

WE CREATE **CONFIDENCE**AND **EXCITEMENT** BY PERSONALLY EQUIPPING ALL ATHLETES TO ACHIEVE THEIR DREAMS.



MARKETING FOCUS ON 3 KEY PILLARS

HOW DO WE LEVERAGE OUR PARTNERSHIP WITH LITTLE LEAGUE TO EXECUTE THESE INITIATIVES?

ELEVATING THE BRAND IGNITING SPORTS MATTER DRIVING TRAFFIC AND SALES



DICK'S Sporting Goods and Little League: Marketing Year In Review



Grassroots

- 59 Community Marketing Managers across the country
- CMM relationships with local leagues
- Local shop events
- Grassroot activations at regional tournaments



A.D. STARR

- · Bulk baseball and softball equipment
- Ball Kits
 - As leagues charter, ADS ball kits are sent to the administrator
 - Serves as a reminder to gear up for the season and do so with an offer
 - Opens up doorway to form relationships with leagues



Sports Matter Grant Program

- Annual grant to Little League announced in 2017
- Grants distributed throughout the year to help keep leagues in need on the field



DICK'S Sporting Goods and Little League: Marketing Year In Review



Clinic/Regional Meeting Attendance

- Representation at clinics and meetings equate to new or strengthened local relationships
- Ability to showcase the multiple ways DICK'S and A.D. STARR support our athletes



Email/Digital Campaign

- Customized content to the Little League audience
- Age, seasonality, level of play and brands featured are all closely considered
- Provide exclusive offers, product, services and knowledge to the Little League athletes while showing authenticity



Tournament Activation

 Create meaningful experiences for both players and fans by bringing the key pillars to life





LITTLE LEAGUE WORLD SERIES ACTIVATION

HOW DO WE INCORPORATE OUR KEY INITIATIVES AND VALUES?

RETAIL

SPORTS MATTER

A.D. STARR | GAMECHANGE



Create meaningful experiences for athletes of all ages and levels.



HitTraxx// Athletes get an exclusive opportunity to test out our in-store technology infused batting cage experience on the road.

DICK'S Commercial // Star in a mini DICK'S commercial

Trading Cards // Visitors show off their best batting stance on a customized trading cards

Little Caster// LittleCaster was on the ground interviewing and capturing LLWS at it's finest. Engaging content drove high retention rates and kept viewers tuning in each day.



SPORTS MATTER



Photo Mosaic// Over 4,600 photos were taken to complete the Sports Matter photo mosaic twice throughout the tournament.



Sports Matter Monday// Two Urban Initiative leagues had the chance to experience a day at the LLWS.

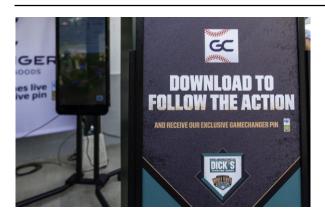


Donation // As a part of our annual grant, the visiting UI leagues received a surprise donation onsite.





GAMECHANGER AND A.D. STARR



GameChanger// Onsite demo opportunity with the oversized Phonezilla experience and drive app downloads with pin incentive.



A.D. STARR Ball Design// Light hearted activation for athletes of all ages, all the while drawing brand awareness to A.D. STARR balls.



A.D. STARR Giant Ball//
Players and fans captured their
photo with the giant replica of
the Official Ball of the Little
League World Series





Leveraging partners of Little League



Easton

- Co-branded batting cage experience
- Bring in-store partnership to life
- Effective co-branding
- Product experts
- Product placement across all activations
- Ecommerce experience



Thuzi

- Utilize Thuzi abilities throughout all activations
- Digital extension of onsite experiences
- CRM capabilities



Adidas

- Effective co-branding
- Product placement across all activations



Chik-fil-a

 Provided lunch for the Sports Matter Monday leagues





LLBWS 2020 RECAP

