
Local League Branding – Banner Ads

What are Banner Ads?

Banner ads are easy ways for local leagues/districts to help direct visitors of their website to important information, such as registration and volunteer information, while also helping to maintain a consistent brand across the entirety of the website.

How can these help?

In addition to the great banner ads automatically available to leagues using the Sports Connect website platform, these templates can be used by local leagues/districts to easily direct visitors to important pages such as registration and volunteer information, using the new Little League brand colors and copy library. The goal of these banner ads are to inform families and volunteers about opportunities by bringing the brand to life in order to inspire the next generation of Little Leaguers.

How Can I Use These?

Once downloaded, work with your website provider to have them added to your league/district website and ensure they link to the appropriate page as needed. It is recommended that these ads are used on the most trafficked pages of your website, and direct visitors to important pages such as registration and volunteer information.



Logo Usage

Little League is one of the most widely recognized organizations in all of sports and youth activities, and our official local districts and leagues that affiliate annually with Little League International are permitted to use the Little League trademarks in connection with authorized activities. The parameters for any such use of trademarks is detailed in in Little League's Official Regulations, Playing Rules, and Operating Policies, and on LittleLeague.org. This permission, which is only in effect while the league remains chartered, includes the right to use the Little League trademarks as part of the local league name and to use designated marks and Little League Emblems in conjunction with that name. While permitted for use, those marks may not be edited or altered in any way and must follow the logo usage guidelines provided.

NOTE: The logos used in the templates provided are not permitted to be altered in any way or reused, repurposed, or redistributed in any other capacity.

If there is an asset or template you think your league/district would need to help market to the families in your community, please email Branding@LittleLeague.org for consideration.