

Little League® Baseball and Softball

Official Sponsor Designations and Exclusivities

CONFIDENTIAL AND NOT FOR DISTRIBUTION

Last Revised: March 2022

The following organizations have exclusivity on the use of Little League® trademarks relating to Little League and its World Series events including Regionals and Divisionals. Please contact Marketing@LittleLeague.org with any questions.

Organization	Designation	Exclusivity and Competitors in Category
adidas (spelled with lower case "a")	<p>Official Uniform Supplier of the Little League World Series (all events)</p> <p>Official Footwear (cleat) Supplier of the Little League World Series (all events)</p> <p>Official Coaches Apparel Supplier of the Little League World Series (all events)</p>	<ul style="list-style-type: none"> Category includes uniforms, athletic apparel, and footwear. Competitors include brands such as Nike, Under Armor, New Balance, Puma, Champion, Wilson, Rawlings, etc. or private label athletic or performance apparel. In addition, Easton may not promote apparel. adidas is afforded souvenir apparel rights; for example, exclusivity for authentic and replica jerseys <p>ESPN Note: apparel should be used on-site at events or unbranded</p>
Ball Park Buns	Official Hot Dog and Hamburger Bun of the Little League World Series	<ul style="list-style-type: none"> Bakery / Breads featuring hot dog, hamburger, rolls, buns. On-site concession partner
Capital One (<i>Confidential – not yet announced to public as of March 2022</i>)	<p>Official Partner of Little League Baseball and Softball</p> <p>Official Sponsor of Little League Baseball and Softball</p> <p>Proud Partner of Little League Baseball and Softball</p> <p>Proud Sponsor of Little League Baseball and Softball</p> <p>Official Partner of the Little League World Series</p> <p>Official Bank of Little League Baseball and Softball</p> <p>Official Credit Card Issuer of Little League Baseball and Softball</p>	<p>Exclusive Business Categories</p> <ul style="list-style-type: none"> Consumer, Commercial and Business Banking services, including (i) Mobile Banking, (ii) Peer-to-Peer Banking, (iii) Checking Accounts, (iv) Savings Accounts, (v) Money Market Accounts, (vi) Certificates of Deposit, (vii) Debit Cards, (viii) Small Business Payroll Services, (ix) Small Business Money Market Accounts and Small Business Affinity Cards, (x) Commercial Deposit Services, (xi) Commercial Loans, (xii) Auto Loans, (xiii) Commercial Treasury Management, (xiv) Personal

	<p>Official Credit Card Provider of Little League Baseball and Softball</p> <p>Official Debit Card Issuer of Little League Baseball and Softball</p> <p>Official Debit Card Provider of Little League Baseball and Softball</p> <p>Official Checking Account of Little League Baseball and Softball</p> <p>Official Affinity Credit Card of Little League Baseball and Softball</p> <p>Official Affinity Debit Card of Little League Baseball and Softball</p> <p>Official Credit Card Rewards Program of Little League Baseball and Softball</p> <p>Official Debit Card Rewards Program of Little League Baseball and Softball Official Bank and Credit Card of Little League Baseball and Softball</p>	<p>Loans and (xv) Affinity Credit Cards, Affinity ATM Cards, Affinity Debit Cards and Affinity Charge Cards (credit cards, ATM cards, debit cards and charge cards are, collectively, “Cards” and holders of Cards are “Cardholders”) ((i) through (xv) are, collectively, the “Banking Services”) and (II) the use of software and technology to provide, support or enable the Banking Services</p> <p>Co-Exclusive Business Categories</p> <ul style="list-style-type: none"> • Non-Affinity Cards (including Small Business Non-Affinity Cards).
<p>DICK’S Sporting Goods</p> <p><i>GameChanger Team Manager</i></p> <p><i>A.D. STARR</i></p> <p><i>DSG Foundation Sports Matter Grant Program</i></p>	<p>Official Sponsor (exclusive in the Exclusive Category)</p> <p>Official Sporting Goods Retailer (exclusive)</p> <p>Official Ball Supplier of the Little League World Series (exclusive)</p> <p>Little League World Series Official Ball (exclusive)</p> <p>Official Scorekeeping Technology Partner of Little League (exclusive) and Official Scorekeeping Technology Partner of the Little League World Series</p> <p>Official Pitch Count Technology Partner of Little League (exclusive)</p> <p>Official Stats (Statistics) Technology Partner Provider of Little League (exclusive)</p> <p>Official Team Management Technology Partner of Little League (exclusive for GameChanger)</p> <p>Official Scorekeeping, Pitch Count, Stats (Statistics) and Team Management Technology Partner of Little League (exclusive)</p>	<ul style="list-style-type: none"> • Exclusive Sporting Goods Retailer and Local League Technology services • Retail Sporting Goods • Includes sporting goods retailers whose primary business is generally known in the shopping center/retail industry or by consumers to be sporting goods and equipment. • Retailer including sporting goods, big box / mass retail and any other retailers who are promoting sporting goods products. • Competitors include Academy Sports, Bass Pro, Fanatics, Big 5, Cabela’s, Dunhams, Hibbett Sports, Modell’s, Gander Mountain, Sports Chalet and any other retailers who are promoting sporting goods products. • Partnership includes rights to sell LLWS product online and in-store • Technology competitors include but not limited to: 6-4-3 Charts, 805 Stats, Active Network, eteamz and LeagueOne, Athletes Go Live (AGL) , Band (BAND), Beamax Ltd. (Teamer), BenchApp, BeTheBeast, ChangeUp, Demosphere, EyesonSports, InStaTeam, iScore, JerseyWatch, LeagueApps, League Lineup, PitchKount, ScoreIT,

		<p>ScorePadNOW, ScoreStream, Pointstreak Sports Technologies, Inc. and Saucer Technologies Group, Ltd. d/b/a Goal Line Sports Administration Systems, Sportion Media Group AB (Heja), Sports Illustrated (SI) Play, including, but not limited to, League Athletics, Sports Signup and iScore, Sports Engine, including but not limited to Kyck, Rally Up, and Team Unify, SportsYou, Team App, Team Sideline, Team Snap, Teamstuff Pty Ltd, TurboStats, etc.</p> <ul style="list-style-type: none"> • For additional questions on competitors or other technology use, please contact Marketing@LittleLeague.org for discussion. • Licensed A.D. STARR baseballs, softballs and ball buckets of the Little League World Series and Regional games, souvenirs and event sales
Easton Baseball/Softball, Inc.	<p>Official Team Equipment Supplier to Little League Baseball and Softball</p> <p>Official Sponsor of Little League Baseball and Softball</p> <p>Official Sponsor of the Little League World Series</p>	<ul style="list-style-type: none"> • Exclusive Team Equipment Supplier • Products include: batter's gloves, ball gloves, catcher's protective, bags for holding such baseball and softball equipment, batting helmets, and accessories. • Non-Exclusive right to distribute bats on-site at LLWS. • Products must be used by Sponsors on-site at LLWS events.
Gatorade	<p>Official Sponsor/Partner of Little League Baseball and Softball</p> <p>Official Sponsor/Partner of the Little League World Series</p> <p>Official Sports Nutrition Sponsor of Little League Baseball and Softball</p> <p>Official Sports Drink of Little League Baseball and Softball</p> <p>Official Sports Beverage, Sports Performance Beverage, Sports Drink, Thirst Quencher, Sports Nutritional Beverage, Isotonic Beverage and Recovery Beverage of Little League Baseball and Softball</p>	<ul style="list-style-type: none"> • Products include: Gatorade Pre-Game Fuel Drink, Nutrition Shake, Nutrition Bar, Fuel Bar and Energy Chews, Gatorade Thirst Quencher, G2® Thirst Quencher, Gatorade Organic Thirst Quencher, Gatorade Zero Thirst Quencher, Gatorade Protein Shake, Whey Protein Powder and Whey Protein Bar; and G Endurance® products: including Carb Energy Drink, Energy Chews, Endurance Formula, and Gatorlytes Electrolyte Supplement, with such other sports performance nutrition products • Gatorade shall manufacture and/or sell during term • Competitors include any isotonic sports drinks and flavored water that are positioned, marketed and/or

		<p>promoted as providing sports performance benefits:</p> <ul style="list-style-type: none"> • <u>Hydration beverages and/or supplements</u> (Fluid and Electrolyte replacement) -carbonated and non-carbonated sports drinks, sports beverages – specific brands considered competitors – Body Armor, Powerade®, FRS, coconut waters, All-Sport®, Accelerade®, PowerBar® Endurance, Enlyten™ Sports Strips, Rehydralyte®, Sustain®, Herbalife24 Hydrate, Herbalife H3O Fitness Drink, and the Mild Processors Education Program and its “Got Milk” campaign (“MilkPEP”). • <u>Energy drinks</u> – such as Carbo Pro®, Red Bull®, 180, AMP, Five Hour Energy, EAS® Endurathon™, Clif Shot Bloks, SK Energy Shots, PowerBar Gel, Herbalife 24 Prolong, AdvoCare Spark, AdvoCare Rehydrate Gel, Xenergy Performance Energy Drink and MilkPEP • <u>Nourishment beverages</u> – such as Boost®, Muscle Milk®, GO!®, EAS®, Myoplex® Sport, Clif, Nature Valley, PowerBar Performance, Snickers marathon, Muscle Milk and MilkPEP. • <u>Recovery beverages</u> – such as Milk, chocolate milk, MetRx®, Muscle Milk®, Endurox® R4®, EAS® Myoplex® Deluxe, Core Power, PowerAde Milk, Rockin Refuel, Boost® PowerBar ProteinPlus, Herbalife 24 Rebuild, AdvoCare Muscle Gain, AdvoCare Post Workout Recovery, and MilkPEP. • <u>Enhanced hydration water</u> – such as Pentahdrate®, Powerade Option®, Mio, Aquafina Flavorsplash, Fruit20®, 180® Glaceau® VitaminWater®, coconut waters and Glaceau® SmartWater. • On-site concession partner <p>Pepsi Products should be used at Concessions in Regions, Greenville and Williamsport; divisional events whenever local venue allows. An effort should be made to use Pepsi product for all needs to avoid competitive issues.</p>
--	--	--

		No other products (food or beverage) should appear in the dugouts or other on-camera visible areas.
Musco Lighting	Official Sports Lighting System of Little League Baseball and Softball Official Sponsor of Little League Baseball and Softball Official Sponsor of the Little League Baseball World Series	<ul style="list-style-type: none"> Sports lighting systems products and options marketed by Musco under the designation Light Structure Green Musco is a proud supporter of Little League's A Safety Awareness Program (ASAP)
New Era Cap	Official and Exclusive On-Field Player Cap of the Little League World Series Official Sponsor of Little League Baseball and Softball Official Sponsor of the Little League Baseball World Series Licensee of Little League World Series Merchandise	<ul style="list-style-type: none"> Cap product styles marketed by New Era Cap such as those worn by volunteers, coaches and players in the Little League World Series Additional license for sales of LLWS caps Products must be used by LL and Sponsors on-site at LLWS events
Pepsi (Williamsport pouring rights)	Proud Concessions Partner of the LLBWS; Beverage Provider to the LLBWS; The LLBWS proudly serves Pepsi products.	<ul style="list-style-type: none"> Carbonated and non-carbonated, non-alcoholic drinks Includes colas and other flavored carbonated drinks; (ii) fruit juice, fruit juice containing and fruit flavored drinks; (iii) chilled ready to drink coffee drinks; (iv) chilled tea products; (v) hypertonic, isotonic and hypotonic drinks (sports drinks and fluid replacements); (vi) energy drinks, (vii) packaged carbonated or still water (including spring, mineral or purified), (viii) liquid concentrate teas Any future categories of nonalcoholic beverage products that may be distributed by Pepsi. On-site concession partner <p>All products distributed ANYWHERE on the LL Complex should be Pepsi products except milk and other dining hall products for players. Please inquire for contractual exceptions.</p>
Snyder's - Lance (Lance Sandwich Crackers)	Official Snack of Little League and the Little League World Series Products include: Lance® Sandwich Crackers, Snyder's of Hanover® Pretzels, Cape Cod® Potato Chips, Archway® Cookies,	<ul style="list-style-type: none"> All snack food products including chips, peanuts, popcorn, crackers, cookies, nuts, seeds, pretzels, etc. Products include: Lance® Sandwich Crackers, Snyder's of Hanover® Pretzels, Cape Cod® Potato

	<p>Lance® Nuts and Sunflower Seeds, Pepperidge Farm Goldfish, Pop Secret Microwave Popcorn</p> <p>Official Sponsor of the Little League World Series</p> <p>Official Sponsor of Little League Baseball and Softball</p>	<p>Chips, Archway® Cookies, Lance® Nuts and Sunflower Seeds</p> <ul style="list-style-type: none"> • On-site concession partner <p>Products should be used for Concessions and in LL events and facilities at Regions and Williamsport; no other pre-packaged chip, packaged pretzel, nut, cookie, etc. should be sold; divisional events whenever local venue allows. Divisional events should serve products whenever possible and avoid conflicting with Snyder's Lance products.</p>
Spectrum Solutions	<p>Official Sponsor</p> <p>Official Testing Partner / Sponsor</p>	<ul style="list-style-type: none"> • COVID-19 testing kits for players and volunteers at all events; Whole Saliva DNA/Viral RNA Collection Devices.
Stack Sports (Sports Connect)	<p>Exclusive (and Official) Online Registration Partner for Local Leagues</p> <p>Exclusive (and Official) Local League Technology Provider</p> <p>Exclusive (and Official) Provider of Local League Website</p>	<ul style="list-style-type: none"> • Local League and District Technology software and services • League technology services such as online registration, websites, e-commerce solutions, and more. • Sports competitors in the Exclusive Category include, without limitation, the following companies as such list may be amended from time to time by Stack Sports with the consent of LLB. This list includes with respect to each entity listed above its successors and assigns (whether by sale, merger, consolidation, name change, or otherwise). • Active Network. including, but limited to, eTeamz and League One • Demosphere • Got Soccer • Jevin • League Apps • Sports Engine, including but not limited to Kyck, Rally Up, Team Unify, League Athletics, Sports Signup and iScore • Team App • Team Snap

<p>T-Mobile</p> <p>T-Mobile Little League Home Run Derby</p> <p>T-Mobile Little League Call Up Grant</p> <p>T-Mobile Local Sponsorship Program/FamCam 5G</p>	<p>Official Partner of Little League Baseball and Softball</p> <p>Official Partner of Little League Baseball</p> <p>Official Partner of Little League Softball</p> <p>Official Sponsor of Little League</p> <p>Official Sponsor of the Little League World Series</p> <p>Official Wireless Sponsor of Little League</p> <p>Official Wireless Sponsor of Little League Baseball and Softball</p> <p>Proud Partner of Little League Baseball and Softball</p> <p>Proud Partner of Little League Baseball</p> <p>Proud Partner of Little League Softball</p>	<ul style="list-style-type: none"> • Category includes all wireless, mobile, cellular, mobile internet data, and telecommunications provider, including via G, 2G, 3G, 4G, 5G and LTE networks provided to or offered by a telecommunications provider
<p>Topps</p>	<p>Official Trading Card of Little League Baseball & Softball</p> <p>Official Trading Card of the Little League World Series</p>	<ul style="list-style-type: none"> • Trading cards • 75th Trading Card licensee

Sponsor listings and information can be found here: <http://www.littleleague.org/learn/partnerships/sponsors.htm>

Additional Partnerships with Exclusivities

<p>Athletes Unlimited</p>	<p>https://www.littleleague.org/partnerships/athletes-unlimited/</p>	
<p>Baseball Factory</p>	<p>https://www.littleleague.org/partnerships/baseball-factory/</p>	
<p>DotCom Therapy (non-exclusive)</p>	<p>Services to support the Mental Health and Wellbeing of players during the Little League Softball World Series and Regional Tournaments (Little League Baseball handled by UPMC)</p>	<p>https://www.littleleague.org/partnerships/strategic-alliances/dotcom-therapy/</p>
<p>Gerry Davis Umpire Uniforms</p>	<p>“Official Umpire Uniform Supplier of the Little League® World Series Tournaments and Regional Tournaments”</p> <p>“Official Umpire Uniform Supplier of the Little League® World Series”</p> <p>“Approved Licensee of Umpire Uniforms and Equipment”</p>	<p>Such designation is only attributable to the Products noted in this License Agreement and that other Little League partners hold License or Sponsorship Agreements in similar categories (e.g. Adidas as Official Uniform Supplier).</p> <p>APPAREL > UMPIRE APPAREL > POLOS</p>

		<p>APPAREL > UMPIRE APPAREL > BASE PANTS</p> <p>APPAREL > UMPIRE APPAREL > PLATE PANTS</p> <p>APPAREL > UMPIRE APPAREL > COMBO PANTS</p> <p>APPAREL > UMPIRE APPAREL > JACKETS</p> <p>EQUIPMENT > UMPIRE EQUIPMENT > BALL BAGS</p> <p>EQUIPMENT > UMPIRE EQUIPMENT > PLATE BRUSH</p> <p>EQUIPMENT > UMPIRE EQUIPMENT > INDICATOR</p>
Hendricks Regional Health (Central Region)	<p>Provider of Health Services to the LL Central Region</p> <p>Provider of Sports Medicine Services to the LL Central Region</p>	Healthcare services including sports medicine, emergency services and first aid.
Pitch in For Baseball and Softball	<p>Strategic Partner of Little League Baseball and Softball</p> <p>Strategic Partner of Little League Baseball</p> <p>Strategic Partner of Little League Softball</p> <p>Strategic Sponsor of Little League</p>	Pitch In For Baseball (“PIFB”) and Little League® Baseball (“LLB”) are dedicated to reducing barriers to play baseball and promoting youth development by providing equipment directly to Little Leagues around the world to start, continue, and/or expand their programs. In furtherance of this common goal, PIFB intends to promote awareness and education. This is a non-exclusive partnership.
Positive Coaching Alliance	<p>Strategic Partner of Little League Baseball and Softball</p> <p>Strategic Partner of Little League Baseball</p> <p>Strategic Partner of Little League Softball</p> <p>Strategic Sponsor of Little League</p>	Positive Coaching Alliance is committed to helping chartered leagues create and maintain a positive youth sports culture; with the intention to increase participation rates of athletes and coaches. This is a non-exclusive partnership.
Project Play	https://www.littleleague.org/partnerships/strategic-alliances/project-play/	
Taylor Hooton Foundation	<p>Strategic Partner of Little League Baseball and Softball</p> <p>Strategic Partner of Little League Baseball</p> <p>Strategic Partner of Little League Softball</p> <p>Strategic Sponsor of Little League</p>	The Taylor Hooton Foundation (“THF”) and Little League® Baseball (“LLB”) are dedicated to fighting and eliminating the use of anabolic steroids and other appearance and performance enhancing drugs or substances (APEDs) among America’s youth. In furtherance of this common goal, THF intends to promote awareness and education. This is a non-exclusive partnership.
UPMC Susquehanna	Provider of Health Services to the LLWS	Healthcare services including sports medicine, emergency services and first aid.

		Please note the new infirmary is named the UPMC LLWS Player Wellness Center
--	--	--