



## **DISNEY ADVERTISNG SALES – SPORTS BRAND SOLUTIONS**

## WHO WE ARE & WHAT WE DO









**Create Value** 

**Drive Awareness** 

**Execute Sponsorships** 

**Partner With Little League** 













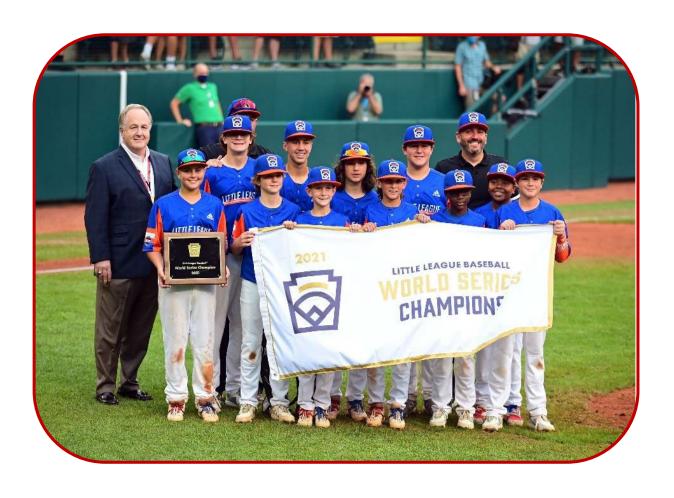






## **2021 LITTLE LEAGUE BASEBALL WORLD SERIES**

# **LINEAR & DIGITAL STREAMING VIEWERSHIP**



#### **LINEAR REGIONAL GAMES**

- **500K** viewers per game
- ABC Game drew over 1M viewers

#### WILLIAMSPORT

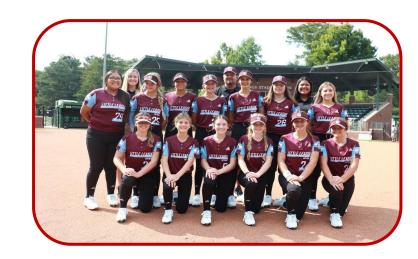
- 945K viewers per game
- ESPN Average: **777K**
- ABC Average: **1.806M**

#### ESPN+

- 9,416 viewers per game (+74%)
- **18M** Total minutes (+104%)
- **32.6** Minutes per game

## LITTLE LEAGUE SOFTBALL ON THE RISE

Little League Softball has continued to flourish year-over-year, resulting in a drastic increase in linear and digital streaming viewership, how long fans watch, and overall time spent viewing Little League Softball. Now more than ever before is the time to align your brand with Little League Softball on ESPN.





### **Numbers Don't Lie...**

LITTLE LEAGUE SOFTBALL REGIONALS ON ESPN+\*\*

- 3,200 Viewers per game (+2%)
- 30.6 Minutes per game (+75%)
- 6.52M Total Minutes Watched (+74%)

## LITTLE LEAGUE SOFTBALL WORLD SERIES ON ESPN+\*\*

- **10,928** Viewers per game **(+126%)**
- 32.8 Minutes per game Even with
  Little League Baseball (+106%)
- 6M Total Minutes Watched (+329%)

## LITTLE LEAGUE SOFTBALL WORLD SERIES ON ESPN

- 1.3M Total viewers of 7 linearbroadcasts (+2%)
- 370K Average viewers for Semi-Finals
  and Finals

11 Less Games, 2x the viewers. 3x time spent viewing



# THE SUCCESS OF STREAMING

#### **ESPN+ AT A GLANCE**

- 17M+ ESPN+ Subscribers
- Younger audience then Linear. ~50% are 35 or younger
- More diverse audience
- More likely to consume content through digital & social platforms

#### **LITTLE LEAGUE ON ESPN+**

146

Little League games on ESPN+\* 360,000

Unique Viewers (+24%) 30.7M

Minutes Spent Viewing (+48) 10M

More minutes spent viewing in 2021, with 117 less games



# 2021 LITTLE LEAGUE WORLD SERIES SOCIAL COVERAGE

#### **BY THE NUMBERS**

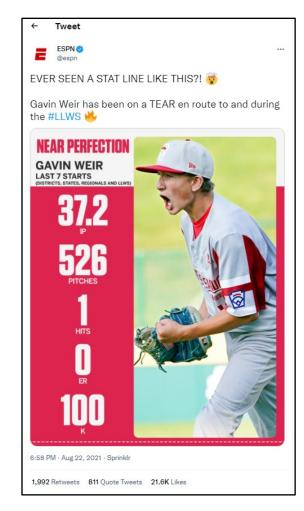
- **1.4M** Total Engagements
- **65M** Total Impressions
- 8.9M Total Video Views

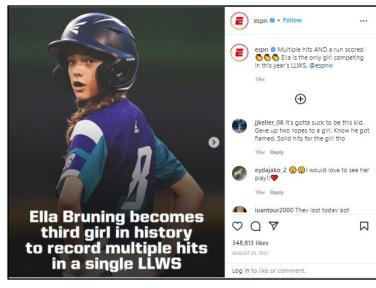
#### **ALL PLATFORMS DELIVERED**

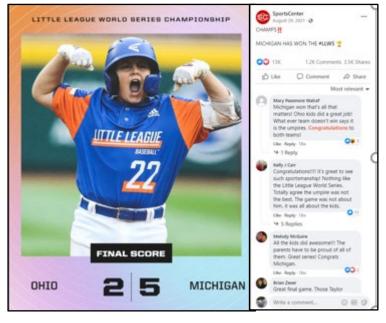
 Facebook, Instagram, and Twitter all proved to be platforms of high engagement during the 2021 Little League World series with each platforms top-3 posts averaging over 3 Million impressions

#### **TOP POSTS**

- Facebook 6M Impressions, 134K Engagements
- Instagram 5M Impressions, 353K Engagements
- **Twitter** 5M Impressions, 25K Engagements







# **2022 LITTLE LEAGUE BASEBALL & SOFTBALL**

# **NEW YEAR, NEW OPPORTUNITES**







**Custom Segments** 



**Fan Segments** 



**Kids Cast** 



**Instructional Content** 



**Brand Integrations** 



**Booth Interaction** 



**New Audiences** 



# 75th ANNIVERSARY CELEBRATION

# **MOMENTS TO REMEMBER**

ESPN is bringing back all our favorite moments with the *Moments to* Remember from the past 75 years of the Little League Baseball World Series. Little League Official Partners will have the opportunity to align with these fan favorite moments across ESPN's family of networks, ESPN.com, and **FSPN** social handles.

#### **Moments to Remember Include:**

- Historical Moments & Milestones
- Standout Performances
- **Bloopers**
- **Notable Player Introductions**
- Little League Alum that are Hall of Famers
- From Little League to Major League Baseball Players
- Former Little League players making an impact outside the world of baseball
- The last out of the LLWS Championships from last 20 years

#### **COVERAGE & DISTRIBUTION**















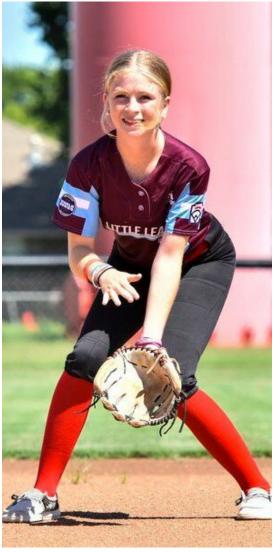


# **2022 LITTLE LEAGUE BASEBALL & SOFTBALL ON ESPN**

# **SPONSORSHIP PACKAGES**

- Packages were released for official "First Look" on January 18<sup>th</sup>
- You all will have until February 14<sup>th</sup> to review these packages prior to them being released to the general marketplace
- Sponsorship cannot be purchased by non-Officials until after "First Look" has concluded
- 2022 packages include a combination of baseball/softball opportunities. One spend with Disney guarantees presence in both tournaments
- Officials purchasing a "full strip" will receive feature exclusivity in their category
- EVI requires spend with Disney
- Packages are a starting point Let us help you customize!

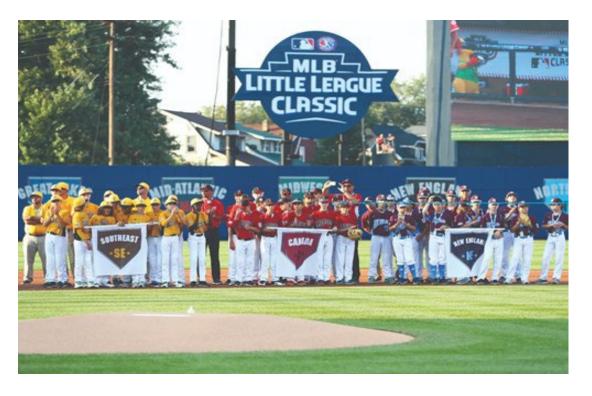




# **2022 MLB LITTLE LEAGUE CLASSIC**

## SUNDAY – AUGUST 21st 2022 BOWMAN FIELD – WILLIAMSPORT PA ON ESPIT & ESPITE





- Sunday Night Baseball On ESPN & Kid Cast on ESPN2
- Cross Programming Opportunities (MLB, Little League, Studio)
- Special Linear Programming, and Social Coverage
- Increased Exposure On Day of MLB/LL Classic
- Viral Moments

