

LITTLE LEAGUE® 2024

ALL PARTNER CALL



*little
league*



February 20, 2024



2024

Welcome New Partners



Partnership Spotlight



Ball Park of Dreams

- Strategic Priority:
 - Providing opportunity through field renovations and sponsorship

- 2024 Recipients:
 - Serra Mesa LL (San Diego, Calif.)
 - Drexel Hills LL (Philadelphia, PA)
 - South Garland LL (Dallas, Texas)

- Renovations may include:
 - New soil and grass
 - New bases
 - Fence repairs
 - Planting trees

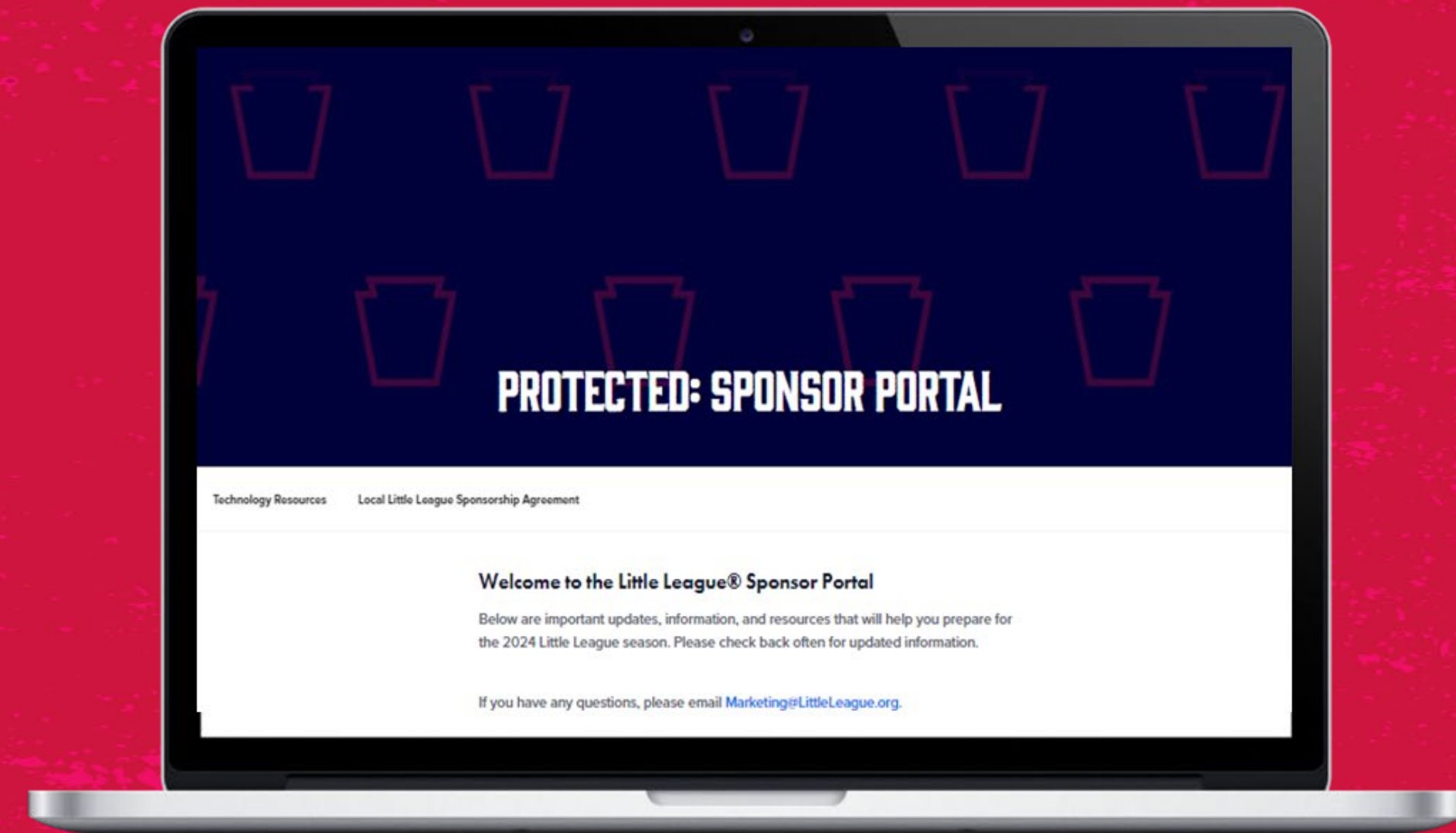


LLWS ACTIVATION GUIDE

Overview

Sponsor Portal

- Serves as an important resource that contains various tools to support planning throughout the year
- New Updates include:
 - 2024 LLWS **Activation Guide**
 - 2024 Sponsor Summit Resources
 - World Series Logos
 - 2023-2024 Checklist
 - Monthly Call PPTs and Recordings
- LittleLeague.org/SponsorPortal/
 - Password: Diamond1939



Activation Planning

Concepts should include:

- General Overview
- Footprint Request
- Schedule/On-site Dates
- Giveaway Items
- Digital / Social Activation
- Activity Ideas
 - Booth Games
 - Fan Experience
 - Sweepstakes Plans
- LLSWS Specific Activity Ideas
 - Girls With Game Celebration
 - Player Rec Room

Due Date:

- **April 5th for LLBWS & LLSWS along with plans to attend Regional and Divisional WS events**

Final Plans should include:

- Creative Visuals
- Digital / Social Activation / Assets
- Staffing Plans
- Mascot Involvement
- Storage Needs
- Special Guests
- Product Sales
- LLSWS Specific Involvement
 - Girls With Game Celebration
 - Player Rec Room

Due Dates (no later than, earlier appreciated):

- **May 31st for LLSWS, Region & Teenage Divisions**
- **June 14th for LLBWS**

Acceptable file formats includes PowerPoint or .PDF preferred with appropriate visuals



Live LLWS Planning Trackers

- Used to help track individual sponsor deliverables leading up to the World Series
- Including:
 - Region and Division Participation
 - Ticket Requests
 - WS Program Participation
 - App Asset Updates
 - Shipment tracking
- Sponsors are asked to play an active roll in filling out these live trackers

Total LLWS Asset Overview		
Due Date	Asset	Submitted Y/N
5-Jan	LLBWS & LLSWS Scoreboard Logo Files	
5-April: LLBWS & LLSWS Concepts 28-April: Reg & Div Tournament Participation Form 31-May: Final Reg, Div & LLSWS Plan 14-June: Final LLBWS Plan	LLBWS Activation Footprint Size & General Plan	
	LLSWS Activation Footprint Size & General Plan	
	Regional Site Locations & General Plan	
	Divisional Site Locations & General Plan	
5-April: Participation Confirmation 28-April: All WS Drafts 18-May: All WS Final	Program Ad	
5-April: App Commitment 31-May: Solutions defines and waiver finalized 8-July: All assets for the LLSWS 19-July: All assets for the LLBWS	LLWS App	
28-April: Background Check Online Link Open TBD: Complete	Background Check & Credential Request	
28-April: Participation Confirmation 6-week prior to each event: Reg & Div Items delivered to Tournament Site(s) 19-July: LLBWS Items delivered to Williamsport	Giveaway Items	
31-May	PA/On-Air Brand Name Confirmation	
14-June	LittleLeague.org LLWS Activation Copy (for LLSWS & LLBWS)	
14-June	Contractual Pre-roll Advertising	
	Videos	
	Banner Ad	
14-June	URL	
	Grand Slam Parade Sponsorship Commitment	
	Updated Banner Ads for Daily LLWS Newsletter (+ recommend Partner Content Page Updates)	
8-July	728 x 90	
	300 x 50	
	300 x 250	
	1800 x 450	
8-July: Requested 19-July: Finalized	LLBWS Load-in Date/Time (including storage needs)	
8-July: Requested 19-July: Finalized	LLBWS Ticket, Meal, Parking & Museum Passes	
8-July	LLBWS Power & Internet Requirements Form	
8-July	Content Capture Overview (All Tournaments)	
28-July	Emergency On-Site Contact	
	Name	
28-July	Phone Number	
	Activation Displays and Premiums Items - Delivered to Williamsport	
8-August	Activation Displays and Premiums Items - Delivered to Williamsport	



World Series Program Ads

- Total of 7 Ad Opportunities Available
 - Little League Baseball World Series
 - Little League Softball World Series
 - (5) Teenage Divisional World Series
- Creative Timeline:
 - Confirm Participation by **April 5**
 - Program Ad Drafts Due **April 26**
 - Final Program Ads Due **May 16**

*Specs vary for each event, please see Activation Guide for event specific specs.



Hotel Planning / Booking Process

Williamsport

- Accommodations are extremely limited, but room blocks are available at nearby hotels
 - Rooms cannot be guaranteed.
 - Prices typically ranges from \$200 -300 per room / per night
- Reach out to marketing@littleleague.org to discuss your needs
- Once partners are all placed, we will connect you with the appropriate hotel to take over ownership of rooms
 - All requested room nights or quantities required may not be able to be accommodated
- A complete list of hotels in Williamsport and the surrounding area is available on the [Sponsor Portal](#) or at this link: [Williamsport Hotels](#)



Hotel Planning / Booking Process

Greenville

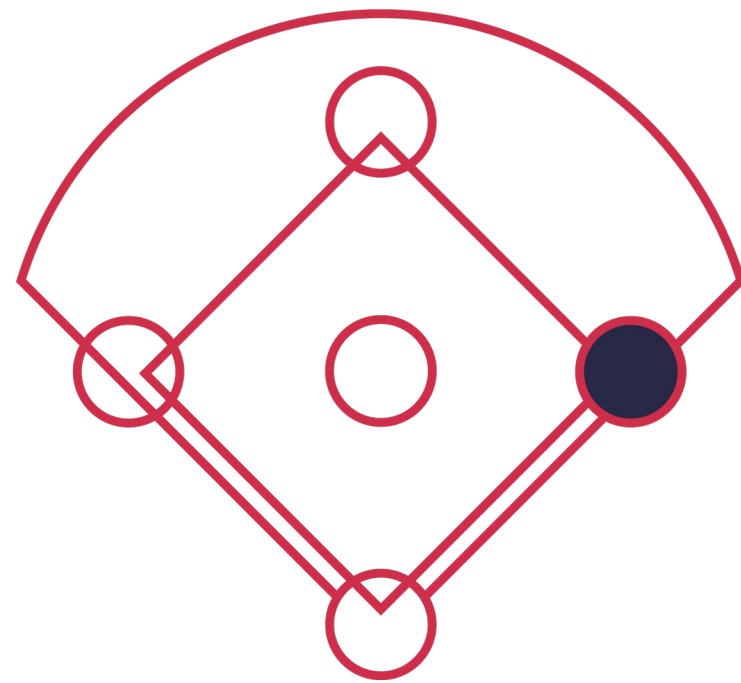
- More options are available, recommend properties below:
 - [Holiday Inn Greenville](#)
 - [Hilton Greenville](#)
 - [Hampton Inn Greenville](#)
- No standing room blocks, but reach out to marketing@littleleague.org if you require assistance booking rooms



REGIONAL ROUNDTABLE

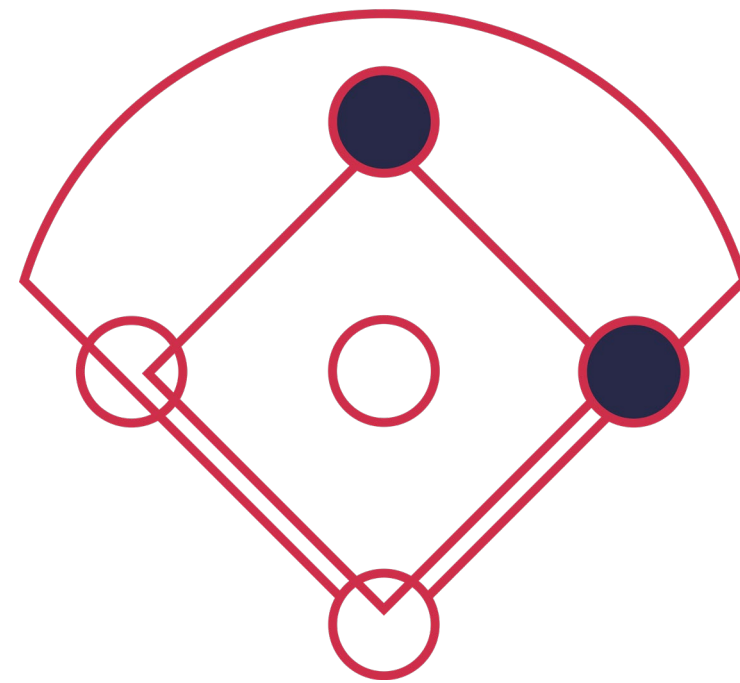
updates

Organizational Identity



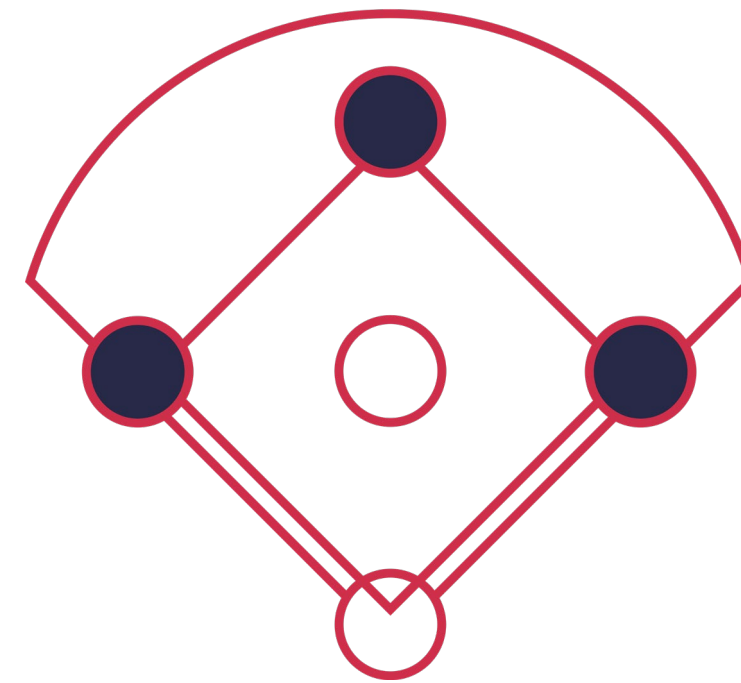
PURPOSE

To positively impact youth and communities.



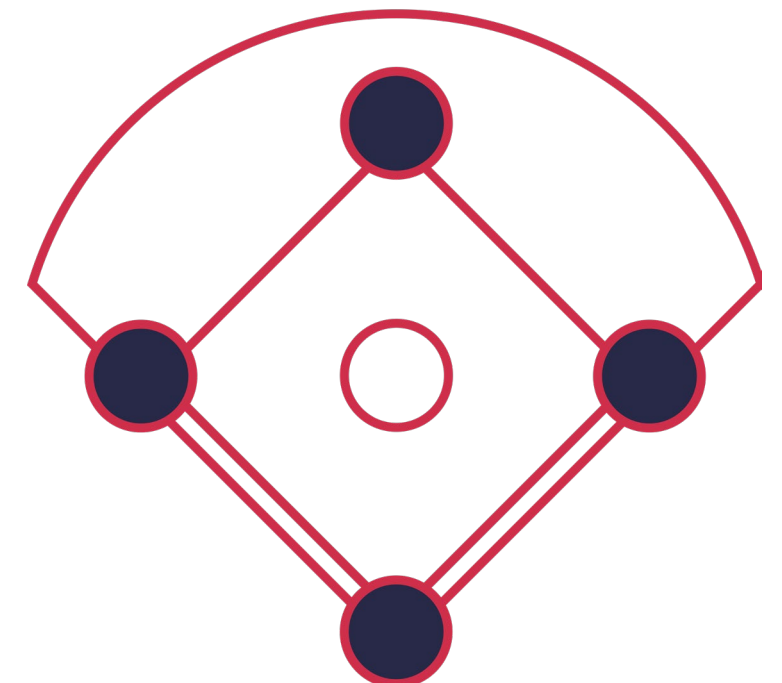
VISION

As the world's preeminent and most respected youth sports organization, we will inspire and shape future generations.



MISSION

Little League believes in the power of youth baseball and softball to teach life lessons that build stronger individuals and communities.



VALUES

- Teamwork
- Community
- Inclusion
- Fun
- Integrity





GIRLS
with
GAME



For 50 years, we've raised up the courageous women who came before us. The ones who spoke out and carried the team on their backs.

The ones who dug deeper, pushed harder — even when it felt like the bases were being pulled farther and farther away from them.

But it isn't enough to just raise our heroes up.

We have to be them.

For the love of the game and the love of our team. We can't get used to the way it is. And we can't say thank you for what's left over.

We won't wait for someone to open the gate for us. We are taking our rightful place on the field. In the dugout. Leading the team. Now.

All the naysayers? They got one thing right:

Girls should be at home.

And at first.

And second.

And short.

And anywhere we want to play.

Because we belong here. This is our Little League.

And we'll give every inning our all. Just like our heroes showed us.

We'll rally our communities, and keep the game thriving, until the world stops playing favorites, and starts playing fair.

We'll get loud, and keep the chants going, until we no longer need to have this conversation.

After 50 years, we're unstoppable.

We are Girls with Game, and we're changing our game forever.

Little League® to hold its first-ever girls baseball event named after original Girl with Game, Maria Pepe



Batter UP

February 16th – May 15th

- Promotion:

- Email Blasts (5)
- Social Media (5)
- Banner Ads

- New Featured Tiles:

- Relevant Timing
- Sponsor Offers
- Programming

- Specs:

- Tile Creative (855x480)
- Offer title [< 50 characters including spaces]
- Offer details [<120 characters including spaces]
- CTA button (e.g. Shop Now)
- Link/PDF



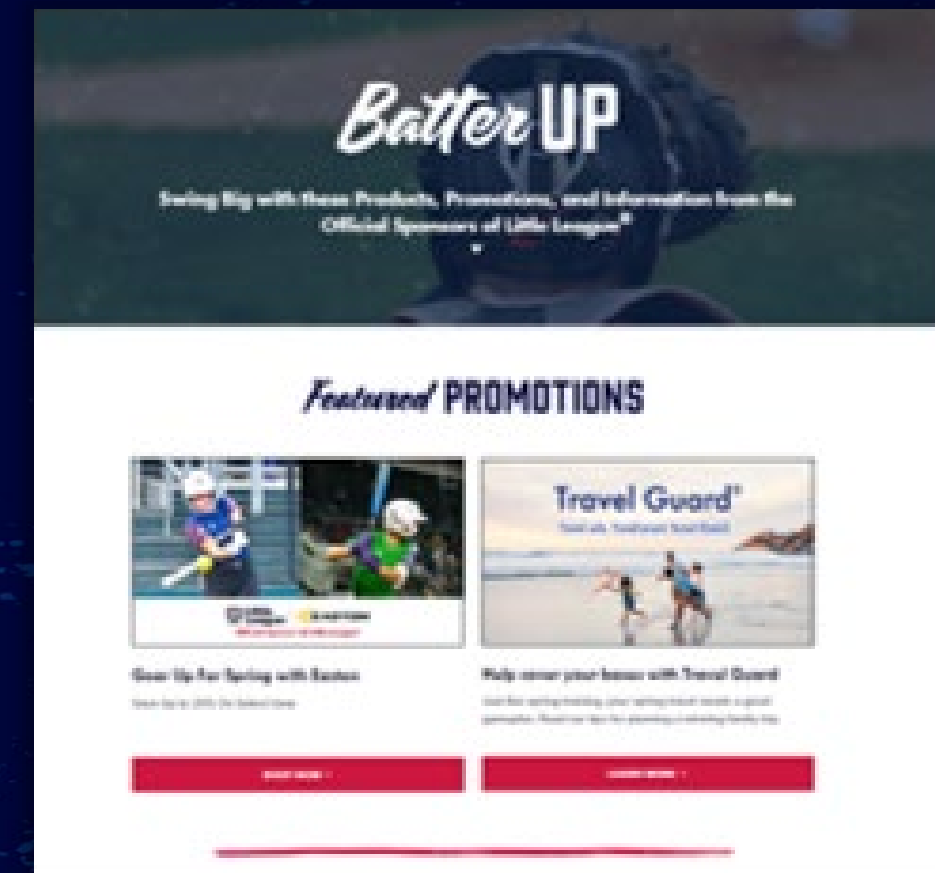
Little League
Batter UP

Swing big with these
PRODUCTS, PROMOTIONS, AND INFORMATION
from the Official Sponsors of Little League®

[Learn More](#)

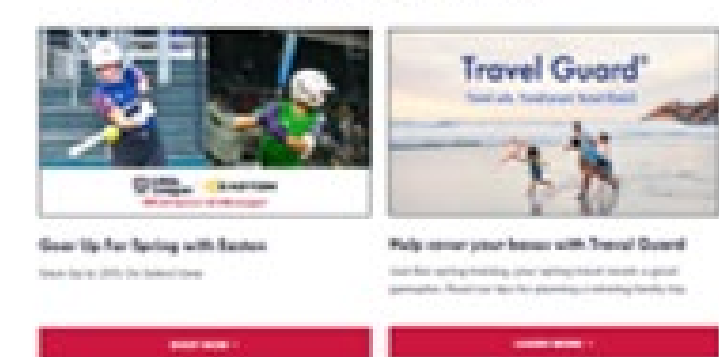


ADIDAS AD STAR CAPITAL ONE DICK'S
EGG-LAND'S BEST EASTON ESPN GAMECHANGER
G LANCE PLAYBALL MUSCO
NATURESWEET Travel Guard® T-Mobile



Batter UP
Swing big with these Products, Promotions, and Information from the Official Sponsors of Little League®

Featured PROMOTIONS



Gear Up for Spring with Easton
Help enter your team with Travel Guard

Next All Partner Call

MARCH 19TH AT 3PM ET

Junior League Baseball World Series

AUGUST 4TH – 11TH

2024 Sponsor Summit

NOVEMBER 13TH – 14TH





Please Join Us for Our

Sponsor Summit

Wednesday, November 13, 2024

Evening Welcome Reception Hosted by **ESPN**

Thursday, November 14, 2024

9:00 a.m. – 3:00 p.m. (tentative)

2024 Sponsor Summit Presentation

Lorien Hotel & Spa

1600 King Street, Alexandria, Virginia 22314

*Booking link, additional information and agenda to follow.
Email Marketing@LittleLeague.org to confirm your interest
and note if you'd like to schedule any additional
meetings around this event.*