

LITTLE LEAGUE® BASEBALL & SOFTBALL

# Sponsor Onboarding/ Asset Guide

2022 – 2023

\*All Dates are Subject to Change\*

little  
league

# In Good Company

## Official Little League Sponsors



## Strategic Partnerships



\*As of December 2022

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# A Message from the Little League® Marketing Team

To our valued partners –

Thank you for your continued support of Little Leaguers, 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 [Marketing@LittleLeague.org](mailto:Marketing@LittleLeague.org).

# Little League® Background



# Mission Statement

**Little League® believes in the power of youth baseball and softball to teach life lessons that build stronger individuals and communities.**



# Little League® Strategic Plan

## Areas of Focus



Access to  
Program  
*Grants, Financial  
Resources,  
Education*



Fun &  
Community



Health &  
Safety



Programming &  
Resources  
*Digital & In-Person*



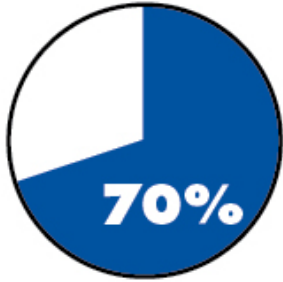
Diversity,  
Inclusion,  
&  
Belonging

### CORE STRATEGY

**UTILIZE LITTLE LEAGUE'S LEGACY  
AND DISTINCTION TO CREATE A  
PLAYER-CENTERED CULTURE AND  
REMOVE CORE BARRIERS TO  
PARTICIPATION**

Click to learn more about the [Little League Strategic Plan](#) and our [Five Year Plan](#)

# Little League® Grassroots Reach



**70% of All Youth Baseball**  
is Little League®



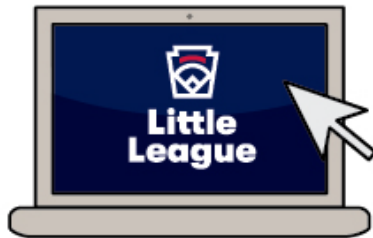
**121,000 Teams**  
5,700 Leagues | 80% U.S.



**Apx. 1.8 Million Players**  
Annually



**1 Million+ Volunteers**



**2.2 Million Parents/Volunteers**  
in electronic database



**151+ Million Impressions**  
ESPN Broadcast Platforms



**35.1 Million Pageviews**  
May - August



**Social Impressions**  
January - October

Facebook	239 Million
Twitter	23 Million
Instagram	30 Million
TikTok	21 Million

# Little League® Volunteerism



# Volunteers make Little League®



# Volunteerism: Current Volunteer Involvement

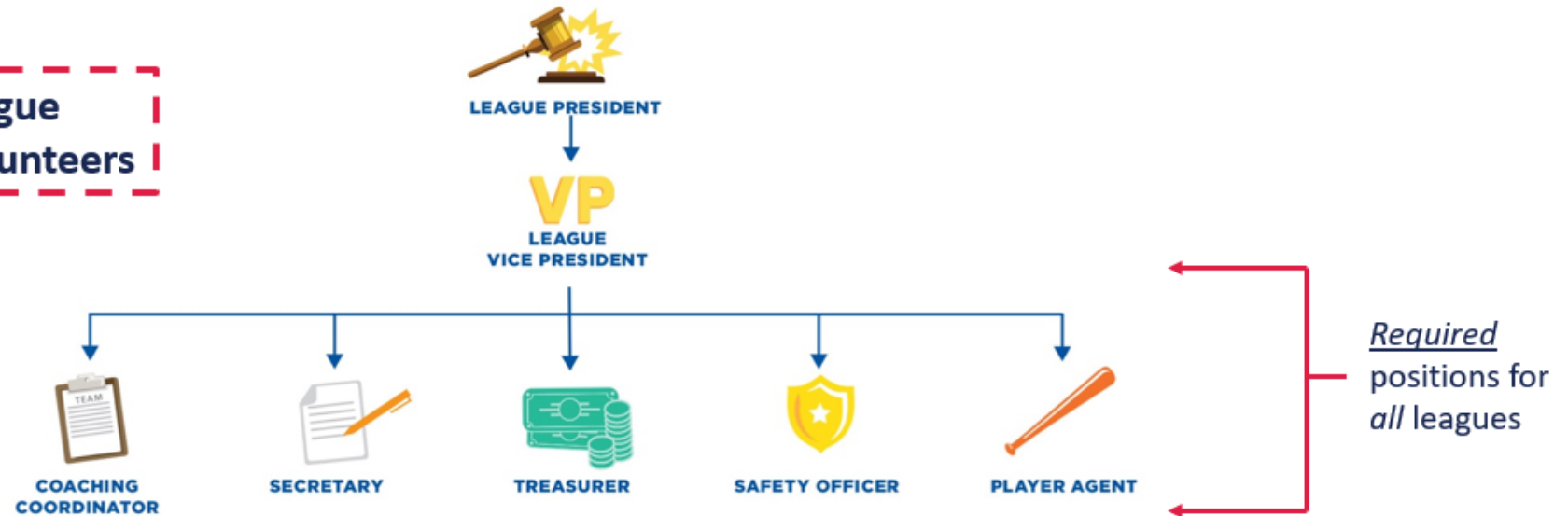
- Currently 50.9% of parents are volunteering within their local league
- Most common volunteer roles:
  - Manager/Coach
  - Concession Worker
  - Team Parent
  - Practice Coach
  - Board Member
- Our goal is to increase volunteerism and make it easier to administer the program



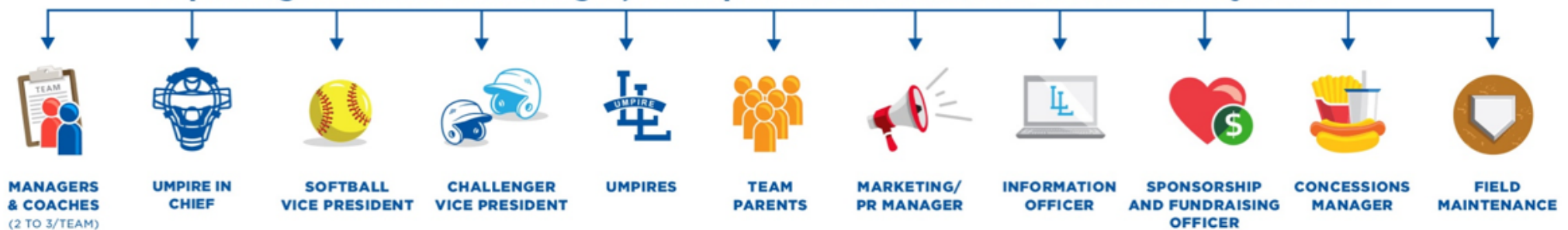
# Local Little League Program Administration

Leagues are required to re-charter with Little League International every year

All Local League  
positions are volunteers



Depending on the size of the league, Board positions and additional volunteers may consist of:



# Annual Assets

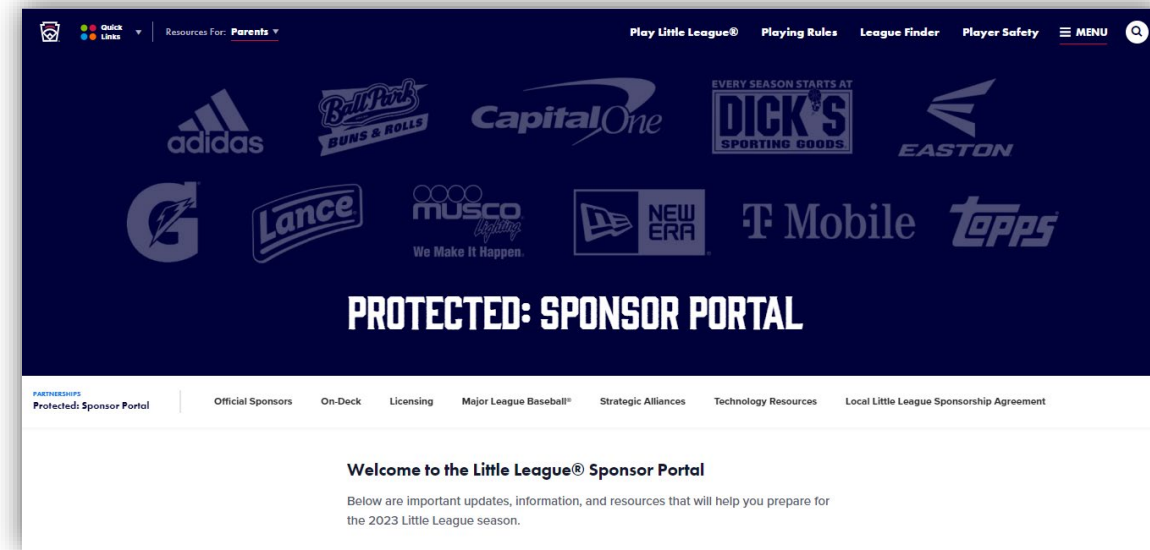


# Sponsor Portal

- The Little League® Sponsor Portal contains various files that can serve as a resource in planning throughout the year including:
  - LLWS Activation Guide
  - 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

- 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
  - Special Activations
  - Digital/Video Assets (if Applicable)
  - Content (if Applicable)
- 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.



# Email Blasts



# Overview

- Little League® has the ability to segment email blasts to align with corporate strategies and campaigns.
  - Ability to reach specific audiences such as Parents, League/District Officers, Coaches, Umpires, All List, etc.
  - Ability to reach certain areas/regions during League Registration Season and Playing Season to align with partner goals.
- Final creative should be submitted at least 5 business days prior to the mutually agreed upon send date (see next slide for request information and recommendations).
- 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, you have the option to have two subject lines that are included with an effective call-to-action.
  - Little League can A/B test subject lines to ensure maximum open and click-through-rates
- Flash ads or embedded videos are not supported, but animated GIFs 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 35-42) of this guide for additional directions.



# Email Build Needs

- **Email 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 (If additional subject line is desired)
  - Target Audience
    - E.g., Parents, League/District Officers, Coaches, Umpires, All List, Etc.
  - Click-through URL(s)
    - Click-through links are required
    - URL tracking code (via [UTM Campaign Builder](#)) is optional but helps track unique campaign performances and clicks
  - .HTML Code
    - .HTML code is required when incorporating more than one URL in the design
    - All images should be hosted on your server and absolute links be within the HTML code
      - No images should be hosted in a local “images” folder
    - All URLs should be preceded by http:// or https://
  - Image Parameters
    - .jpg is preferred if there is only one click-through URL for the entire email
    - .gif for animated emails is acceptable
  - Specs
    - 600px (w) x flex (h)
    - .HTML, .jpg or .gif files

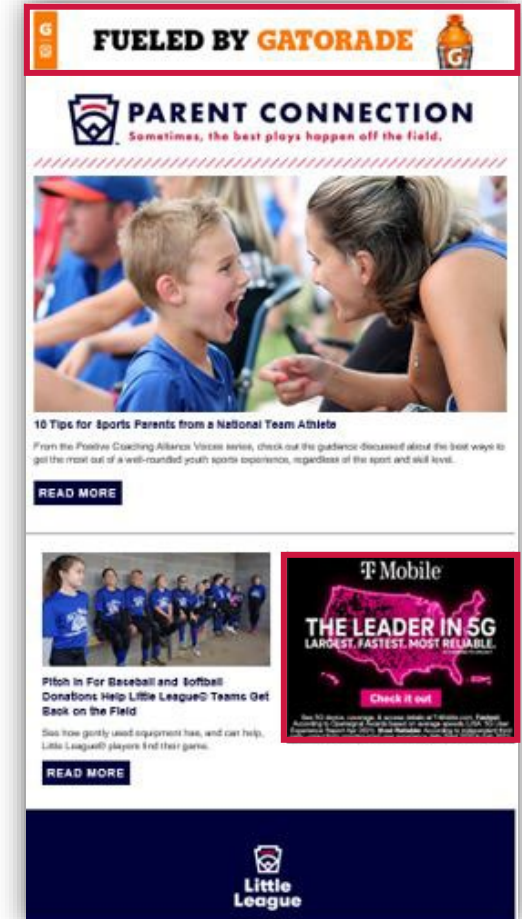


# Electronic Newsletters

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 (typically 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 35-42) of this guide for additional directions.
- Editorial content may also be considered in collaboration with Little League communications department.
- Specs:
  - Top Placement: 728px (w) x 90px (h)
  - Bottom Placement: 300px (w) x 250px (h)
  - .jpg or .gif file
  - URL link



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 (2,500)	Parents (1.8M)	Umpires (7,500)	Coaches/Managers (225,000)	Fans/Volunteers (1.95M)	League Officers/DA's (30,700)

# Social Media



# 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.

- All copy and creative must be pre-approved by Little League.
- 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 35-42) of this guide for additional directions.
- Use of short links is preferred.
- 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



If you are interested in learning how to interact with Little League's TikTok account, please reach out to [Marketing@LittleLeague.org](mailto:Marketing@LittleLeague.org)



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



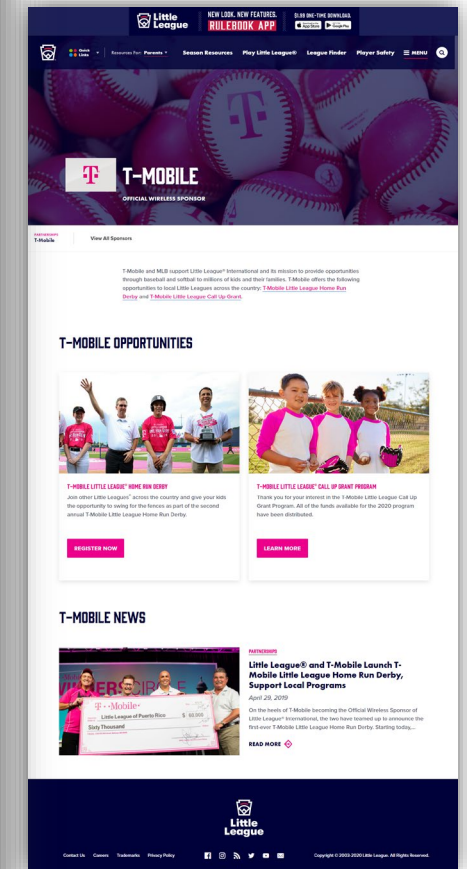
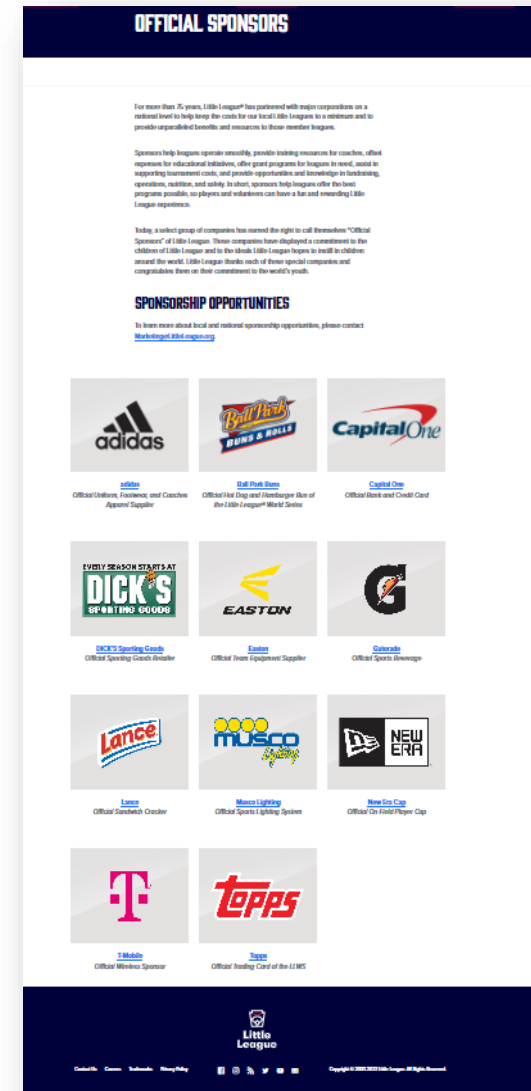
# LittleLeague.Org



# 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 [Partner Content Page Layout Options](#) to get a better understanding of all the different content display options available

\*Can be updated at any time.



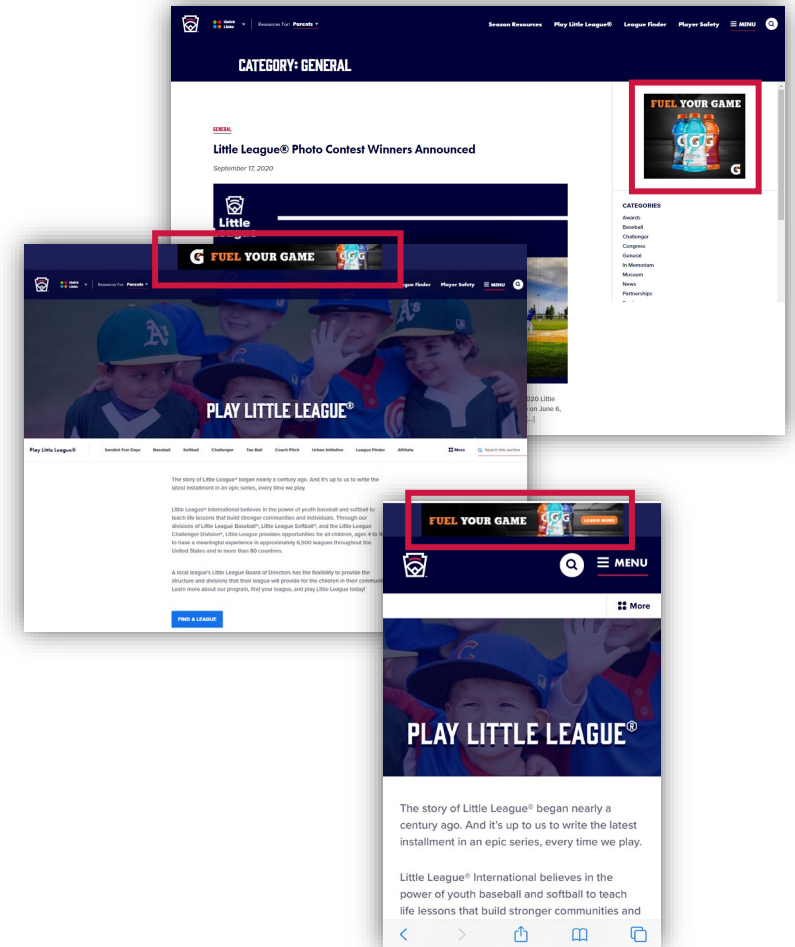
# Website Banner Ads\*

- **LittleLeague.org**

- Pages include Little League® University, Little League Videos, *World of Little League* Museum, Little League World Series, Data Center, etc.
- Banner ads will run in a rotation with other national partner brands.
- Please reference the Creative Guidelines section (slides 35-42) 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 link

- **Local League Sites\*\***

- [Sports Connect](#) allows local leagues to build their own websites for online web and registration needs.
- These websites can be populated with banner ads from Little League's official partners.
- Specs:
  - 728px (w) x 90px (h) ONLY
  - .jpg or .psd file
  - URL link



\*Can be updated at any time.

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

# Annual Digital Promotions



# Overview

- In order to maintain a communications plan for official sponsors, Little League has developed a standing promotional plan that is rebranded quarterly to align with key seasonal timelines.
- These demographics show the average audience from these quarterly promotions.
  - Most views came from the age range of 25-54
    - 35-44 holding the majority
  - 60% Female, 40% Male
  - Top performing states: California, Texas, Florida
- A timeline of these assets can be seen below:



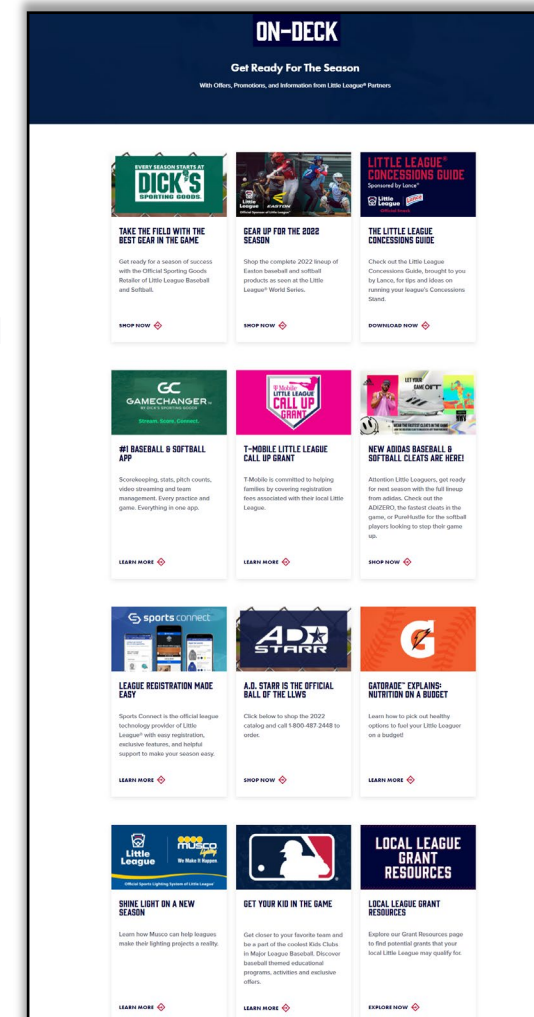
# Timeline



# On-Deck Specs

- Content should provide value to the entire Little League® audience (1.9M+) 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 35-42) 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
- **Draft due October 14th, 2022. Final deliverables due October 28th, 2022. Page will go live mid-November\***
- **If an offer is utilized, it should remain live through February 15th, 2023.**

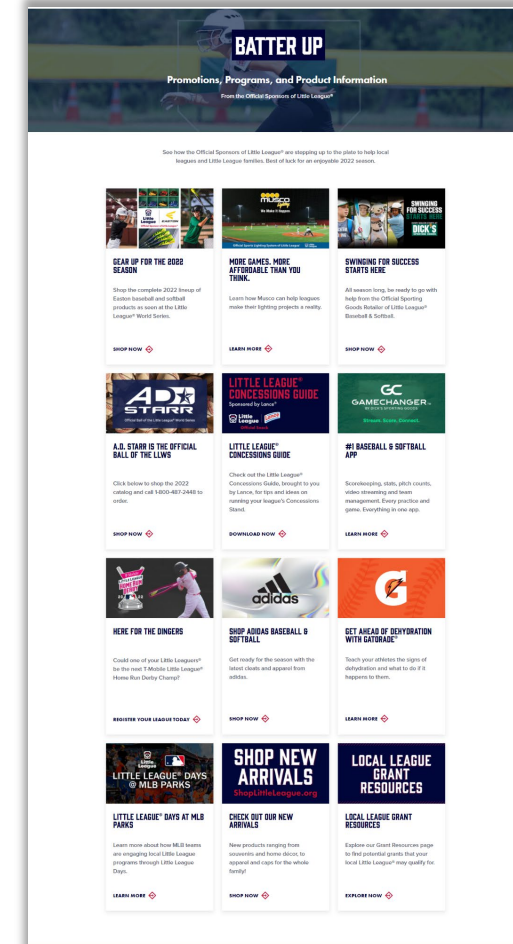
\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.



# Batter Up Specs

- Content should provide value to the entire Little League® audience (1.9M+) 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 35-42) 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
- **Draft due January 18th, 2023. Final deliverables due February 1st, 2023. Page will go live mid-February**
- **If an offer is utilized, it should remain live through May 15th, 2023.**

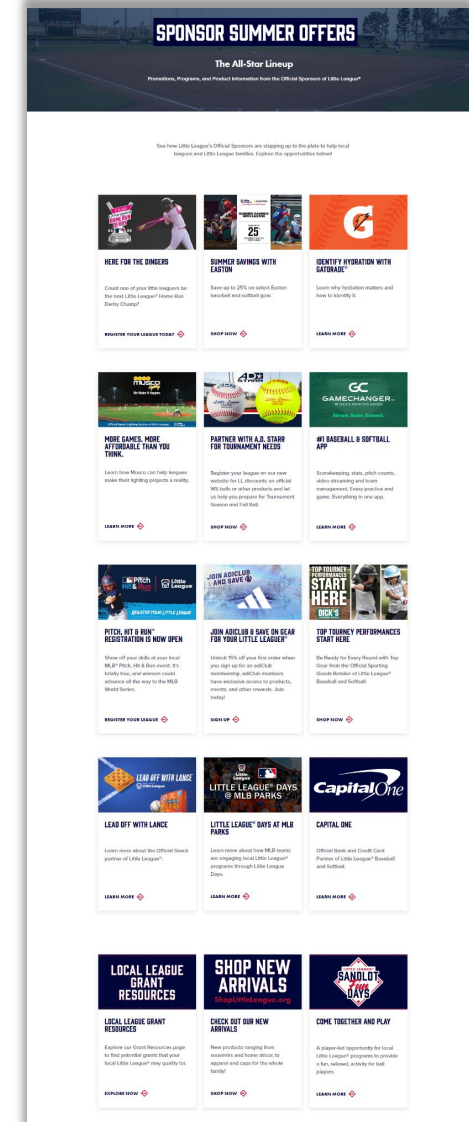
\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.



# Sponsor Summer Offers Specs

- Content should provide value to the entire Little League® audience (1.9M+) 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 35-42) 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
- **Draft due April 14th, 2023. Final deliverables due April 28th, 2023. Page will go live mid-May\***
- **If an offer is utilized, it should remain live through July 17th, 2023**

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



# 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:
  - Ownership of newsletter banner ad placements
  - Banner Ads (Top & Bottom – 728 x 90)
  - Partners may also be included in Top Stories features when relevant story telling/news opportunities arise



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

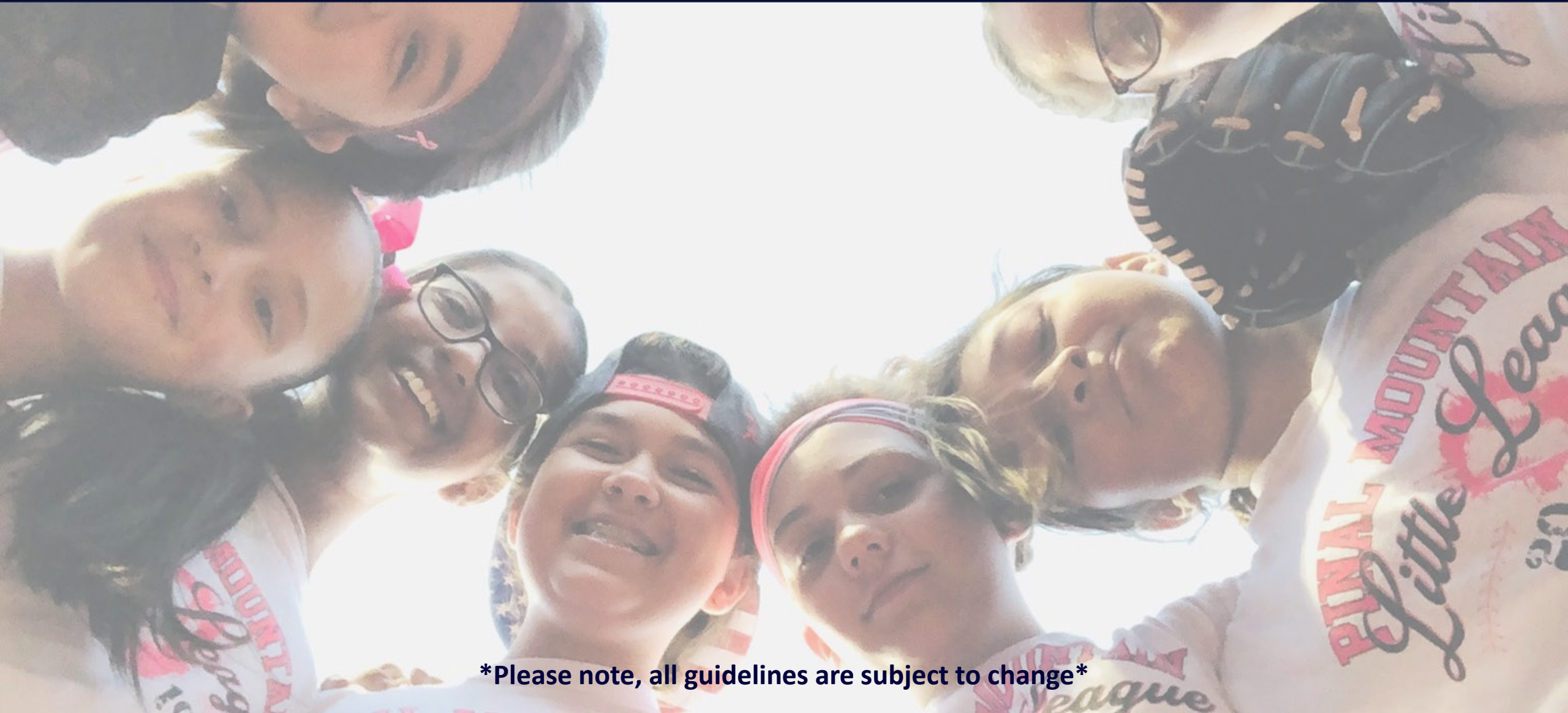
Presenting Sponsor

Top Banner Ad



Bottom Banner Ad

# 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:** Messaging such as an offer or promotion geared specifically towards the Little League audience is often more impactful and viewed as an incentive of joining a Little League program.
- **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:** Creative should reflect the values of Little League to best resonate with our audience and tell the story of our partnerships and why it provides value back to them.
- **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. The following slides provide additional guidance based on the types of images being used.

# General Imagery Guidelines

- 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.
- 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.
- 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.).

# Little League vs. Stock Imagery

- Little League 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.
- Group shots are encouraged. If featuring two or more actual Little League players, faces may be recognizable. If one face is recognizable, the other must be in focus as well.
- If featuring a single player, the player's face must not be recognizable unless it is a stock photo or clearances granted. 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.
- 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.

- Stock 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.
- The restrictions listed under Little League Imagery don't apply, but the general imagery guidelines should still be followed.

# 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.
- A clean, concise headline that displays a strong call-to-action (CTA) above the fold is most effective.
- Strong, bold, and colorful call-to-action links 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”).
- Please remember to build mobile friendly content as our audiences are usually viewing content on their mobile devices.

# Image and Video Scrubbing

- Scrubbing will be required for any brands that are not an Official Partner or affiliated with Little League®.
  - Example, competing logos we scrub including but not limited to: Nike, Coca-Cola, Wilson, Burger King, Frito-Lay, Verizon, and '47 Brand.
  - What to scrub: Helmets, hats, catchers gear, gloves, bats, batting gloves, baseballs/softballs, baseball /softball bags, uniforms, cleats, socks, etc.
- 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.
- Please reference the [Partner Scrubbing Guidelines](#) document for more detail.



# Logos & Branding

Little League launched a new brand and logo in June 2020. The full Little League Brand Style Guide can be accessed on the [Sponsor Portal](#).

## PRIMARY BRAND

The singular representation for all sports, divisions, and entities that operate under the direct supervision of Little League® International.



## SUB-BRAND

Critical entities that deliver on the mission of Little League International and expand the definition of Little League.



## SUB-BRAND WITH MODIFIER

Entities, groups, or divisions that can apply to one or more of the sub-brands in the above category.



## SIZING GUIDELINES

### MINIMUM SIZE

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here—either in print or on screen.



0.25"



0.75"



0.5"



18 PIXELS



65 PIXELS



38 PIXELS

### MAXIMUM SIZE

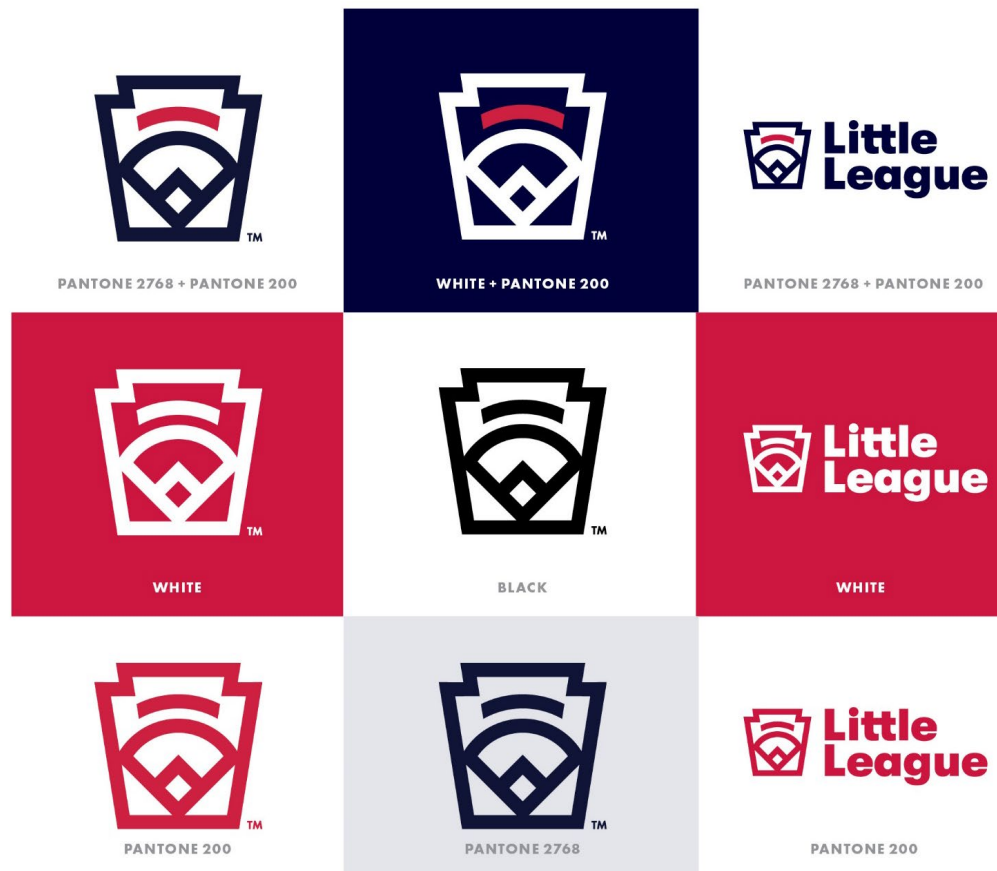
There is no maximum size limit, but use discretion when sizing the logo; it should live comfortably and clearly as an identifying mark.



# Additional Logos & Branding

## COLOR

Our identity is built to be flexible and adaptable for all printing, embroidery, and digital applications. The logos below show the full range of approved color variations. Use your discretion in choosing the combination that works best for your application.



## SUB-BRANDS

### OVERVIEW

Our sub-brand logos build on the primary brand identity, introducing a color-coding element that helps distinguish and organize our communications. All parameters and best practices outlined for the primary logos should be applied when using these sub-brand logos.



Little League Baseball, Little League Softball, Little League Challenger logos are available upon request for specific, unique activation

# 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.
- 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

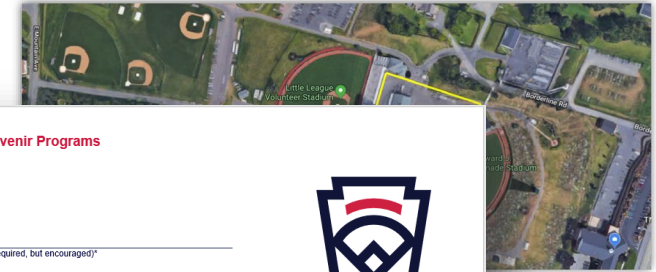


# Little League® World Series Activation Guide

- 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](mailto:Harrison.Hess@disney.com)

Taylor Barretta  
DAS Sports Brand Solutions  
[Taylor.A.Barretta@Disney.com](mailto:Taylor.A.Barretta@Disney.com)

**ESPN**



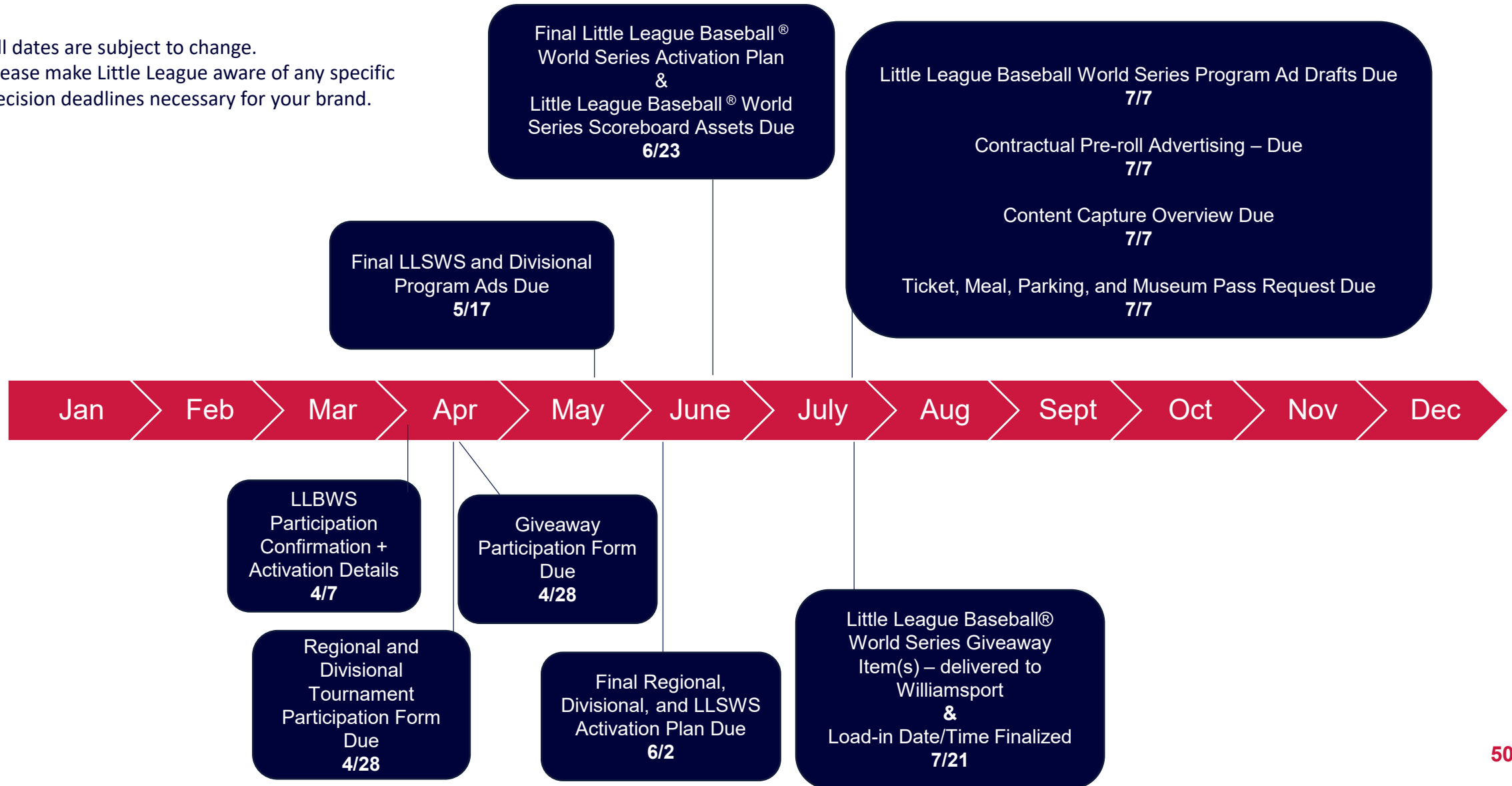
\*requires incremental investment with ESPN

# Appendix



# 2023 Timeline

\*All dates are subject to change.  
Please make Little League aware of any specific  
decision deadlines necessary for your brand.



# 2023 World Series Tournament Dates

- Senior League Baseball World Series – July 29 to August 5, 2023 – Easley, South Carolina
- Intermediate (50/70) Baseball World Series – July 30 to August 6, 2023 – Livermore, California
- Junior League Softball World Series – July 30 to August 5, 2023 – Kirkland, Washington
- Senior League Softball World Series – July 31 to August 6, 2023 – Lower Sussex, Delaware
- Little League Softball World Series – August 6-13, 2023 – Greenville, North Carolina
- Junior League Baseball World Series – August 13-20, 2023 – Taylor, Michigan
- Little League Baseball World Series – August 16-27, 2023 – Williamsport, Pennsylvania

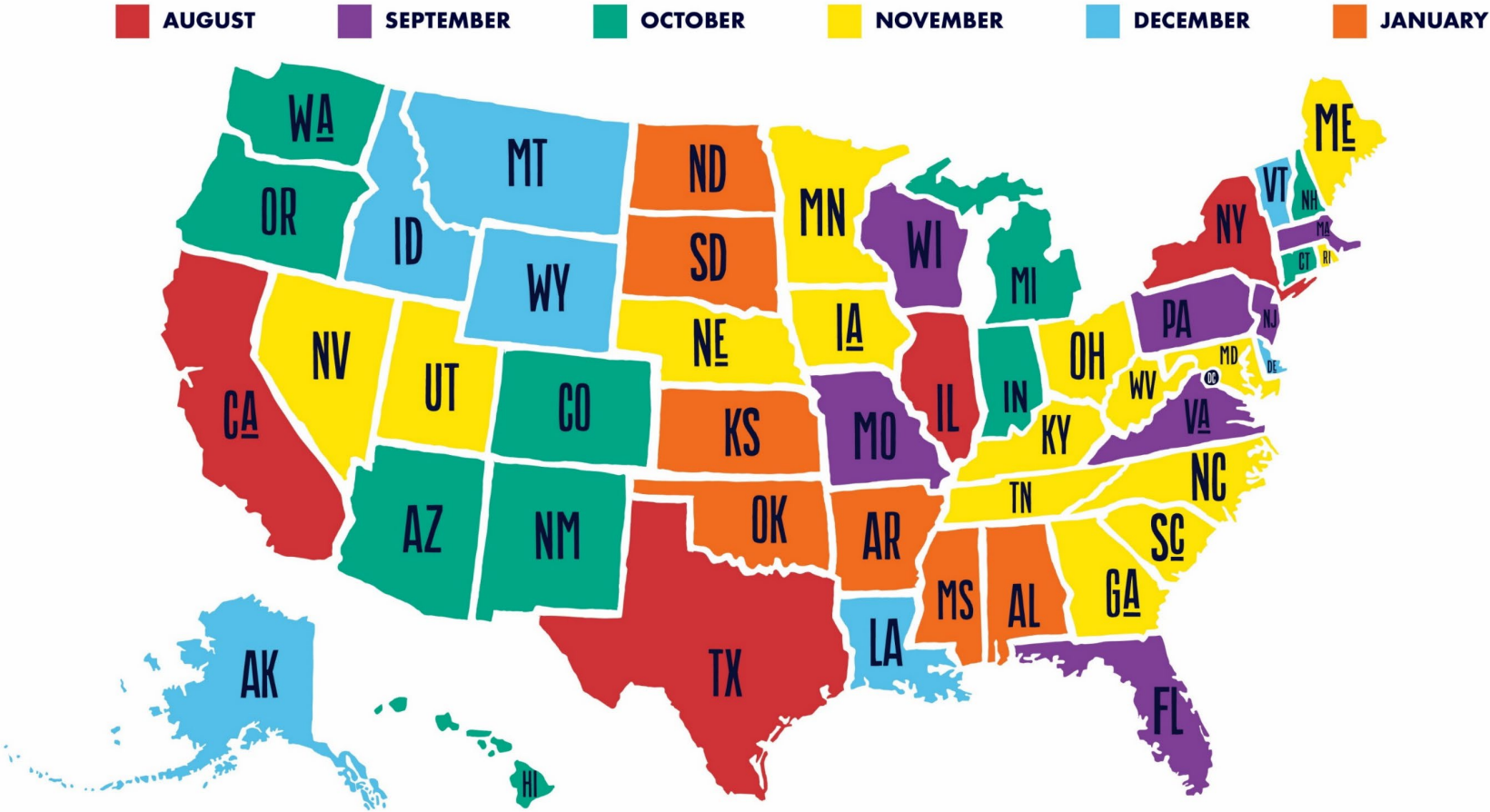
# Little League® World Series & Region HQ Locations



# Local League Registration Open Timing

## REGISTRATION OPEN\*

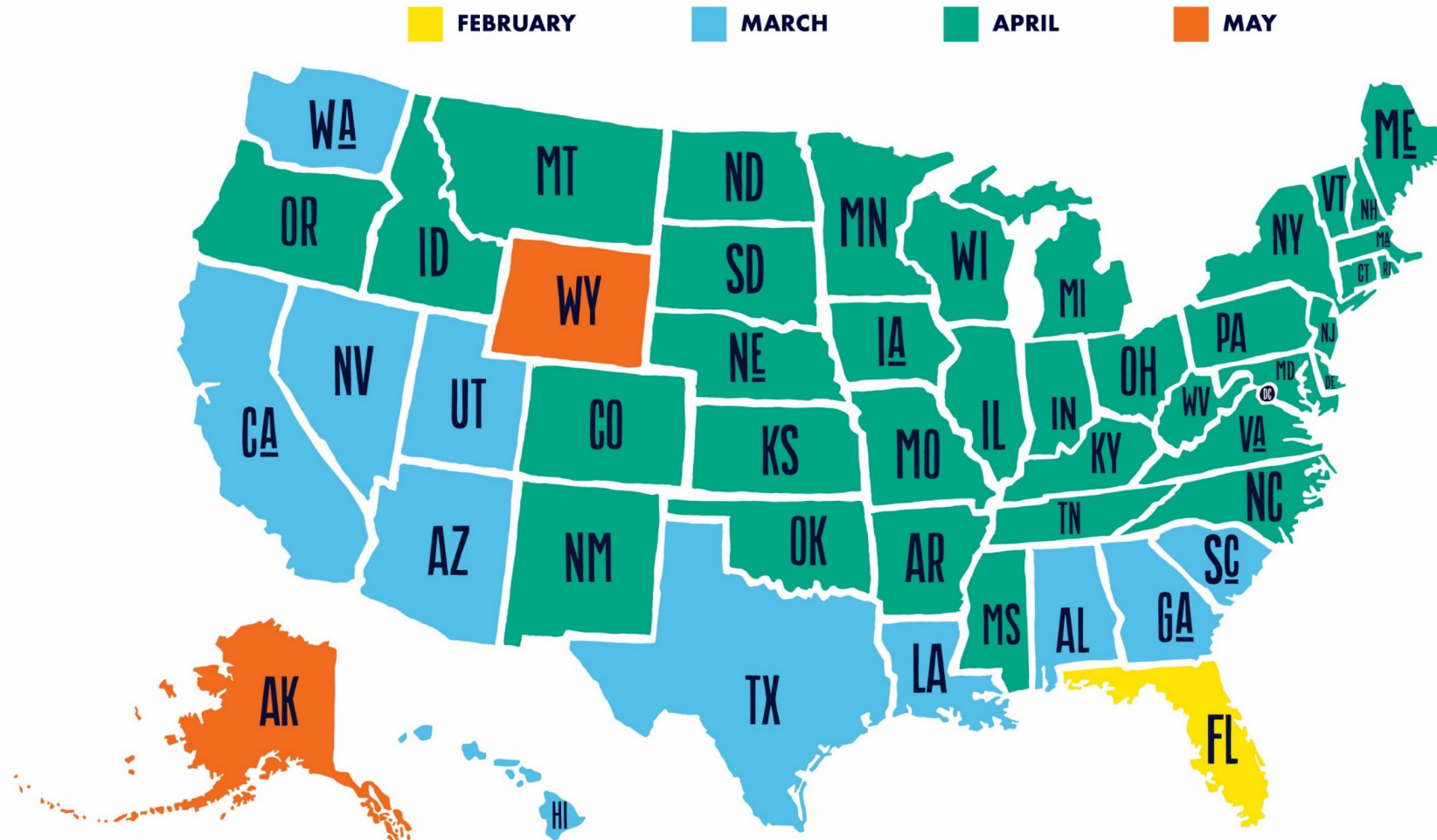
\*Earliest open registration in each state



# Local League Playing Season Starts Timing

## PLAYING SEASON\*

\*Majority of leagues with start date in this month by state. Some states may have a few leagues begin play sooner.



# Little League Baseball World Series U.S. Regions



# Little League Baseball World Series International Regions



# Little League Baseball World Series International Region Rotation



# Little League Softball World Series U.S. Regions



# Little League Softball World Series International Regions

