

LITTLE LEAGUE® BASEBALL & SOFTBALL

# Annual Guide to Marketing Assets

2021 – 2022 | Creative Guidelines & Additional Resources

\*All Dates are Subject to Change\*

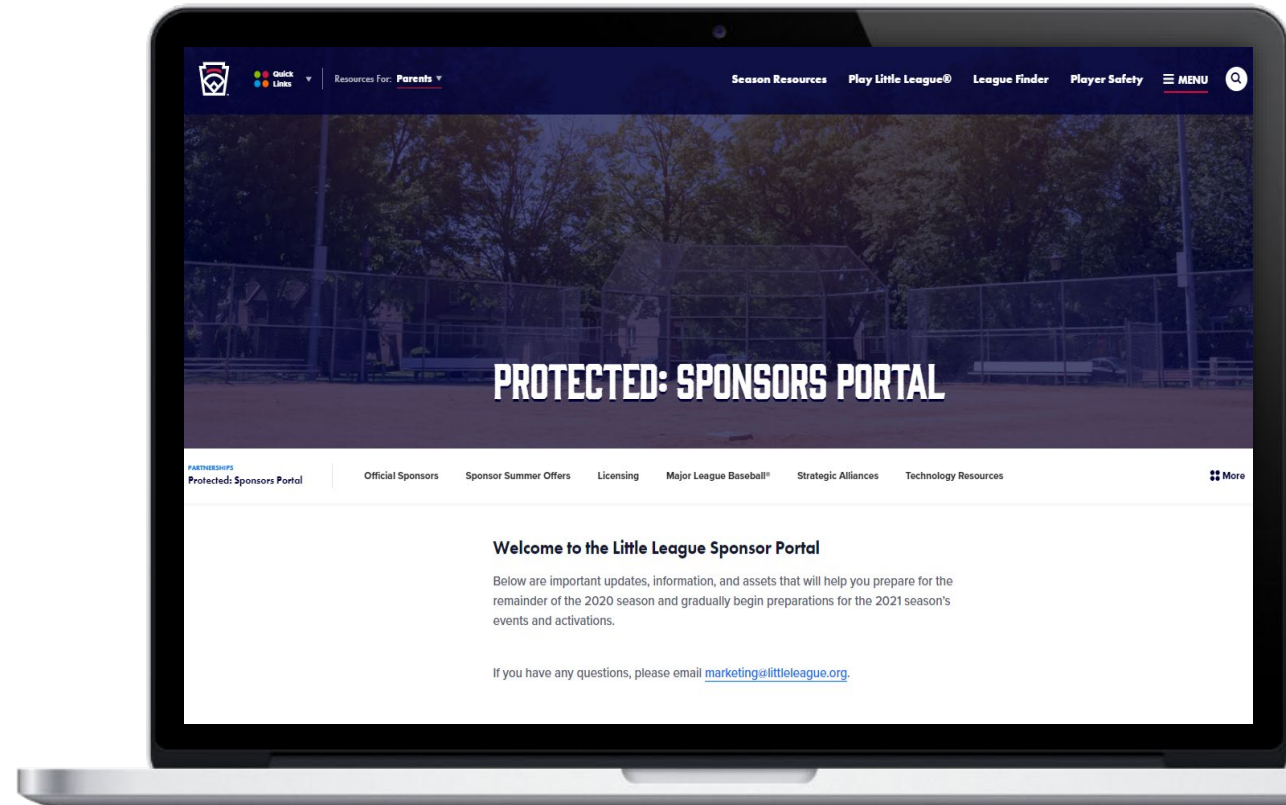
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# Sponsor Portal

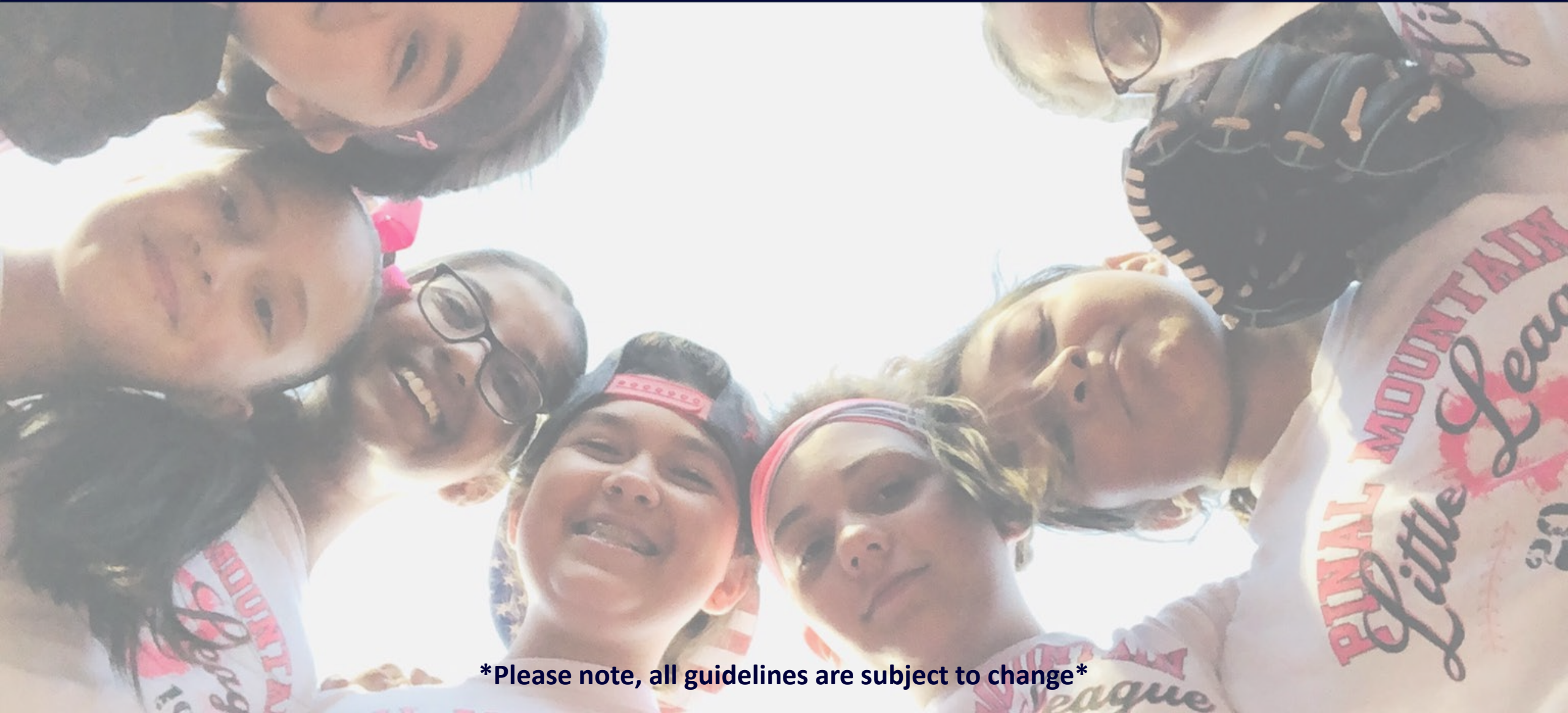
- The Little League® Sponsor Portal contains various files that can serve as a resource in planning throughout the year including:
  - LLWS Activation Guide (“The Packet”)
  - LLWS Forms
  - General Little League Resources
  - Logos (LLWS & General LL Brand)
  - Sponsor Summit Information, etc.
- Please 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



# 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:** Gear your information, offer or promotion to the appropriate target audience.
- **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:** Little League believes in the power of youth baseball and softball to teach life lessons that build stronger individuals and communities. Joined together by one common goal, every local league is part of One Team. One Little League.
- **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.

# 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.
- 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.
- If featuring a single player, the player's face must not be recognizable. 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.
- If featuring two or more players, faces may be recognizable. If one face is recognizable, the other must be in focus as well.
- 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.
- 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.
- 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.
- 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.).

# 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 and to not compromise the eligibility of any Little Leaguer.
- The Little League logo may lay on top of player imagery without a clear and distinct separation, but sponsor logos may not unless a solid color background, indicating a clear and distinct separation, is used.
- Any type of messaging that would reveal the identity of an individual player (e.g. using the player name) is not allowed. Messaging should fit the Little League voice and be inclusive of the entire teams' efforts and not those of an individual player. Messaging that implies winning is everything will not be approved.
- A clean, concise headline that displays a strong call-to-action (CTA) above the fold is most effective.
- Strong, bold, and colorful CTA buttons 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”).
- List type content displays are generally well received (e.g. articles, tips, etc.).
- Please remember to build mobile friendly content as our audiences are usually viewing content on their mobile devices.

# Scrubbing

- Scrubbing will be required for any brands that are not an Official Partner or affiliated with Little League®.
- 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 (unless they are an Official Partner of Little League).
- Please reference the *Partner Scrubbing Guidelines* document on the [Sponsor Portal](#) for further guidance.

# 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.

## 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.

# 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.

\*Refer to sponsorship agreement for IP use rights for third parties.