



Disney Advertising

LITTLE LEAGUE

2023

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WHO ARE WE & WHAT DO WE DO

DISNEY ADVERTISING SALES, SPORTS BRAND SOLUTIONS



CREATE VALUE



**DRIVE
AWARENESS**



**PARTNER WITH
LITTLE LEAGUE**



**EXECUTE
SPONSORSHIPS**

2022 LOOK BACK

BASEBALL CONTINUES TO STAY STRONG

LINEAR REGIONAL GAMES

- 500K viewers per game
- Most-viewed game averaged 900K viewers

ESPN+ REGIONAL GAMES

- 13K Visitors Per game (up 71% YoY)
- 22.5M Total Minutes (up 22% YoY)
- 37.6 Minutes Per Game

LINEAR WORLD SERIES GAMES

- 916K viewers per game
- 1.5M viewers of the International Championship
- 2.4M viewers of the US Championship (up 19% YoY)
- 2.5M viewers of the Championship Game



2022 LOOK BACK

SOFTBALL CONTINUES TO SOAR

ESPN+ WORLD SERIES

- 16K visitors Per game (Up 92% YoY)
- 8M total minutes watching content (up 28% YoY)
- 234K unique viewers (up 50% YoY)

LINEAR WORLD SERIES GAMES

- 2.7M total viewers (up +89% YoY)
- Most viewed game averaged 537K viewers (up 37% YoY)
- 280K viewers of the Championship game, 256K viewers of the Championship game re-air



ESPN+ VIEWERSHIP

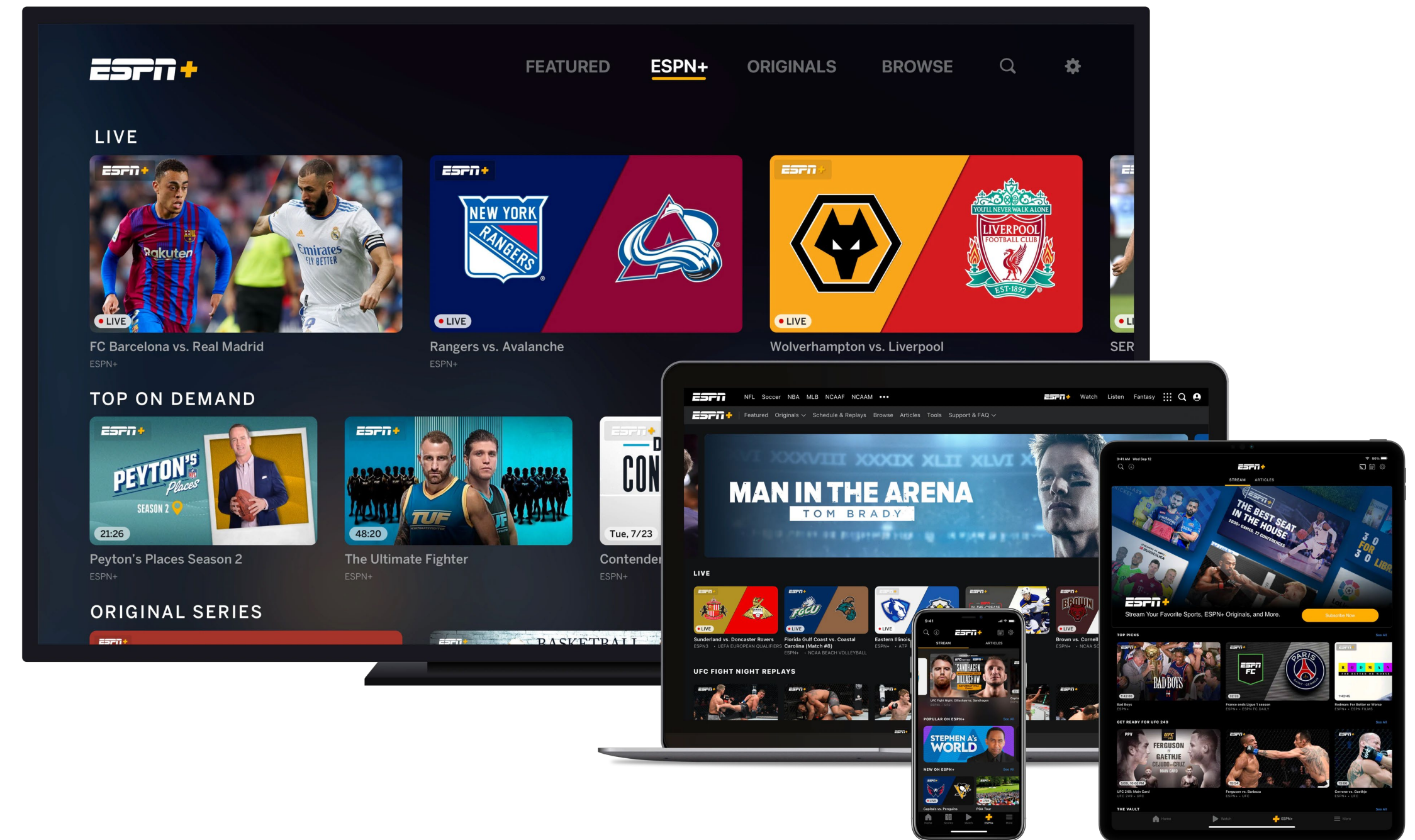
THE SUCCESS OF STREAMING

ESPN+ AT A GLANCE

- 22.8M ESPN+ subscribers
 - Up from 14.9M from 2021
- Younger audience than linear, approx. ~50% are 35 or younger
- More **diverse** audience
- More likely to **consume content through digital & social platforms**

LITTLE LEAGUE ON ESPN+

- 43.6M minutes viewed in 2022
 - 31.1M minutes viewed in 2021
 - 12M+ more minutes than 2021 with 11 less games



SOCIAL COVERAGE

2022 METRICS

- 5.6M Total Engagements (up +279%YoY)
- 182.8M Total Impressions (up 180%YoY)
- 90.7M Total Video Views (up 920%YoY)
- 167 of Posts (up 519%YoY)

2022 TOP POSTS

Instagram

- 856.9K Engagements (5x Avg)
- 7M Impressions (3x Avg)
- 6.95M Video Views

Facebook

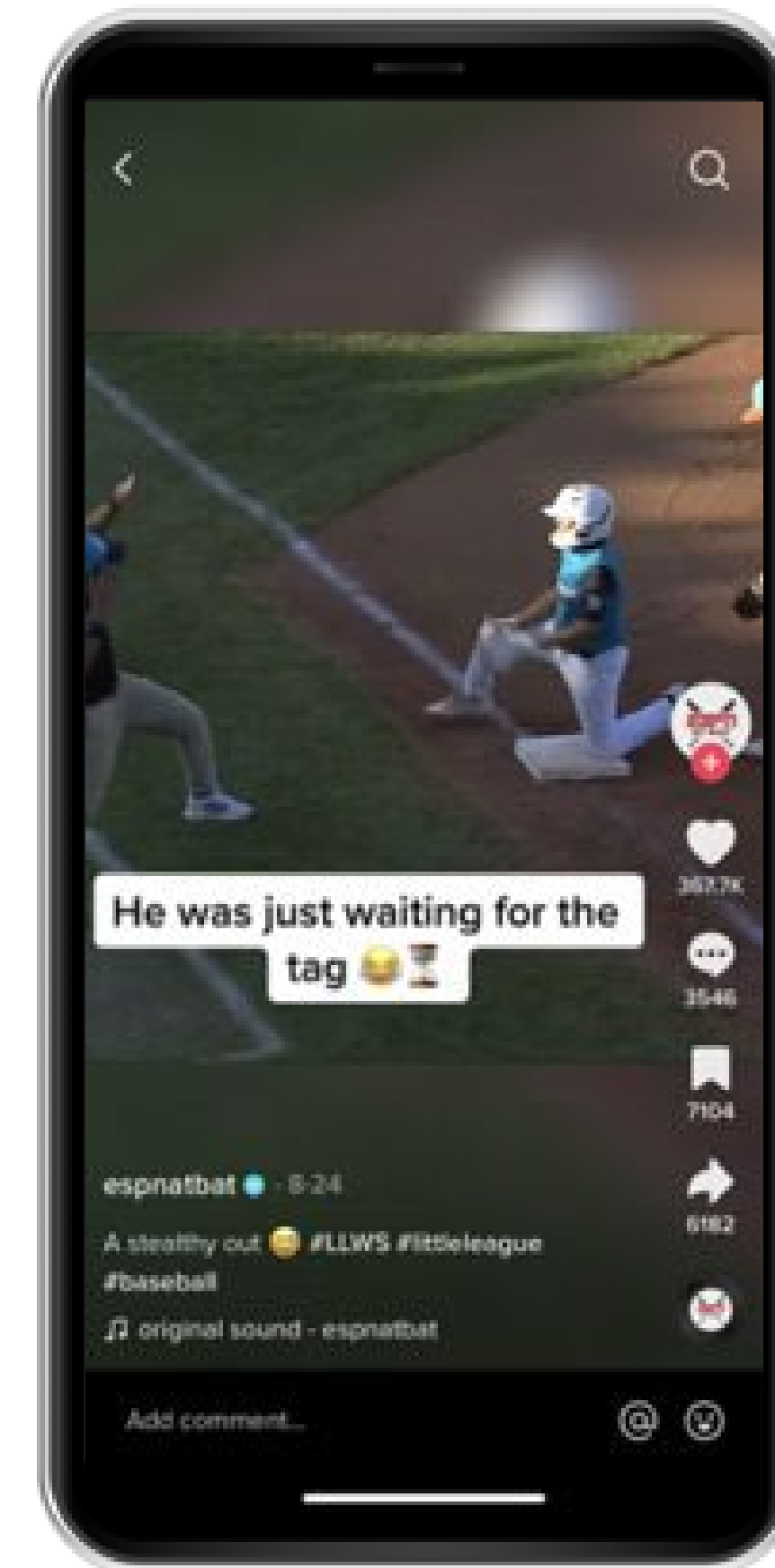
- 388.9K Engagements (17x Avg)
- 14M Impressions (12x Avg)
- 6.37M Video Views

TikTok

- 250.5K Engagements (6x Avg)
- 8M Impressions
- 4.16M Video Views

Twitter

- 79.5K Engagements (26x Avg)
- 17M Impressions (21x Avg)
- 3.8M Video Views



REACH LITTLE LEAGUE FANS ONLINE WITH ESPN'S BASEBALL TIKTOK ACCOUNT

@ESP NATBAT LAUNCHED IN APRIL '22 AND IS ALREADY A
HOMERUN!

Fans can relive Little League's most iconic and memorable moments.



71 / 29

Male to Female % Split



**MAKE YOUR
BRAND A
PART OF THE
CONVERSATION
WITH ON TIKTOK!**



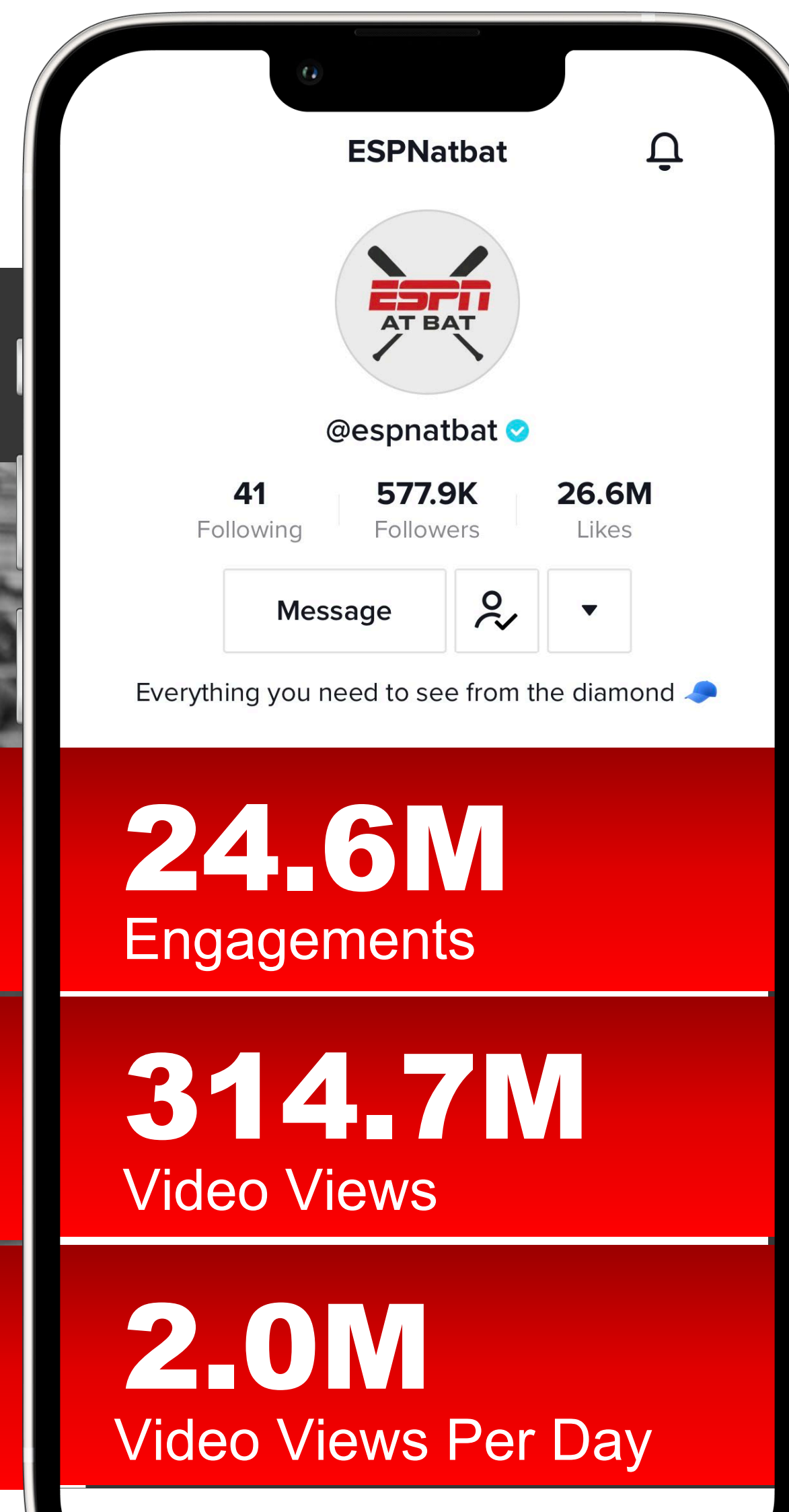
24.6M
Engagements



314.7M
Video Views



2.0M
Video Views Per Day



LET'S TALK SPONSORSHIP OPPORTUNITIES

✓ Technology



✓ Fan Segments



✓ Instructional Segments



✓ On-Site Activations

✓ Custom Integrations

MLB LITTLE LEAGUE CLASSIC



SUNDAY AUGUST 20, 2023
BOWMAN FIELD



- ✓ 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

WHAT TO KNOW

2023 SPONSORSHIP PACKAGES

- ✓ Packages were released for official “First Look” on January 10th , Official Sponsors will have until February 6th 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.
- ✓ One spend with Disney guarantees presence in both the Little League Baseball and Softball World Series Tournaments.
- ✓ Official Sponsors who purchase a “full strip” of features will receive feature exclusivity in their category.
- ✓ EVI requires spend with Disney.
- ✓ Packages are a starting point, let us help you customize!



THANK YOU!