



Senior League Softball World Series Information Questionnaire

Due to Marketing@LittleLeague.org via email by February 18, 2022

General Contact Information

Primary Contact Name: _____ Secondary Contact Name: _____

Primary Contact Email Address: _____ Secondary Contact Email Address: _____

Primary Contact Phone Number: _____ Secondary Contact Phone Number: _____

Check if contact information is correct. Otherwise, please note changes accordingly.

Shipping and Deliveries

Preferred Mailing Address:

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

*Preferred Shipping Address:

Check if same as mailing address

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

*This address will be able to receive packages and other large shipments that are too big for regular delivery mail, i.e. pallets

Check if shipping information is correct. Otherwise, please note changes accordingly.

Special Shipping Instructions (All Shipments) – Please include dates/timelines as to when packages can be received as well as any additional instructions including what you would like sent to each address:

Sponsor Shipment Instructions – Please indicate which address you would like used for adidas (uniforms, footwear, etc.), Easton (equipment), and Gatorade (product and premiums), and giveaway shipments. **Location should be able to accommodate palletized items.** If the address is not listed above, please specify additional shipping address.



On-Site Activation Guidelines

Should any of our Official Little League Sponsors plan to participate in on-site activities, we will provide them with guidelines regarding on-site activation opportunities at your tournament. These guidelines will help sponsors prepare for on-site activation before they arrive. Please note, we have requested that sponsors confirm interest by **early April**.

Giveaway Quantity (Total): _____

Welcome Event Date: _____

Best Date(s) to Attend: _____

Best Activation Time (Pick One):

- 10 am – 1 pm
- 2 pm – 5 pm
- 5 pm – 8 pm
- Other: _____

Storage Facilities:

Rental Facilities:

Electric/Internet Accessibility:

Sponsor Activation Area:

Additional On-site Guidelines/Notes (Parking, etc.):

Map of Activation Area/Facility: Please verify the attached map of your activation area/facility.



****New for 2022** Uniform & Equipment Distribution**

Primary Contact for Distribution Operations: * _____

Primary Contact Email: * _____

Primary Contact Phone Number: * _____

Secondary Contact for Distribution Operations: * _____

Secondary Contact Email: * _____

Secondary Contact Phone Number: * _____

**We understand that you may have other volunteers who help coordinate the distribution process. We would like to have them included in early conversations regarding changing requirements this year*

Anticipated date(s) of distribution (player & coaches): _____

Location of distribution: _____

Storage capabilities at distribution site: _____

Will you have access to a laptop or tablet during the distribution process (will be **required** for tracking)?

Yes No

Program Specifications

Ad Space: _____

Acceptable Media/File Type: _____

Notes:

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Signage

Use the checklist provided below to indicate the condition of each and confirm the size of the banners at your venue. If you have any questions regarding the appropriate banner artwork for any sponsor, please let us know and we can confirm. **ALL banners should be the same size – if the dimensions of your banners vary per banner, please make a note below.**

Size: **3 x 5** This size is correct This size is **NOT** correct; banners should be sized: _____

	Good	Needs Replaced	Wrong Size
adidas			
A.D. STARR			
Ball Park	*New Partner		
DICK'S Sporting Goods			
Easton			
Gatorade			
Lance	*New Logo – will replace		
MLB (PlayBall)			
Musco Lighting			
New Era Cap			
Spectrum Solutions	*New Partner		
T-Mobile	*New Logo – will replace		
Topps	*New Partner		
LittleLeague.org	*New Logo – will replace		
Little League Store	*New Logo – will replace		
MLB Little League Classic	*New Logo – will replace		

Please discard any Canon, Chick-fil-A, Honda or 2019 MLB Little League Classic banners.

How many fields are used for TV games? _____ How many fields are used total? _____

Preferred delivery date of new sponsor banners: _____

Do you have any restrictions on hanging signage at your venue? Yes No

If yes, your restrictions are:

Signage cont.

Do you have other signage on your complex with old Little League logos or colors? Yes No

If yes, what is it and what logos/color backgrounds are used? _____

Do you need either of the following posters reprinted? If yes, please check the box to the left of the appropriate image and provide the desired quantity in the blank provided:



**GameChanger**

Have you utilized GameChanger in the past as a scorekeeping tool at your event? Yes No

Do you have a Little League Issued iPad? Yes No

Does your iPad have minimum iOS 13 (GameChanger app will NOT work without) Yes No

Do you have a new scorekeeper for this year's tournament? Yes No

Does your scorekeeper need training on how to use the GameChanger platform? Yes No

Please list any comments/feedback you have regarding GameChanger in the space provided below:



Concessions

Do you sell Gatorade in your concession stands? Yes No

If no, please do not carry any other isotonic beverages (sports drink, such as Powerade, All Sport, etc.).

If no, are you interested in selling Gatorade? Yes No

What brand of beverage products do you sell during your tournament? Pepsi Coke

Do you sell Lance products in your concession stands? Yes No

If no, are you interested in selling Lance products? Yes No

Do you utilize Ball Park Buns and/or Rolls in your concession stands? Yes No

If no, are you interested in selling Ball Park Buns and/or Rolls? Yes No

What other concessions products do you sell in your concession stands?

Sponsor Products

Please share any relevant equipment/product information, activation, equipment distribution or feedback to help us improve our processes moving forward:

If any future issues arise, please share with the Little League Marketing Department.

Gatorade Order Form

The 2022 Gatorade Order form will be sent to you separately via a GoogleDoc. We ask that you carefully reassess your current inventory and previous request, and that you plan to err on the side of caution when ordering Gatorade premiums (coolers, carts, drip bins etc.) to avoid any issues of running out during your divisional tournament.

Gatorade will determine the amount of product (Gatorade powder) and cups you will receive based upon the number of expected participants.

Please share your current storage arrangements for your remaining Gatorade premiums:

2022 Information Portal

New for 2022, Little League Marketing and Communications have created a Marketing and Communications Information Portal for each Divisional Tournament. The main goal of the Information Portals are to help aid in your organization and help you stay on track with important updates, sponsor information and assets, resources, and much more that will prepare you for your tournament. Little League Marketing is also continuing the use of a shared Live Microsoft Word with each Divisional Director for 2022 specifically for sponsor activation and shipments, and this will be available to you on your Information Portal.

Continue to next page for Communications Information





Communications

Who is responsible for handling your media requests/credentialing?

Name: _____

Email: _____

Phone: _____

Who is responsible for handling your social media pages?

Name: _____

Email: _____

Phone: _____

Please provide the log-in credentials for each of the following Social Media platforms that is utilized to promote your event and contact Dallas Miller (dmiller@LittleLeague.org) to arrange Admin Access.

Facebook

URL: facebook.com/ _____

Twitter

Username: _____

Password: _____

Instagram

Username: _____

Password: _____

Other: _____

Username: _____

Password: _____

Other: _____

Username: _____

Password: _____