

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.
- Please note all applicable to states, countries, and territories. Where contest and or sweeps will be approved.

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.
- Scrubbing may be required if brands appear in videos on clothing, signage, etc.

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.
4. Retailer inclusion must be pre-approved by Little League and may be subject to restrictions of official retail partner of Little League.

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

Tournament Season

Regional and World Series



Little League® World Series Activation Guide

- The Little League® World Series Activation Guide contains all the information needed to successfully activate at the Little League Baseball® World Series, Little League Softball World Series®, all Little League Baseball & Softball U.S. Regional Tournaments, and the five (5) Divisional World Series Tournaments.
- The Activation Guide is released annually late winter and will be housed on the Sponsor Portal along with other important World Series Information.
- The Activation Guide contains information such as:
 - Suggested activation ideas and timing
 - Giveaway quantities based on tournament participation numbers and attendance
 - Content capture guidelines
 - Williamsport on-site security, background check, and credential requirements
 - Program advertising information

ON-SITE FILMING MAP

- The space outlined in yellow depicts the **only** permissible filming area on our complex and are subject to Little League® guidelines.
- This area is clear of all broadcast camera views and mindful of ESPN's production schedule.
- Please note that all film/video crews **must still have prior approval** from Little League to capture content in the area outlined in yellow
 - Little League may approve other areas for content capture (e.g. the hill, batting cages, etc.). All requests must be submitted to Little League prior to the start of the LLWS



2022 Little League® World Series Souvenir Programs

OVERVIEW

- Sponsor Ad Placement Opportunities:
- (1) Little League Baseball® World Series Program
 - (1) Little League Softball® World Series Program
 - (5) Divisional World Series Tournaments Programs
 - (7) Total placements (Participation in all programs is not required, but encouraged)*

Creative Timeline:

- Little League® World Series Ad Participation Form Due April 13
- Program Ad Participation Form will be available on the [Sponsor Portal](#) under Forms
- Little League Softball & 5 Divisional World Series Program Ad Drafts Due May 6
- Little League Softball & 5 Divisional World Series Final Program Ads Due May 20
- Little League Baseball World Series Program Ad Drafts Due July 8
- Little League Baseball World Series Final Program Ads Due July 20

Little League Baseball® World Series Program		
AD SPACE	ACCEPTABLE MEDIA/FILE TYPE	NOTES
Trim: 8.25" x 10.875" Live Area: 7.75" x 10.375" Bleed: 8.5" x 11.125" Margin: 0.8" (from trim to live area)	High resolution .pdf/packed InDesign Files (including fonts and links)	Full color logo should be used • Images should be CMYK or Grayscale (not RGB or Indexed) • Rich Black is made from 50% (CMYK) • 100% (K), not the color "Registration" • Image resolution should be 300 dpi • Black text should be 1 color not 4 colors • Registration and Crop Marks must be at least 0.125" outside from the bleed area

*An InDesign template is available on the [Sponsor Portal](#) for use to confirm the accuracy of the ad layout to the Live/Print/Bleed specs outlined above

*Please refer to your individual partner contract to confirm your program placement assets



WILLIAMSPORT EVENT ACTIVATION

ESPN Media Amplifications

- ESPN broadcasts **362** live Little League® Baseball and Softball World Series games in July & August
- ESPN reaches over **151MM** fans in total audience across linear networks and streaming platforms
- ESPN Digital and Social platforms reach an additional **1MM** Little League fans, generating over **247MM** impressions with highlights, viral moments, and editorial content
- **2023 First Look Packages** are available in January.
- For more information, please contact the **Disney Ad Sales Sports Brand Solutions team**:

Harrison Hess
DAS Sports Brand Solutions
w: 646.547.4614
c: 646.628.4620
Harrison.Hess@disney.com

Taylor Barretta
DAS Sports Brand Solutions
Taylor.A.Barretta@Disney.com



*requires incremental investment with ESPN