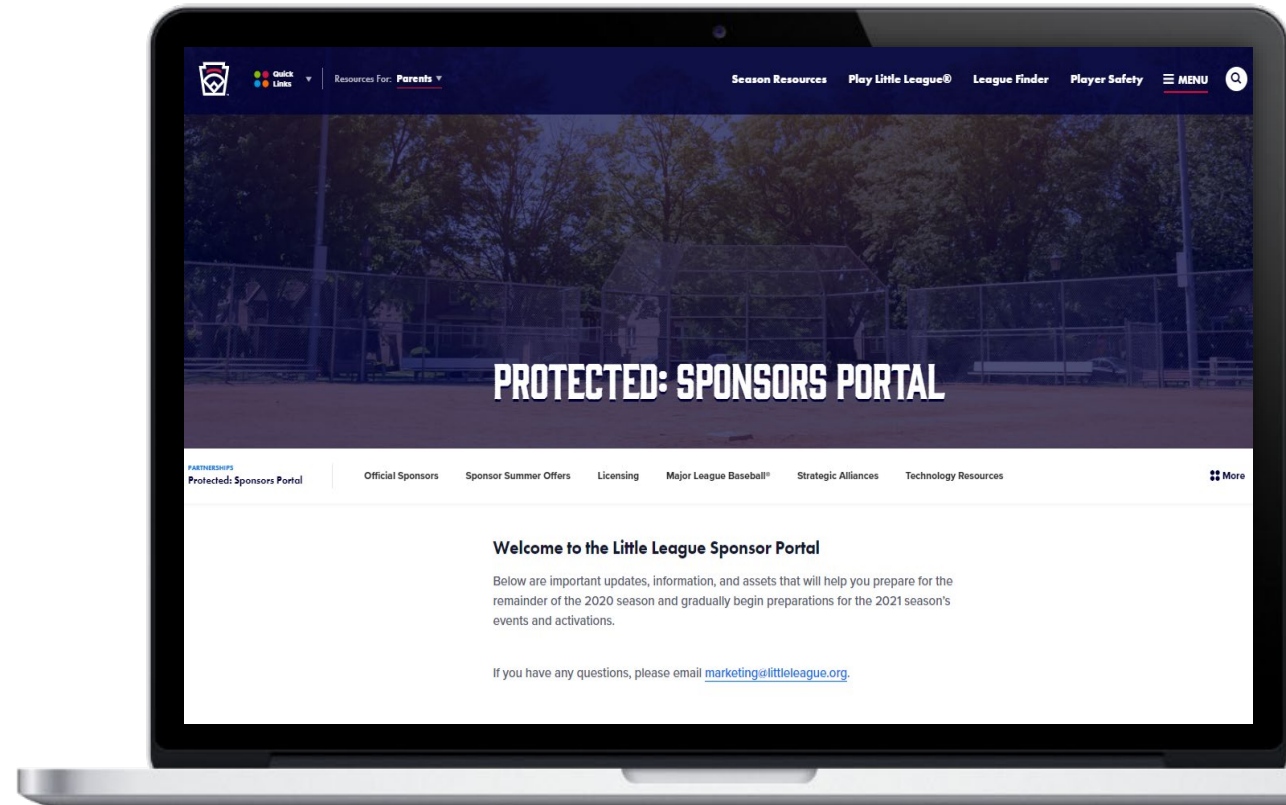
As you review, please refer to your contract for partner-specific assets. If you have questions about additional assets, or would like to have discussions around expanded opportunities, please reach out to the Little League Marketing Team.

# Sponsor Portal

- The Little League® Sponsor Portal contains various files that can serve as a resource in planning throughout the year including:
  - LLWS Activation Guide (“The Packet”)
  - LLWS Forms
  - General Little League Resources
  - Logos (LLWS & General LL Brand)
  - Sponsor Summit Information, etc.
- Please check the Sponsor Portal regularly for updated information on asset, etc.
- Access to the Sponsor Portal can be granted using the credentials below:

[LittleLeague.org/SponsorsPortal](https://LittleLeague.org/SponsorsPortal)

Password: LittleLeague1939



# Asset Tracker

- For the 2022 Little League® season, use of an Asset Tracker is a recommended best practice.
- An Asset Tracker allows a schedule to be built-out for the following items over the course of the year:
  - Email
  - Social
  - E-Newsletter Banner Ads
  - Annual Assets
  - Projects
- Asset Trackers provide a comprehensive update for all parties (e.g. Little League, partner, agency, etc.) at any point in time.
- A live *Asset Tracker (Excel) template* is available on the [Sponsor Portal](#). Please contact Little League Marketing to request a custom tracker.





# Web

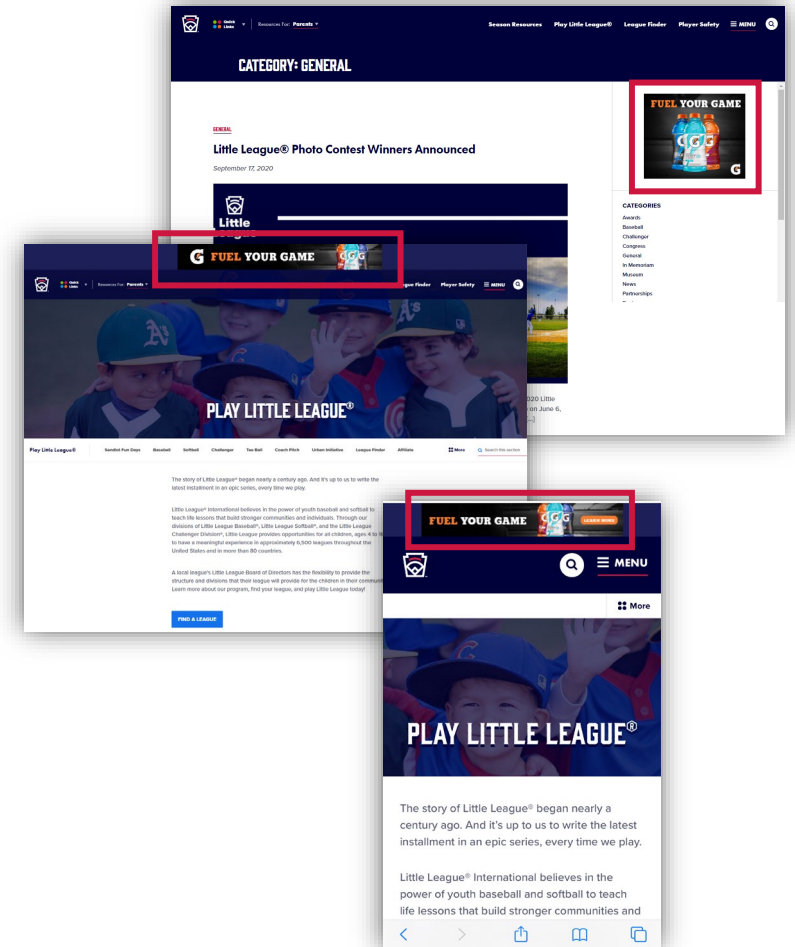


# Website Banner Ads\*

- **LittleLeague.org**
  - Pages include Little League® University, Little League Videos, *World of Little League* Museum, Little League World Series, etc.
  - Banner ads will run in a rotation with other national partner brands.
  - Please reference the Creative Guidelines section (slides 23-28) of this guide for additional directions.
  - Specs:
    - 728px (w) x 90px (h)
    - 300px (w) x 250px (h)
    - 300px (w) x 50px (h)
    - .jpg or .psd file
    - URL
- **Local League Sites\*\***
  - Sports Connect allows local leagues to build their own websites for online web and registration needs.
  - Sites are frequently used by admins and parents to check-in on league information and updates.
  - These websites can be populated with banner ads from Little League's national partners.
  - Specs:
    - 728px (w) x 90px (h) ONLY
    - .jpg or .psd file
    - URL

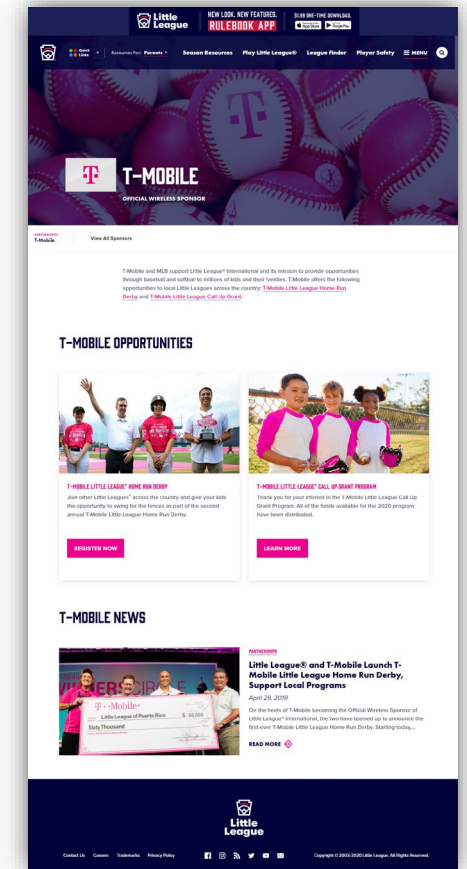
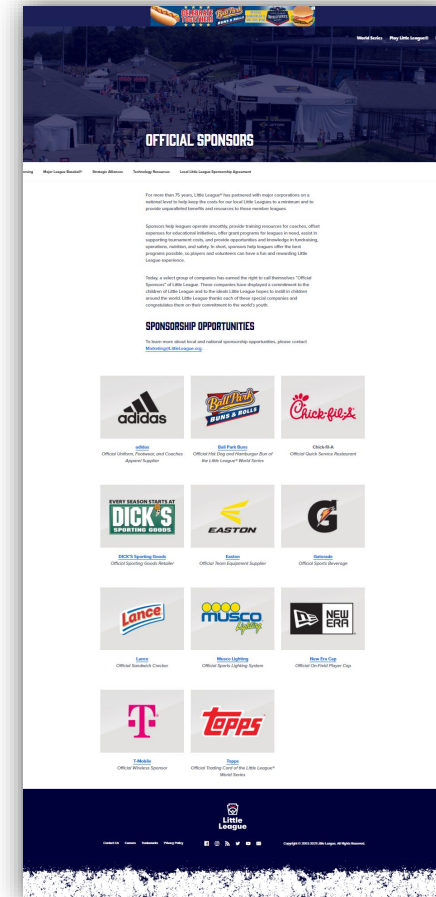
\*Can be updated at any time.

\*\*Third-party benefit may be discontinued at any time.



# Partner Content Page on LittleLeague.org\*

- Logos (high resolution .jpg) on the [Official Sponsors Page](#) can link through to a Partner Content Page on LittleLeague.org or a designated external URL.
- Partner Content Pages should be concise and focus on highlighting/celebrating the Little League® partnership.
- Images and text are encouraged to be included to promote the partnership, league programming & activities, grants, contests, social media campaigns, etc.
- Please reference the Little League example link below as well as the [Partner Content Page Layout Options](#) document on the [Sponsor Portal](#) to get a better understanding of all the different content display options available:
  - [Partner Content Page](#)
  - Password: LayoutOptions2021



\*Can be updated at any time.

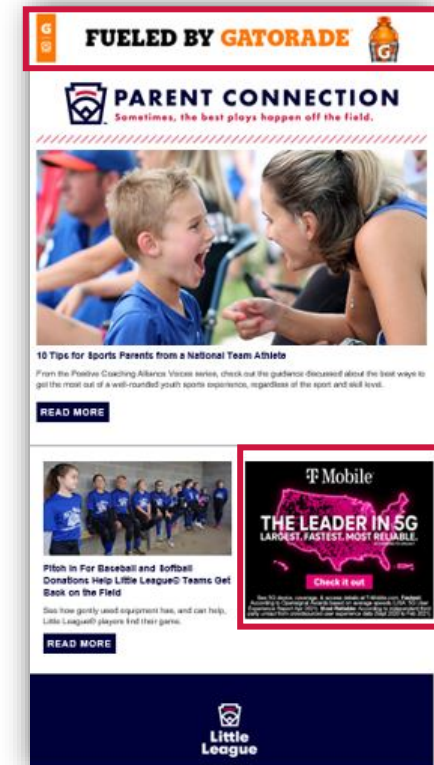


# Electronic Newsletters

Reserve placement six to nine months in advance. Building out a schedule via an *Asset Tracker* is encouraged

Little League e-newsletters are sent out regularly throughout the year. There are six different e-newsletters sent approximately once a month (resulting in 6 monthly opportunities for placement), each targeting a different audience group.

- Throughout the year, there are various opportunities to request banner ad placement in Little League's monthly electronic newsletters.
- Final creative should be submitted for review at least 5 business days prior to the send date of the newsletter.
- Little League® can provide newsletter dates and availability upon request.
- Please reference the Creative Guidelines section (slides 23-28) of this guide for additional directions.
- Specs:
  - Top Placement: 728px (w) x 90px (h)
  - Bottom Placement: 300px (w) x 250px (h)
  - .jpg or .gif file
  - URL



Newsletter:	<i>D.A. Bulletin</i>	<i>Parent Connection</i>	<i>Fair Ball</i>	<i>Coach's Box</i>	<i>Little Leaguer</i>	<i>Resource Guide</i>
Audience:	DA's/District Officers (3,500)	Parents (1.5M)	Umpires (4,800)	Coaches/Managers (243,000)	Fans/Volunteers (1.8M)	League Officers/DA's (29,300)

# Email Blasts





# Overview

- Final creative should be submitted at least 5 business days prior to the mutually agreed upon send date (see next slides for request information and recommendations).
- Little League® can segment email blasts based on the appropriate target audience and location.
  - E.g. Parents, League/District Officers, Coaches, Umpires, All List, etc.
- Include the following legal line in the footer when Little League marks, logos or imagery is used:
  - “© YEAR Little League Baseball, Incorporated. All Rights Reserved.”
- When submitting an email request, it is recommended that two subject lines are included with an effective call-to-action.
  - Little League can A/B test subject lines to ensure maximum open and click-through-rates
- Please include your brand name in the subject line in a non-disruptive way (e.g. “Score Great Baseball & Softball Gifts from DICK’S Sporting Goods”).
- Flash ads or embedded videos are not supported, but animated GIF’s are an option to enhance email messaging.
- Little League can provide performance metrics 48 hours after the send by request.
- Please reference the Creative Guidelines section (slides 23-28) of this guide for additional directions.



# Email Build Needs

- Email blast requests should be submitted 2 weeks in advance and must include the following:
  - Desired Send Date
    - Little League® will confirm if request date is available
  - Subject Line Option #1
  - Subject Line Option #2
  - Target Audience
  - URL
    - It is recommended to provide click-through links that have custom tracking included in them or UTM links so that email metrics can be linked to specific promotions or campaigns
  - File Type (.HTML or .jpg)
    - .HTML Parameters:
      - .HTML format is required when incorporating more than one URL in the design
      - All images should be hosted on your server and have the absolute link in the .HTML
      - All URL's should be preceded by http:// or https://
    - .jpg Parameters:
      - .jpg is preferred if there is only one click-through URL provided for the entire email
- Specs:
  - 600px (w) x flex (h)
  - .HTML, .jpg, or .gif file





# Social





# Overview

Reserve post date and submit final copy/creative for review at least 5 business days in advance. Building out a social schedule via an Asset Tracker is encouraged.

- Proposed copy and creative will need to be reviewed prior to any posting on Little League® or partner social media channels.
- Posts should be engaging, fun, and fit within the general Little League voice, audience, and schedule.
- When involving Little Leaguers®, posts should highlight the overall team effort instead of calling out a specific player. Posts should feature good sportsmanship, teamwork, character, etc.
- Content should be supportive and representative of the Little League partnership.
- Please make sure Little League is approved as a business partner for the Branded Content Tool on Facebook and Instagram.
- Please reference the Creative Guidelines section (slides 23-28) of this guide for additional directions.
- Recommended post styles:
  - High quality images, video, or graphics
  - Light-hearted GIF's or animations
  - Polls, surveys, or response-based offers
  - Information about exclusive offers or contests



# Social Post Guidelines

- Landscape (aspect ratio 1.91:1) and square (1:1) image sizes are recommended; videos should generally be 16:9 or 1:1
- There is effectively no character limit, but 125 characters or less is recommended
- Use of hashtags is not as common on Facebook, but is possible
- Links can be used in copy
- Please ensure that @LittleLeague is approved as a business partner for the branded content tool

Facebook



- Landscape (2:1) and square (1:1) sizes are recommended; videos should generally be 16:9 or 1:1
- Tweets have a 280-character limit. Shorter copy is recommended
- Hashtags are most common
- Links can be used in copy
- Your brand should be tagged in post copy to signal branded content

Twitter



- Square (1:1) creatives are recommended for feed, 9:16 for story. Videos are limited to :60 for feed posts.
- Posts have a 2,200-character limit but are cut off after 125.
- Hashtags are more common
- Links do not work in copy but can be used via the Linktree in the LL account bio.
- Please ensure that @LittleLeague is approved as a business partner for the branded content tool

Instagram



As a general guide, 1920x1080 pixels (aspect ratio 16:9) will work for most purposes.



# Annual Key Touchpoints



# Overview\*

In order to maintain a continuous/seasonal flow of league programming and activities, updates, and communications between partners and local leagues, Little League has developed a standing promotional webpage, that is rebranded quarterly to align with key seasonal timelines.

A timeline of these assets can be seen below:



# Timeline

## On-Deck (Fall | Little League Chartering)

- Draft Deliverables Due: October 15<sup>th</sup>, 2021
- Final Deliverables Due: October 29<sup>th</sup>, 2021
- Webpage to go live: Mid-November

## LLWS Newsletter (Summer | Tournament Season/LLWS)

- Deliverables Due: July 8<sup>th</sup>, 2022
- Newsletter Send Dates: TBD

## Batter Up (Winter | Start of Season)

- Draft Deliverables Due: January 12<sup>th</sup>, 2022
- Final Deliverables Due: January 26<sup>th</sup>, 2022
- Webpage to go live: Mid-February

## Sponsor Summer Offers (Spring | End of Regular Season\Start of Tournament Season)

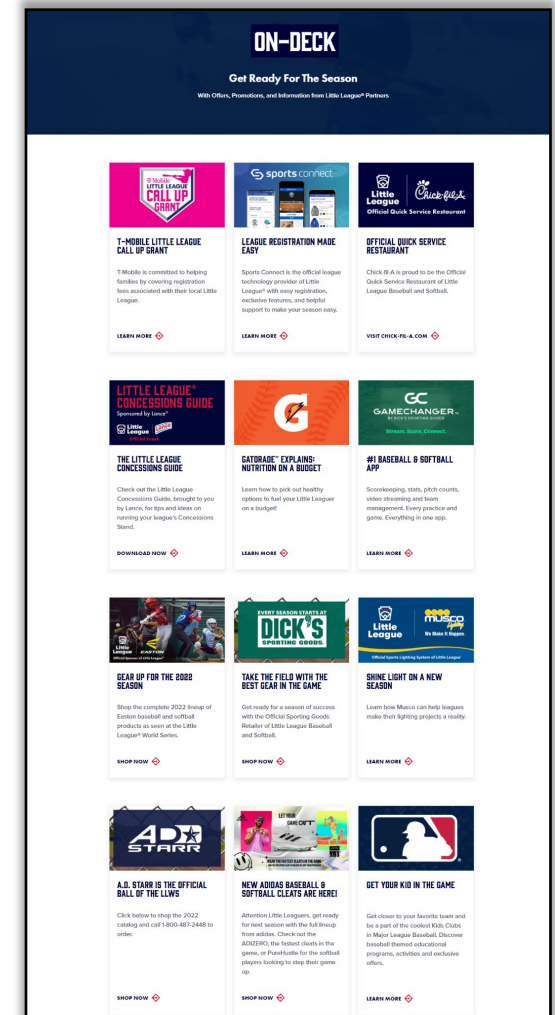
- Draft Deliverables Due: April 13<sup>th</sup>, 2022
- Final Deliverables Due: May 6<sup>th</sup>, 2022
- Webpage to go live: Mid-May



# On-Deck Specs

Draft due October 15<sup>th</sup>, 2021. Final deliverables due October 29<sup>th</sup>, 2021. Page will go live mid-November\*

- Content should provide value to the entire Little League® audience (1.8M+) and be tailored for fall/winter timing, whether that be in the form of an offer/promotion\*\*, or league programming/educational resource.
- Promotion of this page will include; but not be limited to, Little League email(s), banner ad(s), social post(s), and hero image(s)
- Please reference the Creative Guidelines section of this guide (slides 23-28) for additional directions.
- Specs:
  - 855 x 480 image
  - Offer Title [ < 50 characters including spaces]
  - Offer Details [ < 120 characters including spaces]
  - CTA Button (e.g. Shop Now)
  - URL or .pdf



\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.

\*\*If an offer is utilized, it should remain live through February 14<sup>th</sup>, 2022.

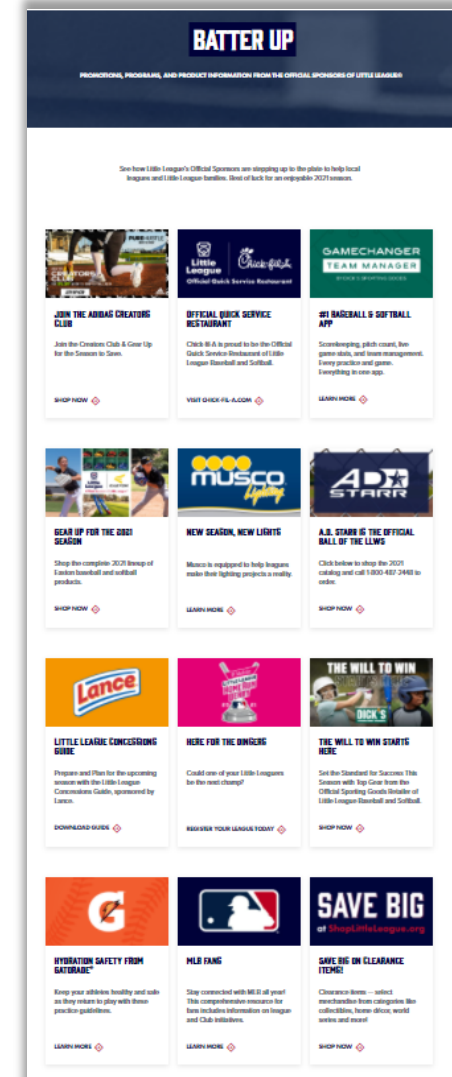
# Batter Up Specs

Draft due January 12<sup>th</sup>, 2022. Final deliverables due January 26<sup>th</sup>, 2022. Page will go live mid-February\*

- Content should provide value to the entire Little League® audience (1.8M+) and be tailored for winter timing, whether that be in the form of an offer/promotion\*\*, or league programming/educational resource.
- Promotion of this page will include; but not be limited to, Little League email(s), banner ad(s), social post(s), and hero image(s)
- Please reference the Creative Guidelines section (slides 23-28) of this guide for additional directions.
- Specs:
  - 855 x 480 image
  - Offer Title [ < 50 characters including spaces]
  - Offer Details [ < 120 characters including spaces]
  - CTA Button (e.g. Shop Now)
  - URL or .pdf

\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.

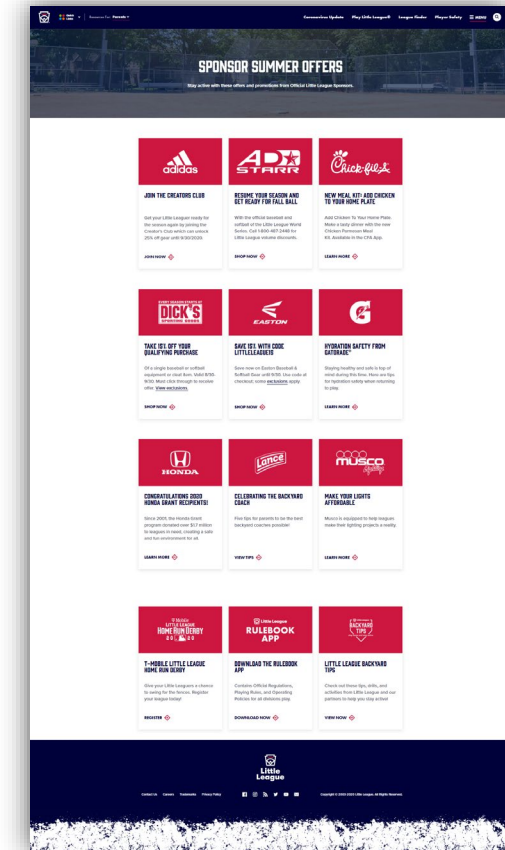
\*\*If an offer is utilized, it should remain live through May 13<sup>th</sup>, 2022.



# Sponsor Summer Offers Specs

Draft due April 13<sup>th</sup>, 2022. Final deliverables due May 6<sup>th</sup>, 2022. Page will go live mid-May\*

- Content should provide value to the entire Little League® audience (1.8M+) and be tailored for spring timing, whether that be in the form of an offer/promotion\*\*, or league programming/educational resource.
- Promotion of this page will include; but not be limited to, Little League email(s), banner ad(s), social post(s), and hero image(s)
- Please reference the Creative Guidelines section (slides 23-28) of this guide for additional directions.
- Specs:
  - 855 x 480 image
  - Offer Title [ < 50 characters including spaces]
  - Offer Details [ < 120 characters including spaces]
  - CTA Button (e.g. Shop Now)
  - URL or .pdf



\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.

\*\*If an offer is utilized, it should remain live through July 15<sup>th</sup>, 2022.

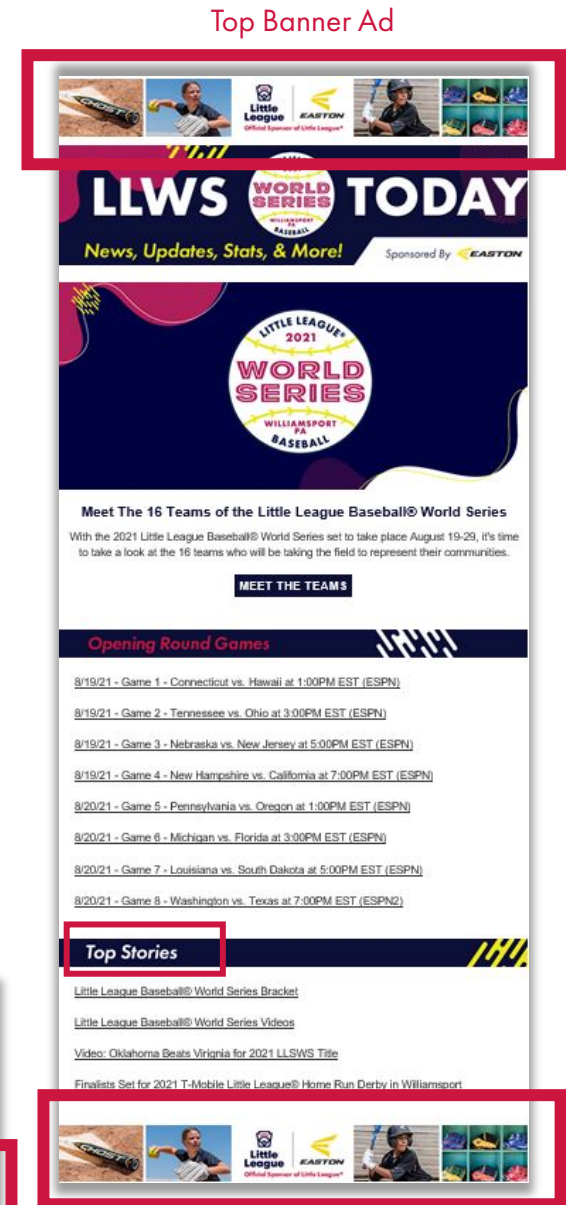
# LLWS Newsletter

Little League will notify partners of placements early in the summer\*

- A World Series Newsletter sent to an active segment of our Little League database, highlighting games, special events, and other LLWS related news
- Newsletters run for the entirety of the Little League World Series (including Softball and Baseball tournaments) and provide opportunity for partner branding
- Placements Include:
  - Presenting Sponsor Indicator
  - Banner Ads (Top & Bottom – 728 x 90)
  - *Partners may also be included in Top Stories features when relevant story telling/news opportunities arise*



Presenting Sponsor

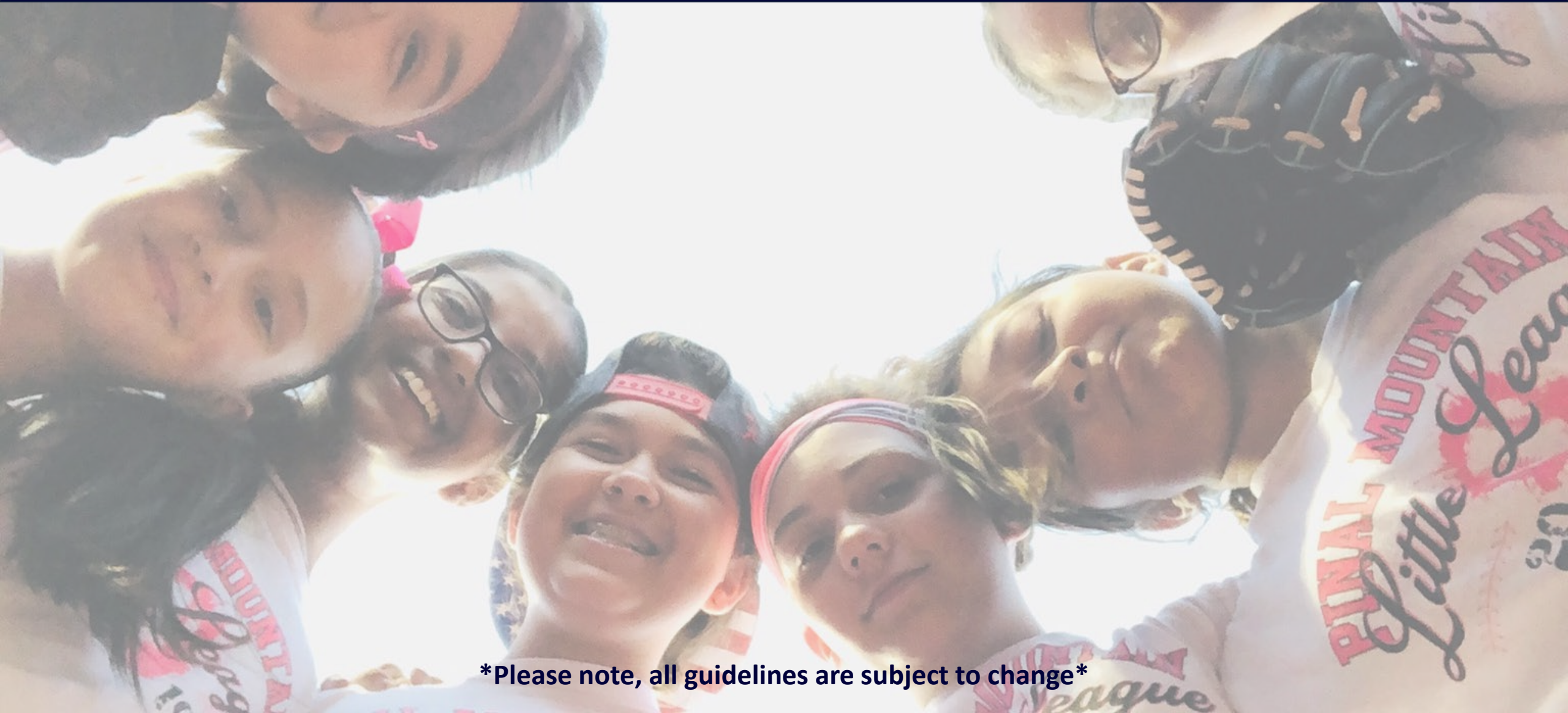


Bottom Banner Ad

\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.



# Creative Guidelines



\*Please note, all guidelines are subject to change\*



# Overview

- **Use family-oriented messaging:** Avoid controversial words or phrases while focusing on team spirit versus individual effort.
- **Offer incentives to leagues/families:** Gear your information, offer or promotion to the appropriate target audience.
- **Remember the Volunteer mindset:** More than 1 million adult volunteers participate in Little League®. Utilize informative, time-saving messaging.
- **Emphasize Little League mission and goal:** Little League believes in the power of youth baseball and softball to teach life lessons that build stronger individuals and communities. Joined together by one common goal, every local league is part of One Team. One Little League.
- **Recognize the seasonality of our program:** The season begins and ends at different points of the year. Seasonality and registration maps are available on [Sponsor Portal](#).
- **Images:** Little League can provide relevant images for use in your creative as needed. Please reach out to Little League Marketing to request. All images may be subject to restrictions due to amateurism. We suggest using stock or photo shoot imagery.

# Imagery

- Imagery depicting local league activity (stock or photo shoot) that seamlessly ties into the topic and ultimately feels more relatable to the audience is recommended.
- Images should fit the Little League voice by displaying the efforts of a team and not an individual as well as good sportsmanship, celebration, and most importantly, fun.
- Avoid capturing/shooting logos or mentioning any outside brand names while filming as all brands that are not sponsored or affiliated with Little League® will need to be scrubbed/removed.
- If featuring a single player, the player's face must not be recognizable. Anything else that may serve as a personal identifier (e.g. name), should also be removed. If a name is visible, please scrub (e.g. eliminate or remove) for final use.
- If featuring two or more players, faces may be recognizable. If one face is recognizable, the other must be in focus as well.
- Safety is of the utmost priority within the Little League community. All applicable safety/equipment/uniform standards outlined in [Appearance of Little Leaguers in the Media](#) must be followed when using player imagery.
- Form release waivers must be gathered in order to have the proper permission to capture and use the likeness of players, volunteers, etc. in imagery. Those under the age of 18 must have a parent/guardian sign a waiver on their behalf. Imagery must not be captured unless approval is given.
- Material changes cannot be made to player imagery, however, cropping and scrubbing images are the only acceptable methods of editing player imagery but must follow the guidelines for players featured in the imagery.
- Inclusion of both baseball and softball imagery is encouraged. However, softball specific imagery/logos should be used for any softball specific events (e.g. Little League Softball World Series, etc.), and baseball imagery/logos should be used for any baseball specific events (e.g. Little League Baseball World Series, etc.).

# Content

- Content should be family-oriented, team focused, and representative of all youth in the community by promoting diversity.
  - Teams and leagues are usually the focus of attention – not individuals
  - Avoid use of champions and trophies
  - Avoid references to travel ball
  - Avoid the use of profanities
- Sales and brand messaging of any kind (e.g. services, products, and call-to-actions) must be clearly and distinctly separated from player imagery to avoid the perception that amateur athletes are being used in a promotional manner and to not compromise the eligibility of any Little Leaguer.
- The Little League logo may lay on top of player imagery without a clear and distinct separation, but sponsor logos may not unless a solid color background, indicating a clear and distinct separation, is used.
- Any type of messaging that would reveal the identity of an individual player (e.g. using the player name) is not allowed. Messaging should fit the Little League voice and be inclusive of the entire teams' efforts and not those of an individual player. Messaging that implies winning is everything will not be approved.
- A clean, concise headline that displays a strong call-to-action (CTA) above the fold is most effective.
- Strong, bold, and colorful CTA buttons that stand out from the content and display a clear and obvious objective that will garner a higher click-through-rate (e.g. “Shop now”) are highly suggested.
- Tailor your content to appeal to the baseball and softball audience; the smallest changes can have the biggest impact (e.g. changing the word players to “Little Leaguers”).
- List type content displays are generally well received (e.g. articles, tips, etc.).
- Please remember to build mobile friendly content as our audiences are usually viewing content on their mobile devices.

# Scrubbing

- Scrubbing will be required for any brands that are not an Official Partner or affiliated with Little League®.
- Any Official Little League Partner logos that are visible in the imagery should remain un-scrubbed unless said logo conflicts with category exclusivities of another partner.
- All signage that is filmed or photographed with logos will need to be scrubbed (unless they are an Official Partner of Little League).
- Please reference the *Partner Scrubbing Guidelines* document on the [Sponsor Portal](#) for further guidance.

# Registration Mark

## APPLICATION

Little League® is one of the most widely recognized names in all of sports and youth organizations, but there is only one Little League, and it should never be used as a generic reference to youth sports or activities. To help reinforce its trademark, Little League utilizes a registration mark (®) in its communications vehicles for the following terms.

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## USAGE GUIDELINES

- Registration marks should always be superscript.
- Registration marks should be utilized on the first reference on each individual page and/or spread of a document for each term. Subsequent references should not have registration marks after the terms outside of display copy.
- Registration marks should be utilized in all display copy (headlines, captions, cover lines, etc.).
- Registration marks should never be utilized in email subject lines or social media copy but should be used on social media graphics.
- Using registration marks after a plural form of a trademark term should be avoided and copy should be altered to only use plural forms on a second reference, where registration marks should not be used. Plural forms should be avoided in display copy.
  - Examples: Every Little Leaguer® enjoyed a day at the ballpark, with the Little Leaguers getting special recognitions on the field.
- Registration marks should not be used in quotes in body copy but should be used in quotes used as display copy. In body copy, it's encouraged to use the term before the quote, so that the first reference of the term is not located within the body copy.

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## LITTLE LEAGUE LEGAL LINE

- At any point, when utilizing a Little League trade name or logo, Little League's Legal line should be included on all or any product packaging, website references, circulated advertising or collateral in the marketplace. Little League's full legal line is:
  - *Little League, Little League Baseball, the Little League emblem, LL, LLB, and the keystone design are the registered trademarks and service marks exclusively of Little League Baseball, Incorporated.*
- If space is limited, Little League will authorize the use of the abbreviated legal line
  - ©YEAR Little League Baseball, Incorporated. All Rights Reserved.
- Whenever using a Little League trademark, wordmark, or logo, the registration marks must appear in the proper location.

Little League®

Little Leaguer®

LL®

Little League Baseball®

LLB®

Little League Softball®

Little League® Baseball and Softball

Little League Challenger Division®

Little League® University

Little League® Urban Initiative



# Additional Resources



## Contest / Sweepstakes Rules & Guidelines

- Provide Little League® notice of a sweepstakes or contest at least eight weeks prior to filing/bonding administration.
- Supply a marketing plan for the contest or sweepstakes.
- Prior to bonding, a draft of the Official Rules (including abbreviated version) should be submitted to Little League for review. Please allow one week for internal and legal review.
- Rules must be bonded legally before launch of contest/sweepstakes.
- Little League Baseball, Incorporated should be listed in the indemnified parties' section of the rules including release of all liability/hold harmless language.

## Filming Approval Guidelines for All Forms of Media

- Provide Little League notice of intent to produce a commercial spot/schedule a video shoot at least 12 weeks prior.
- A draft of the proposed script/story board should be submitted to Little League in advance of final production. Please allow a minimum of 72 hours for internal review and edits.
- A rough cut of the video before final production should be submitted to Little League for review. Please allow a minimum of 48 hours for internal review and edits.

# Retailer Marketing Guidelines\*

When using Little League® marks to promote a partner product through a retailer, please adhere to the following creative guidelines:

1. Logo Size – Retailer marks must be smaller (no larger than 25%) than the size of both Little League and sponsor marks on advertising material.
2. Logo Placement – Little League marks must appear alone or adjacent to sponsor marks. However, retailer marks should not be adjacent to and must be separate from Little League marks. The use of the words “available at” are encouraged in advertising material where space allows.
3. Hashtag Usage – Hashtags to be used by a retailer that include Little League marks in any social media posts will not be approved.

\*Refer to sponsorship agreement for IP use rights for third parties.