

LITTLE LEAGUE® BASEBALL & SOFTBALL

Annual Guide to Marketing Assets



2021 – 2022 | Email Assets

All Dates are Subject to Change

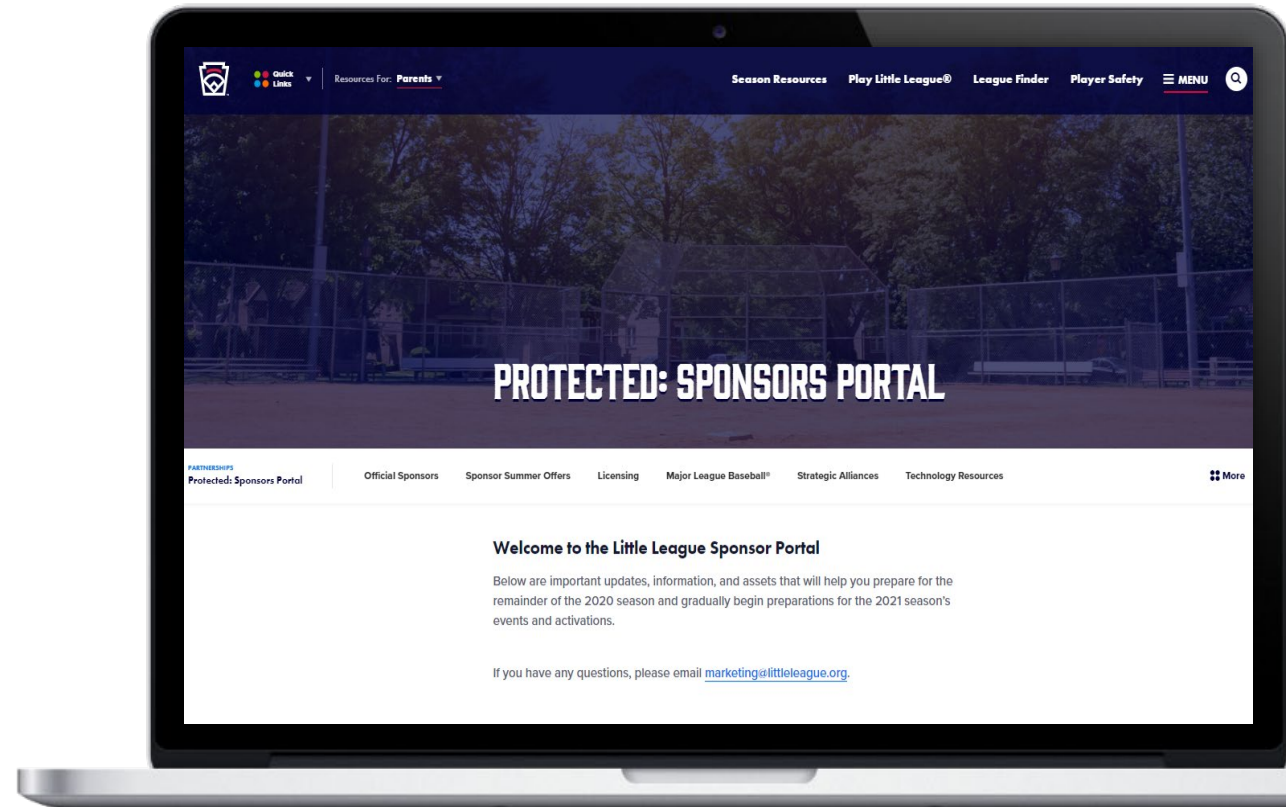


Sponsor Portal

- 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

Password: LittleLeague1939



Email Blasts



Overview

- Final creative should be submitted at least 5 business days prior to the mutually agreed upon send date (see next slides for request information and recommendations).
- Little League® can segment email blasts based on the appropriate target audience and location.
 - E.g. Parents, League/District Officers, Coaches, Umpires, All List, etc.
- Include the following legal line in the footer when Little League marks, logos or imagery is used:
 - “© YEAR Little League Baseball, Incorporated. All Rights Reserved.”
- When submitting an email request, it is recommended that two subject lines are included with an effective call-to-action.
 - Little League can A/B test subject lines to ensure maximum open and click-through-rates
- Please include your brand name in the subject line in a non-disruptive way (e.g. “Score Great Baseball & Softball Gifts from DICK’S Sporting Goods”).
- Flash ads or embedded videos are not supported, but animated GIF’s are an option to enhance email messaging.
- Little League can provide performance metrics 48 hours after the send by request.
- Please reference the Creative Guidelines section (slides 23-28) of this guide for additional directions.



Email Build Needs

- Email blast requests should be submitted 2 weeks in advance and must include the following:
 - Desired Send Date
 - Little League® will confirm if request date is available
 - Subject Line Option #1
 - Subject Line Option #2
 - Target Audience
 - URL
 - It is recommended to provide click-through links that have custom tracking included in them or UTM links so that email metrics can be linked to specific promotions or campaigns
 - File Type (.HTML or .jpg)
 - .HTML Parameters:
 - .HTML format is required when incorporating more than one URL in the design
 - All images should be hosted on your server and have the absolute link in the .HTML
 - All URL's should be preceded by http:// or https://
 - .jpg Parameters:
 - .jpg is preferred if there is only one click-through URL provided for the entire email
- Specs:
 - 600px (w) x flex (h)
 - .HTML, .jpg, or .gif file

