

LITTLE LEAGUE® BASEBALL & SOFTBALL

# Annual Guide to Marketing Assets



2021 – 2022 | Annual Key Touchpoints

\*All Dates are Subject to Change\*

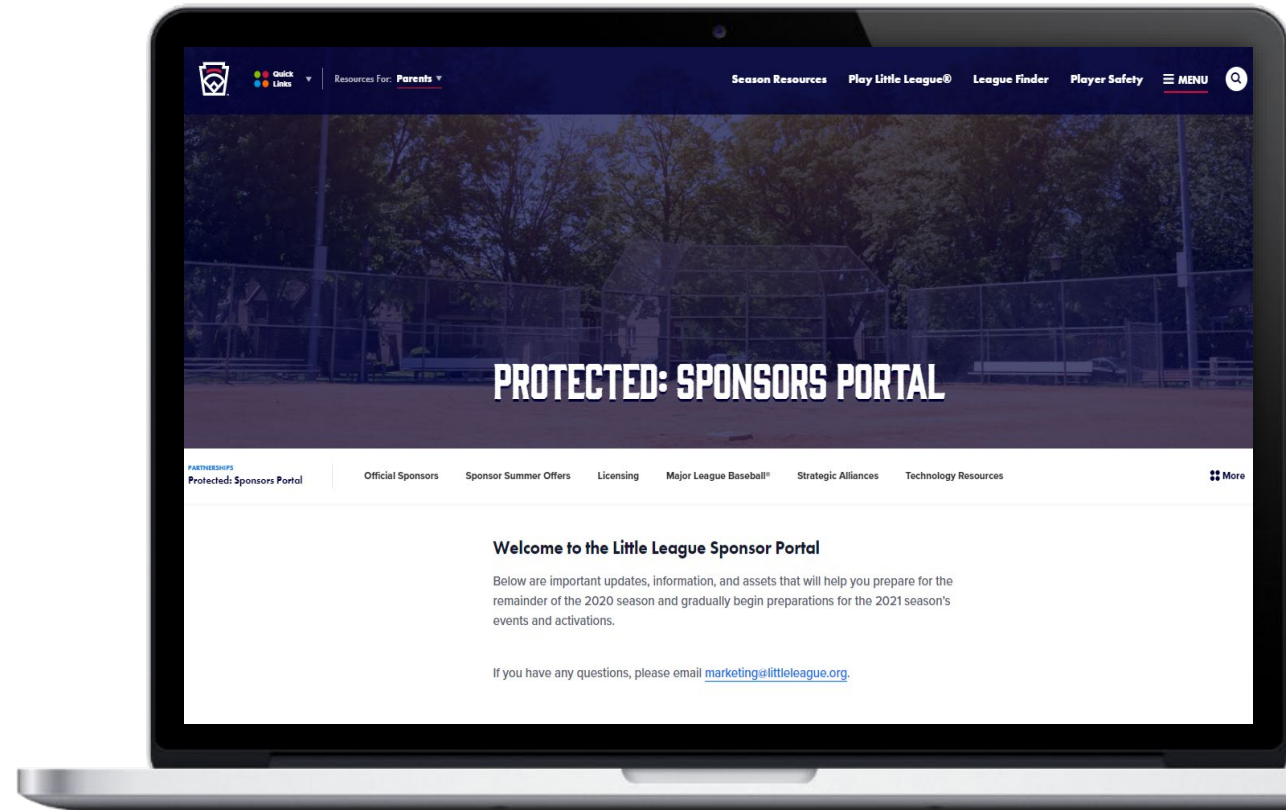


# Sponsor Portal

- 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



# 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

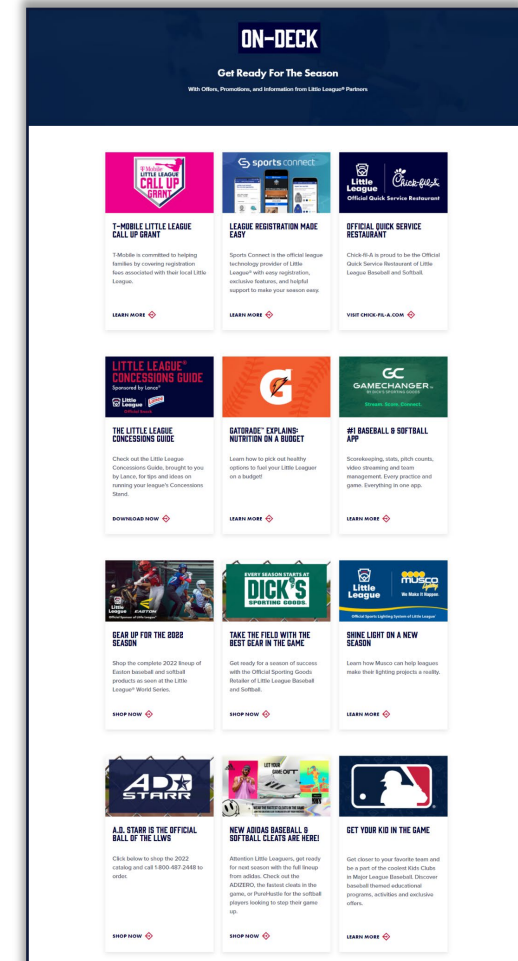
## Sponsor Summer Offers (Spring | End of Regular Season\Start of Tournament Season)

- 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



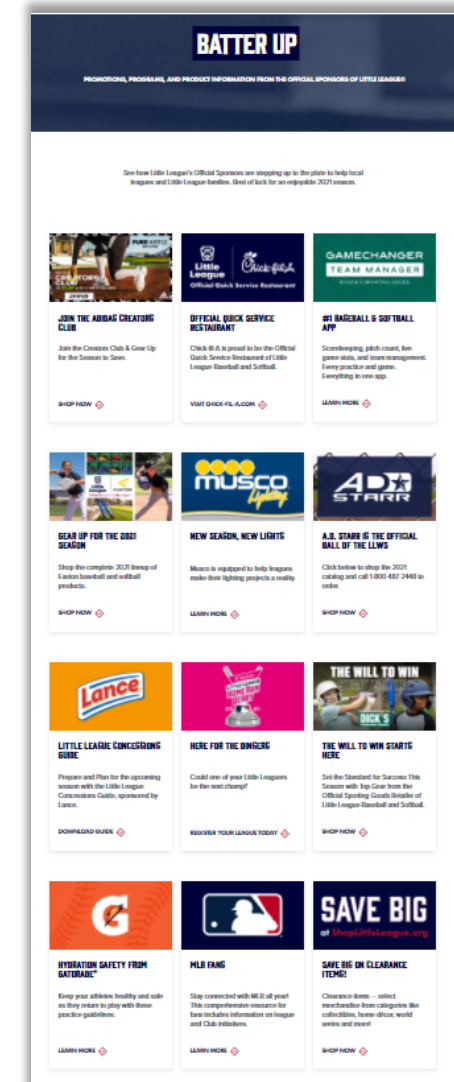
\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.

\*\*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



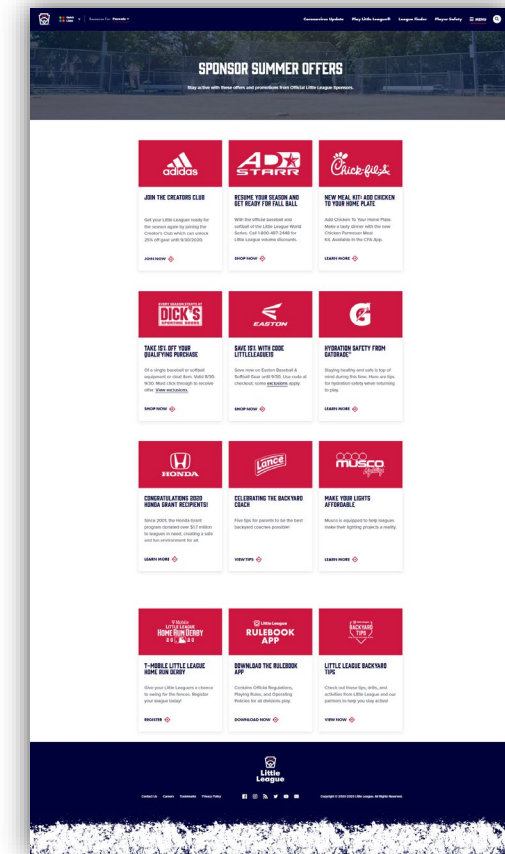
\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.

\*\*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.