

# LITTLE LEAGUE AND YOUTH BASEBALL



ENDEAVOR ANALYTICS



# BASEBALL FAN REACH



#ALWS



# BASEBALL FANDOM ACROSS THE GLOBE

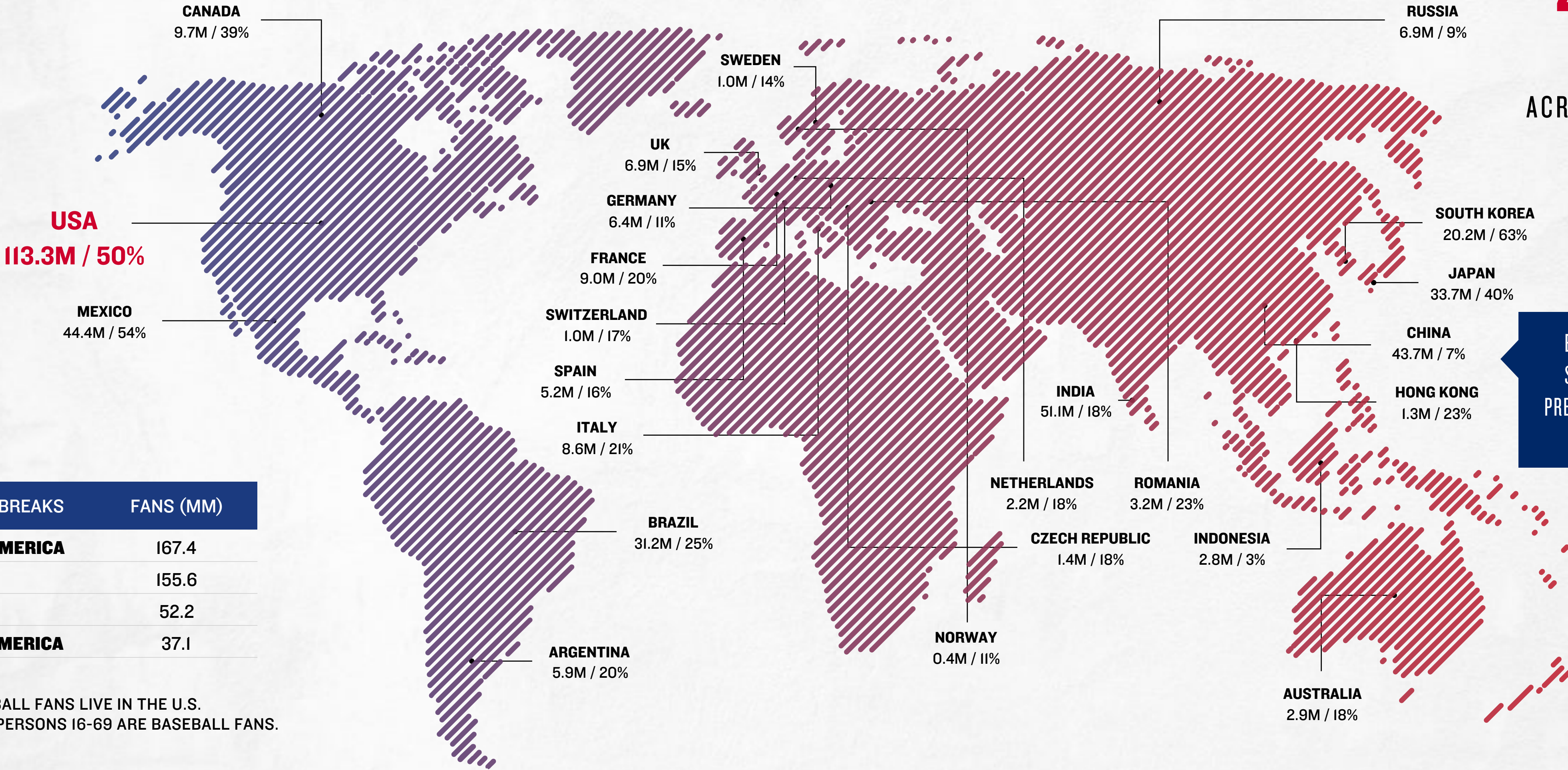
## BASEBALL FAN REACH & PENETRATION // BY TERRITORY

REACH (MM) / % FAN PENETRATION

# 412.3M

BASEBALL FANS  
ACROSS 24 COUNTRIES

BASEBALL IS A GLOBAL  
SPORT WITH A STRONG  
PRESENCE IN THE AMERICAS  
AND APAC REGIONS.



MARKET BREAKS	FANS (MM)
NORTH AMERICA	167.4
APAC	155.6
EUROPE	52.2
SOUTH AMERICA	37.1

READ AS:  
113.3M BASEBALL FANS LIVE IN THE U.S.  
50% OF U.S. PERSONS 16-69 ARE BASEBALL FANS.

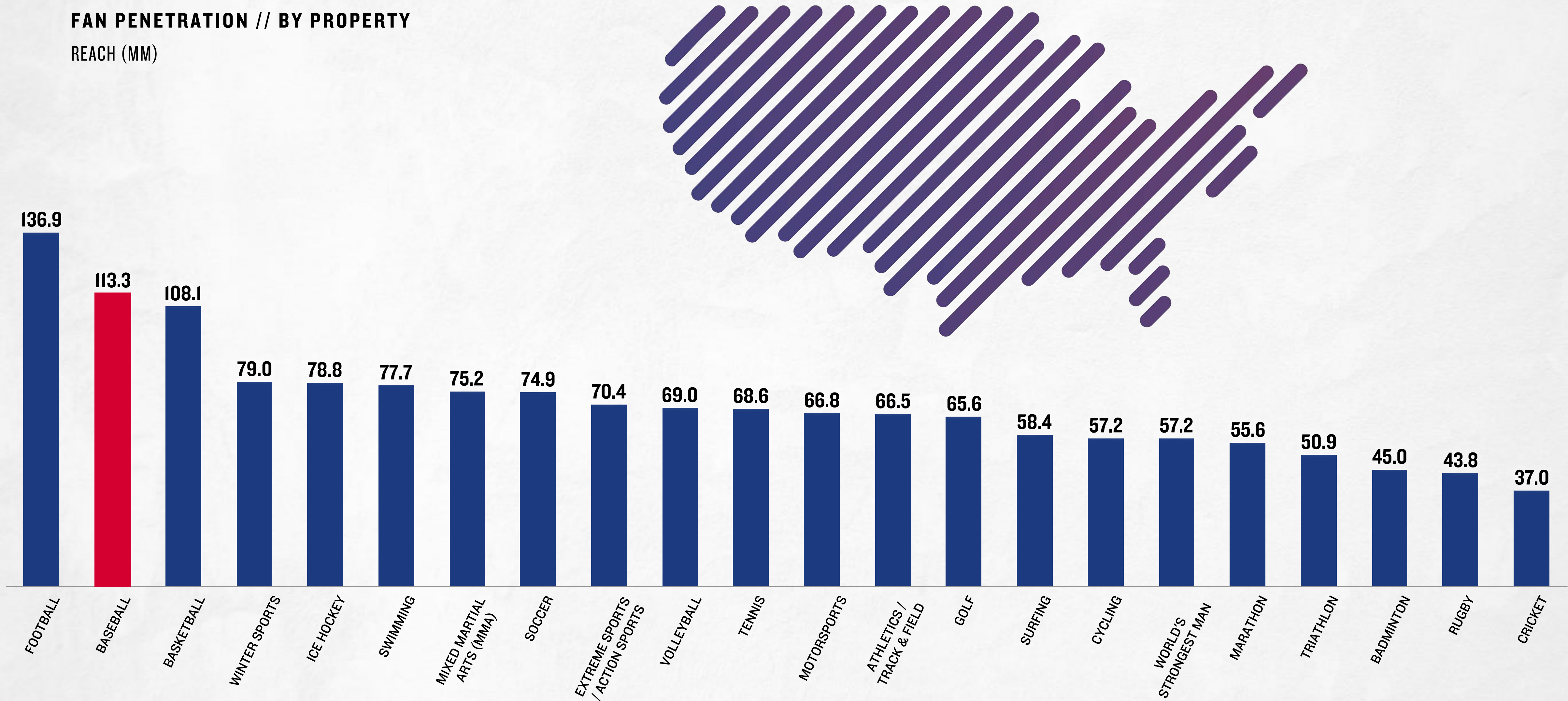




# SPORTS RANK: UNITED STATES

FAN PENETRATION // BY PROPERTY

REACH (MM)



Read as: 113.3M baseball fans in the U.S.

Source: Nielsen Sports, SDNA, November 2018, based on Persons 16-69 in U.S. Fan = top-2-box interest on a 5-point scale.



A photograph of a Little League coach and a player. The coach, on the left, is wearing a black polo shirt and a blue and black baseball cap with a 'LITTLE LEAGUE WORLD SERIES' patch. The player, on the right, is wearing a blue and black baseball uniform with 'CARIBBEAN' and the number '12' on the front, and a black batting helmet. Both are smiling and looking at each other. The background is a blurred crowd of spectators.

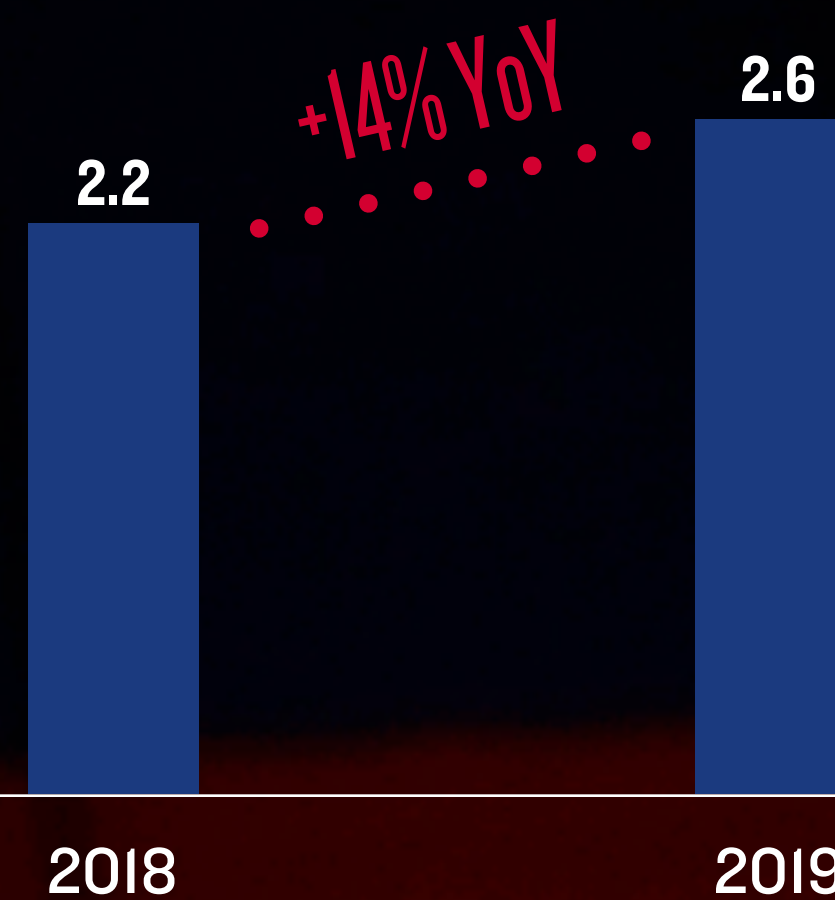
# LITTLE LEAGUE SOCIAL ANALYSIS



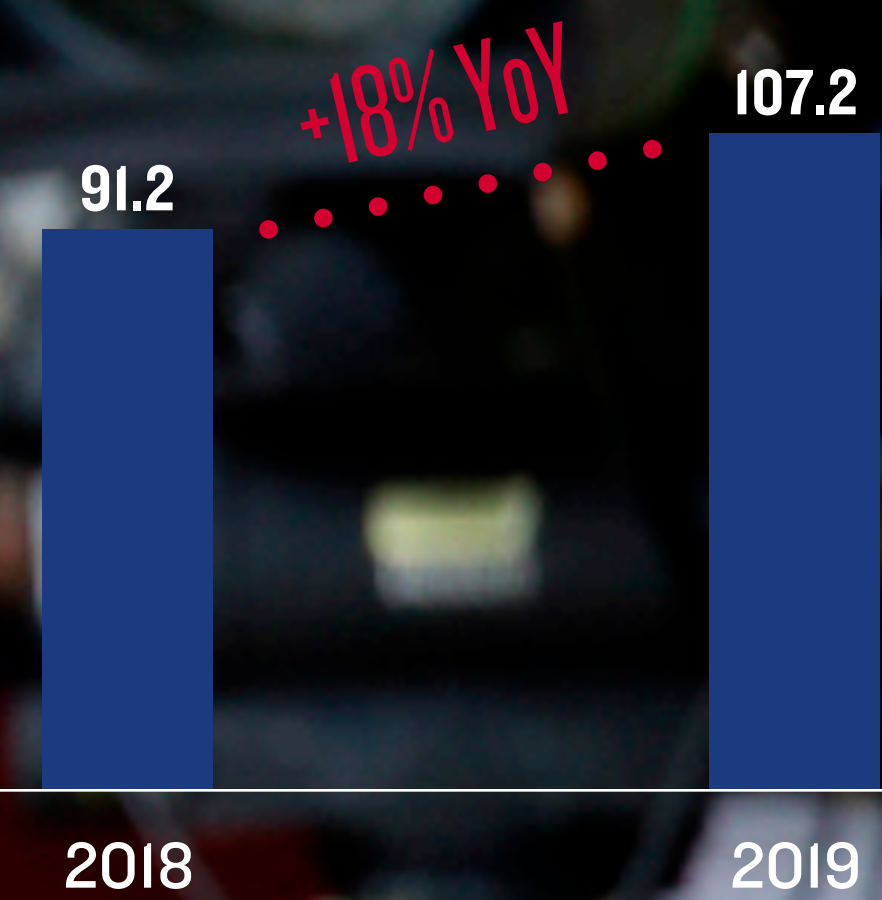
# LITTLE LEAGUE'S OWNED CONTENT HAS SEEN AN INCREASE IN SOCIAL ACTIVITY

Little League official social channels experienced year-to-year growth during the month of August among Total Engagements and Total Impressions

**TOTAL ENGAGEMENTS**  
REACH (MM)



**TOTAL IMPRESSIONS**  
REACH (MM)



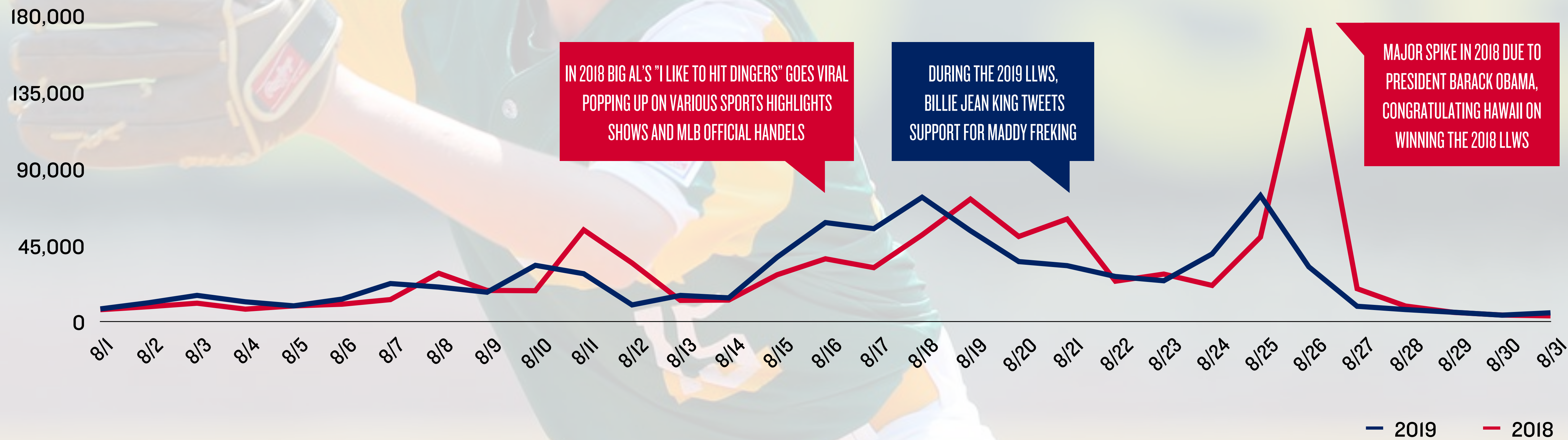
UPTICK IN TOTAL ENGAGEMENTS WHICH LEADS TO MORE TOTAL IMPRESSIONS, DESPITE THE SAME NUMBER OF POSTS MADE YEAR-OVER-YEAR!



# LITTLE LEAGUE VIRAL MOMENTS DRIVE SOCIAL MEDIA WITH AN AUDIENCE THAT REACHES FAR BEYOND WILLIAMSPORT

Unique stories such as Big Al in 2018 and Maddy Freking in 2019 go viral in the social sphere, exposing the specialness of the LLWS to a much larger audience.

SOCIAL MENTIONS DURING LITTLE LEAGUE WORLD SERIES // YoY





# MLB LITTLE LEAGUE CLASSIC

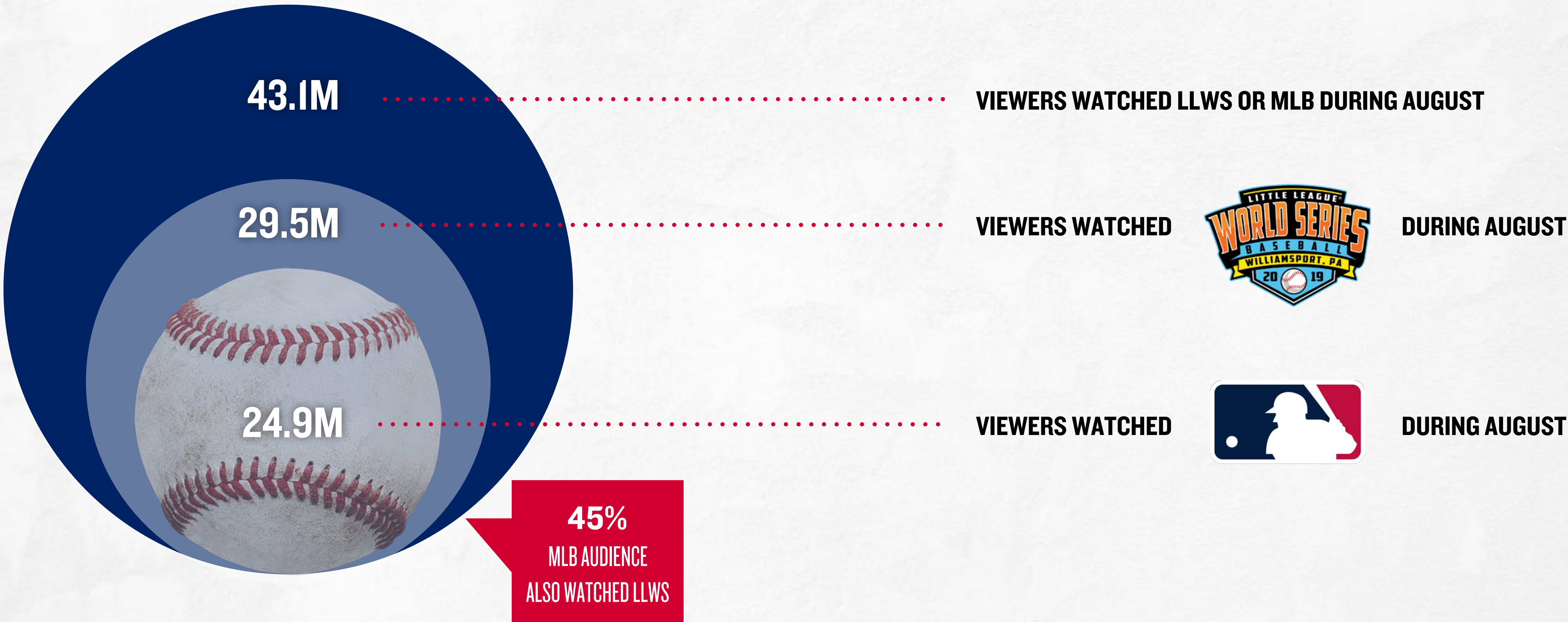




# THERE IS HIGH CROSSOVER BETWEEN MLB VIEWERS AND THE LLWS DURING AUGUST

2019 LITTLE LEAGUE WORLD SERIES + MLB REGULAR SEASON // AUGUST 2019 GAMES // DUPLICATION

TOTAL VIEWERS



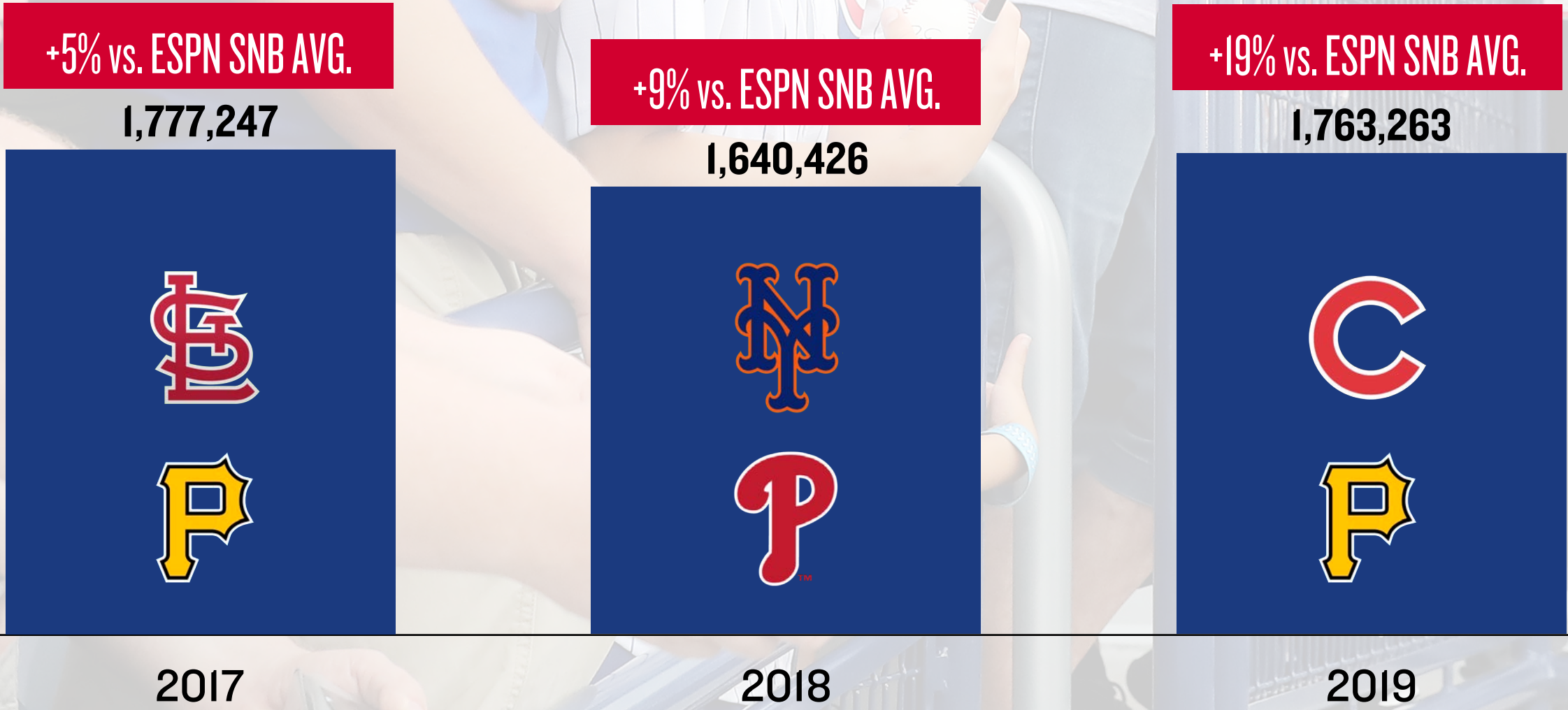
**45%**  
MLB AUDIENCE  
ALSO WATCHED LLWS



# MLB ALIGNMENT WITH LITTLE LEAGUE IS PAYING VIEWERSHIP DIVIDENDS

Over the past three years the MLB Little League Classic has consistently delivered viewers and been a highlight of the regular season. In fact, the game from Williamsport has out-performed ESPN's Sunday night MLB average in its first three years.

## MLB LITTLE LEAGUE CLASSIC // AVERAGE DELIVERY TOTAL VIEWERS

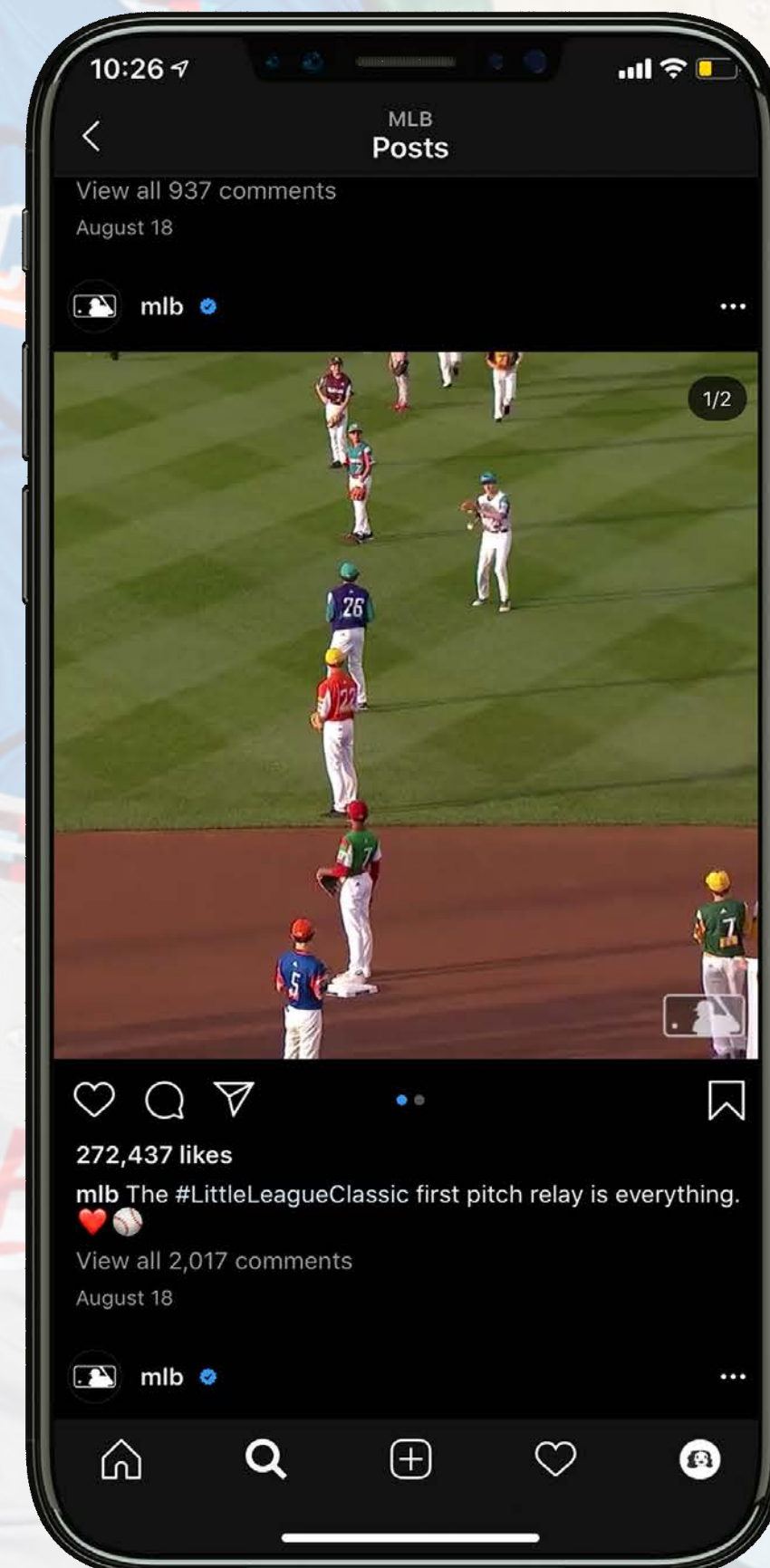


Source: Nielsen Media, Live +SD, All live telecast ESPN 8/20/17 St. Louis Cardinals/Pittsburgh Pirates, 2018 8/19/18 NY Mets/Philadelphia Phillies, and 8/18/19 Chicago Cubs/Pittsburgh Pirates.



# INTERNATIONAL FRIENDSHIP DROVE ENGAGEMENT ACROSS SOCIAL MEDIA

TOP MLB POST BASED ON ENGAGEMENTS



**270K+**  
ENGAGEMENTS

**4.7%**  
ENGAGEMENT RATE

**15.1M**  
IMPRESSIONS



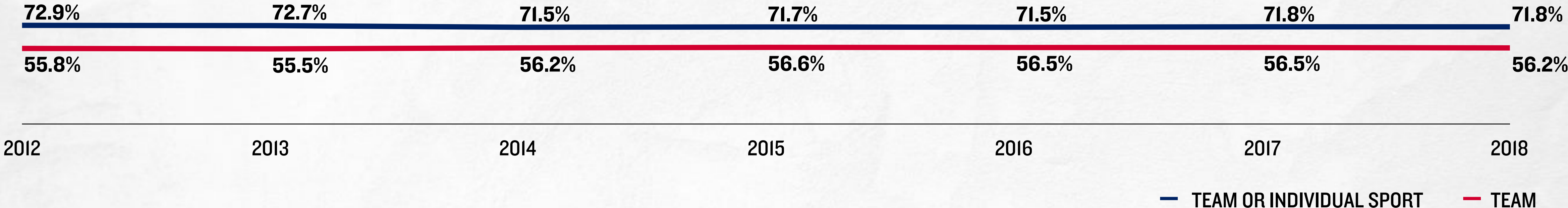
# YOUTH SPORTS PARTICIPATION



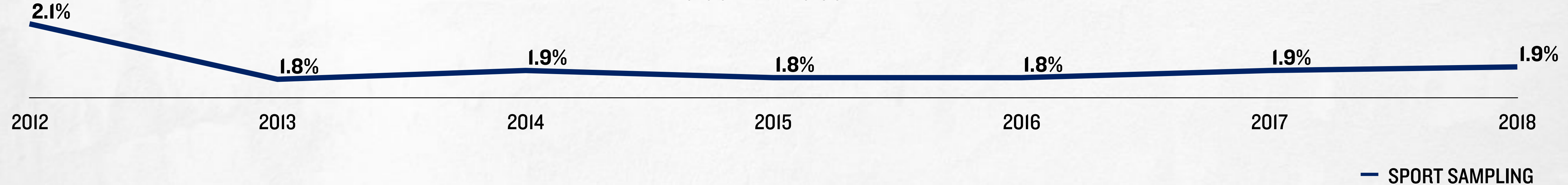


# SPORTS PARTICIPATION RATES HAVE REMAINED STEADY OVER THE PAST DECADE

TOTAL SPORTS PARTICIPATION RATES // PLAYED AT LEAST ONE DURING THE YEAR  
% OF CHILDREN AGES 6-12



SPORTS SAMPLING // AVERAGE NUMBER OF TEAM SPORTS PLAYED DURING THE YEAR  
AMONG CHILDREN AGES 6-12





# BASEBALL IS ONE OF THE MOST PARTICIPATED SPORT AMONG KIDS

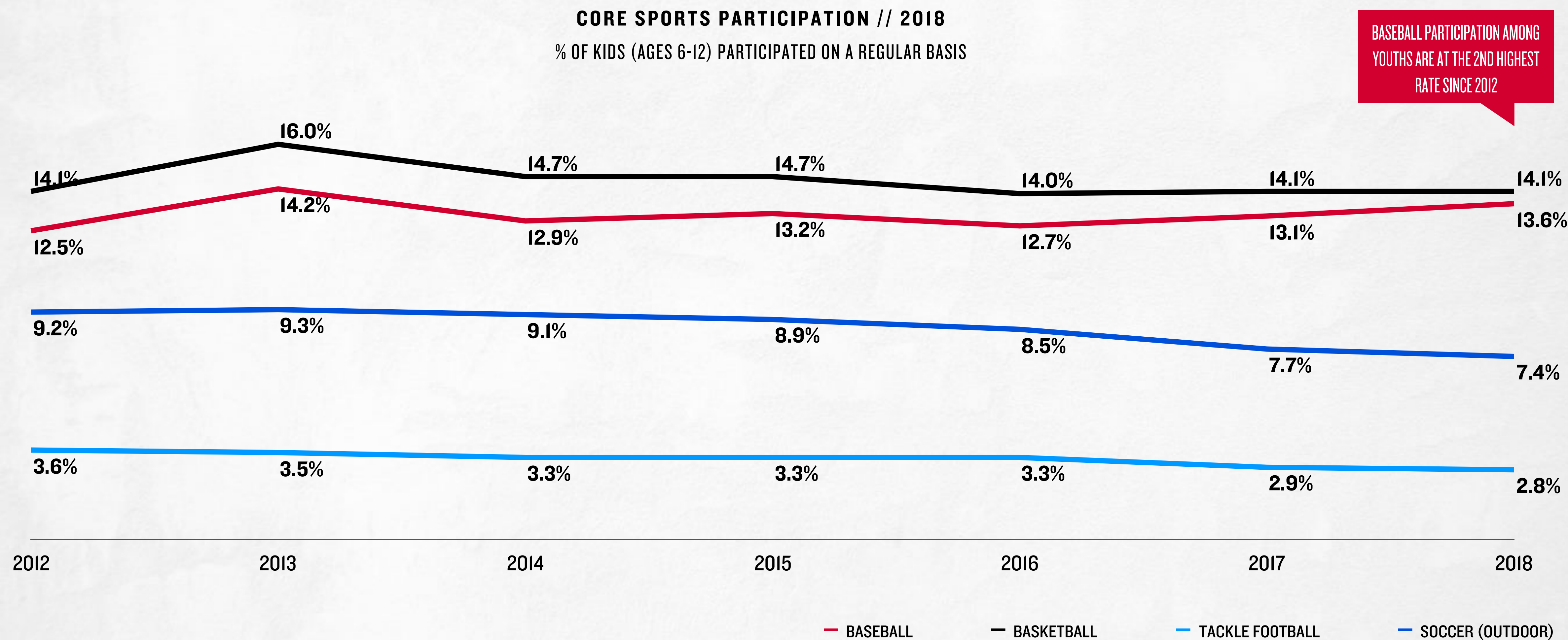
## TOTAL SPORTS PARTICIPATION RATES // PLAYED AT LEAST ONE DURING THE YEAR % OF KIDS (AGES 6-12) PARTICIPATED ON A REGULAR BASIS

BASEBALL HAS THE 2ND MOST YOUTH PARTICIPATION AMONG TEAM SPORTS, SLIGHTLY BEHIND BASKETBALL WHICH CAN BE PLAYED YEAR-ROUND

SPORT	2018	2017-18 % CHANGE	# KIDS//2018
BICYCLING	15.7%	-2.2%	4,700,000
BASKETBALL	14.1%	-0.3%	4,200,000
<b>BASEBALL</b>	<b>13.6%</b>	<b>3.3%</b>	<b>4,100,000</b>
SOCCER (OUTDOOR)	7.4%	-3.3%	2,200,000
GOLF	4.9%	0.0%	1,400,000
TENNIS	4.3%	5.1%	1,300,000
GYMNASTICS	3.4%	8.5%	1,000,000
FLAG FOOTBALL	3.3%	-0.3%	989,000
VOLLEYBALL (COURT)	2.8%	5.5%	846,000
TACKLE FOOTBALL	2.8%	-4.0%	839,000
CHEERLEADING	2.6%	18.2%	775,000
SWIMMING (TEAM)	1.4%	1.6%	417,000
<b>SOFTBALL (FAST-PITCH)</b>	<b>1.2%</b>	<b>4.9%</b>	<b>359,000</b>
ICE HOCKEY	1.1%	-12.3%	324,000
TRACK & FIELD	1.0%	-10.0%	307,000
LACROSSE	1.0%	4.7%	296,000
WRESTLING	0.7%	14.2%	218,000
FIELD HOCKEY	0.4%	-7.8%	118,000

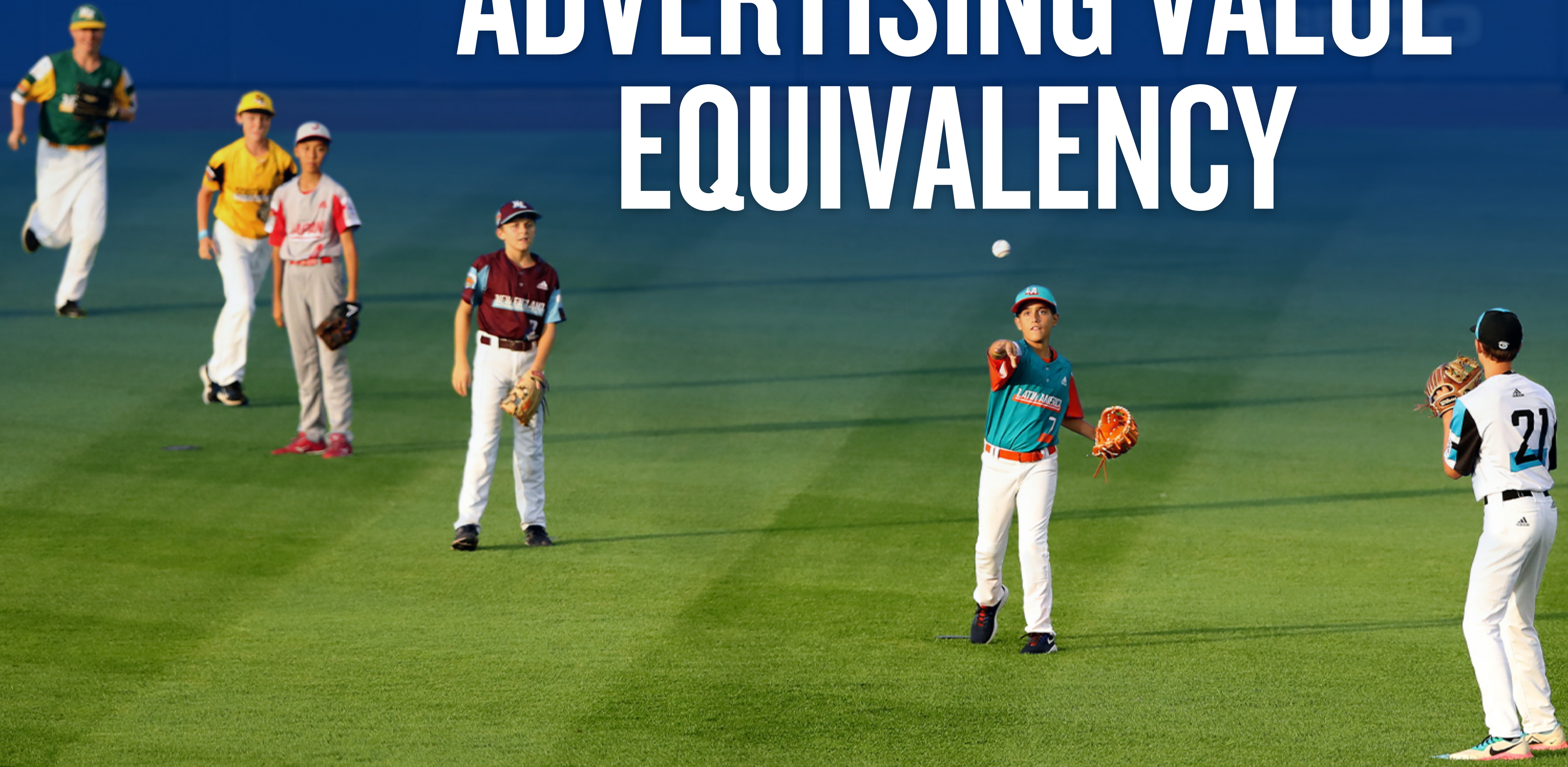


# BASEBALL AND BASKETBALL HAVE HAD CONSISTENT PARTICIPATION RATES IN THE PAST 5 YEARS





# ADVERTISING VALUE EQUIVALENCY





# LITTLE LEAGUE WORLD SERIES

## LITTLE LEAGUE WORLD SERIES ADVERTISING VALUE EQUIVALENCY

EXPOSURE TYPE		ADVERTISING VALUE EQUIVALENCY	IMPRESSIONS
ONLINE & PRINT NEWS		\$300,850,000	32,524,620,000
SOCIAL MEDIA	INSTAGRAM	\$7,057,562	892,232,902
	TWITTER	\$6,602,773	1,022,101,120
	FACEBOOK	\$10,524,415	939,679,870
BROADCAST MENTIONS		\$41,759,432	2,920,240,000
TOTAL		\$366,794,182	38,298,873,892

MORE GLOBAL ADVERTISING  
VALUE EQUIVALENCY (AVE)  
THAN THE JR. NBA GLOBAL  
CHAMPIONSHIP

\*Read As: The Little League World Series generated a total of ~\$367M global advertising value equivalency through Online News, Print News, Social Media, and Broadcast Mentions in the past 12 months





# PARTNER ALIGNMENT

A pair of white sneakers sits on a green grass field. The sneakers are covered in numerous handwritten names and numbers in various colors (blue, orange, red, black). Some legible text includes "ADRIAN #11", "Blake Cleary", "Harrison Ford", "Kobe #23", "Randy", "Michael", "Carson #20", "Darius #9", "Randy Soto", and "Randy #16". The background is a blurred blue wall with "LEAGUE" and "WORLD SER" visible.





# ***AB INBEV***

# ***WASHINGTON REDSKINS***

## ***PROPOSAL VALUATION***

*APRIL 2019*

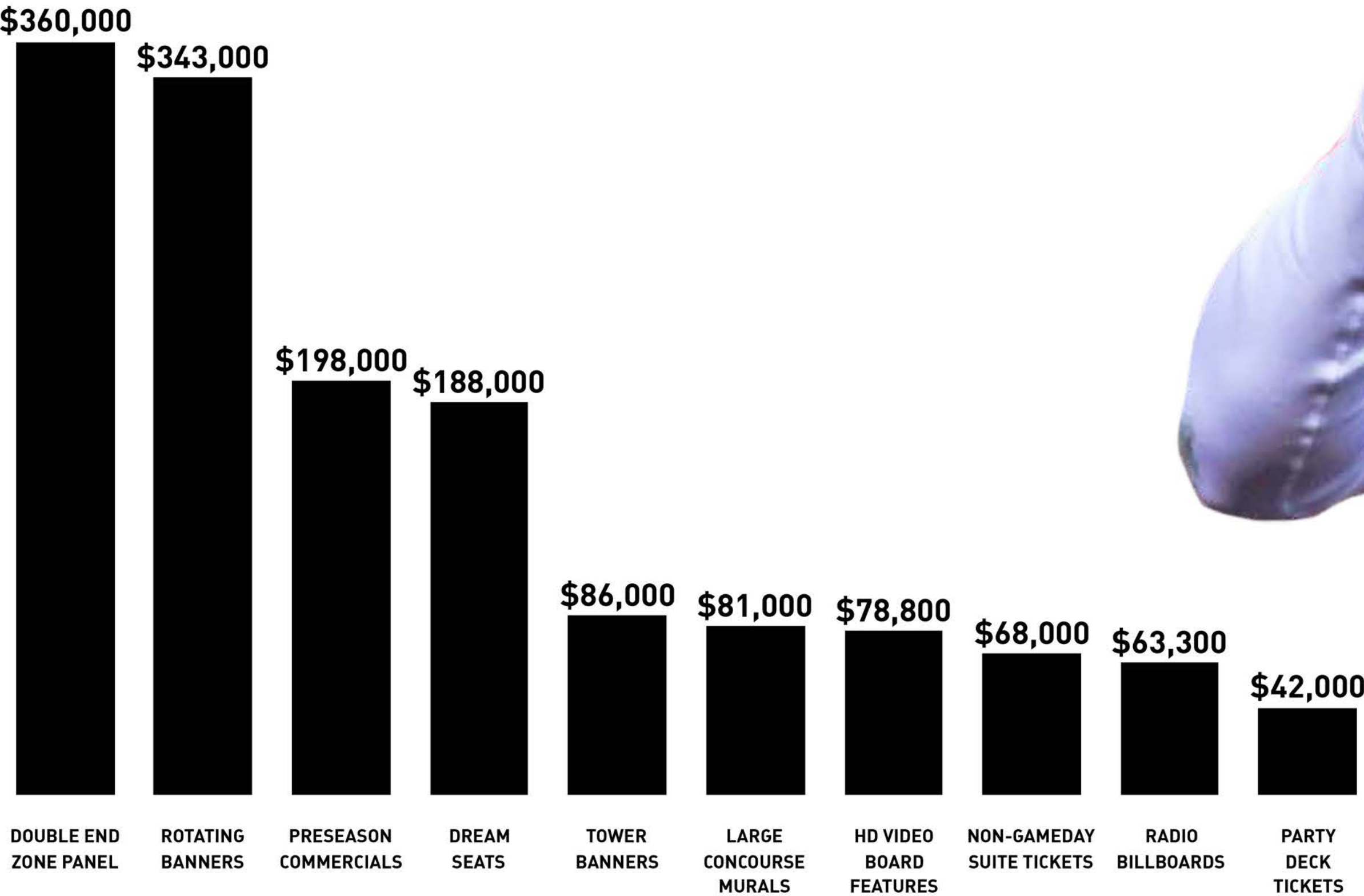
VALUES AND ASSETS HAVE BEEN ADJUSTED DUE TO CLIENT  
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ACCORDINGLY.





# QUANTITATIVE RESULTS

TOP 10 ASSETS BY QUANTITATIVE VALUE







# MILWAUKEE BREWERS

NAMING RIGHTS VALUATION

NOVEMBER 2018



VALUES AND ASSETS HAVE BEEN ADJUSTED  
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# HOME PLATE MEDALLION

THE HOME PLATE MEDALLION WILL BE A KEY ASSET FOR THE FUTURE NAMING RIGHTS PARTNER, GENERATING SIGNIFICANT EXPOSURE AND VALUE.

TOTAL QUANTITATIVE VALUE\*

\$2.4M



86%

OF THE ASSET'S VALUE  
WAS DERIVED FROM THE  
REGULAR SEASON

2ND

MOST VALUABLE  
MEDALLION IN MLB IN  
REGARDS TO REGULAR  
SEASON TV VALUE

\$97K

IN SOCIAL MEDIA  
EXPOSURE

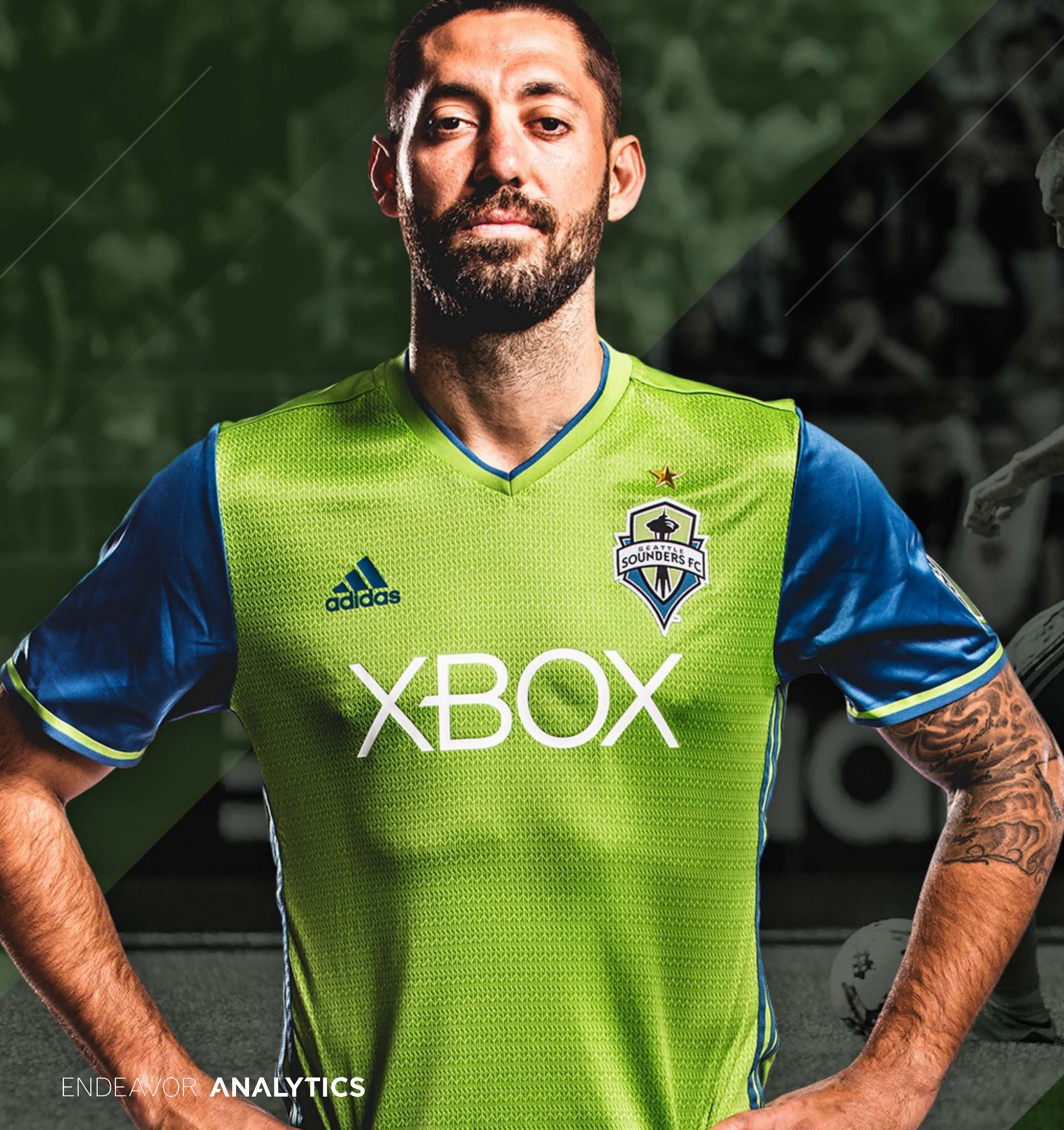
## MLB MEDALLIONS\*\*

BREWERS	\$1,901,064
AVERAGE	\$725,722
25TH PERCENTILE	\$200,158
50TH PERCENTILE	\$875,374
75TH PERCENTILE	\$1,423,314

\*Total Quantitative Value is comprised of TV (domestic and international), social media, and on-site exposure

\*\*Regular season domestic TV value only





# JERSEY PARTNERSHIP REVIEW



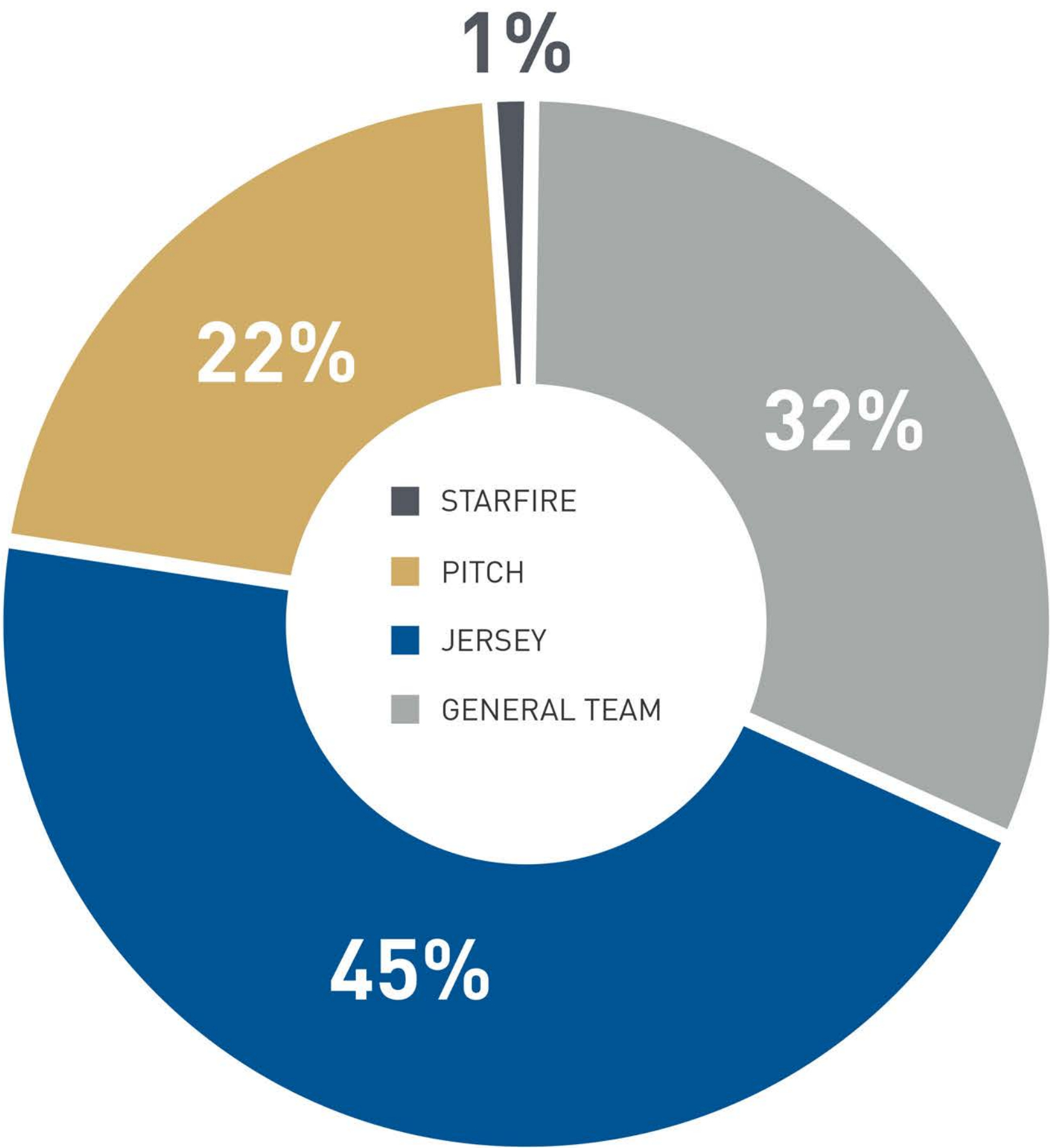
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# TOTAL PACKAGE **VALUE** — BY ASSET TYPE

THE FOLLOWING QUANTITATIVE RESULTS ILLUSTRATE THE **TOTAL VALUE** BY **ASSET TYPE** — JERSEY DRIVES THE MOST SIGNIFICANT VALUE **(45%)**.

CATEGORY	REGULAR SEASON	PLAYOFFS	TOTAL	%
COMMUNITY	\$100,300	—	\$125,000	2%
ENTITLEMENT	\$24,000	\$7,000	\$31,700	1%
HOSPITALITY	\$300,500	—	\$275,000	5%
JERSEY / TEAM APPAREL	\$1,000,500	\$986,431	\$2,225,503	45.5%
MATCH DAY SPONSORSHIP	\$120,500	—	\$234,600	2%
MEDIA	\$332,932	—	\$436,600	5%
MERCHANDISE	\$6,000	—	\$6,000	0.1%
MOBILE	\$25,000	—	\$26,000	0.4%
PRINT	\$6,324	—	\$6,543	0.1%
PROMOTION	\$121,430	--	\$123,123	2%
SIGNAGE	\$1,493,432	\$234,053	\$2,432,054	32%
DIGITAL	\$200,000	—	\$532,000	4%
INTELLECTUAL PROPERTY	\$140,000	—	\$160,000	3%
GRAND TOTAL	\$4,954,100	\$1,165,500	\$7,119,600	100%





# THANK YOU

ENDEAVOR ANALYTICS

