



LITTLE LEAGUE® FILMING GUIDELINES FOR ALL FORMS OF MEDIA

Little League encourages advertisements and promotions related to its program, supporting Little League's ideals. Advertisements and promotions should be generally supportive of Little League values and attributes and not in conflict with its mission and fundamental principles.

GENERAL GUIDELINES

- Provide Little League notice of intent to produce a commercial spot/schedule a video shoot eight to twelve (8-12) weeks prior.
- A draft of the proposed script/story board should be submitted to Little League Marketing in advance of final production. Please allow a minimum of 72 hours for internal review.
- A rough cut of the video before final production, should be submitted to Little League Marketing for review. Please allow a minimum of 48 hours for internal review.

CONTENT/MESSAGE GUIDELINES

- Little League is a youth organization; therefore all content should be in good taste and be family friendly, depicting teamwork and sportsmanship.
- Advertisements that feature children should carefully consider the point of view of safety of children and should not show them doing acts that might endanger themselves or others.
- Sourcing professional talent/actors of varied backgrounds and gender is preferred. Little League can assist with Little League branded uniforms for use during filming.
- Clinic/Skill/Game activity depicted must follow Little League rules and be in accordance with our training protocols (e.g. pitch count/arm safety, no head first slides at LL age, batters always wearing a helmet, etc.). For additional points of reference and clarity, please look to our support document, [Appearance of Little Leaguers in the Media](#).
- When sourcing product for use current Little League, partners should be utilized. Little League equipment and apparel to be used – Easton licensed bats, catcher's gear, gloves, batting gloves, cleats, along with New Era Caps. Unbranded equipment and apparel will also be considered by Little League if commercial/photo content will be used for several years.
- Game footage of Little League World Series teams in any division may be utilized. If you are interested in pursuing use of game footage, contact Little League marketing to discuss licensing procedures for footage via ESPN.
- Children depicted as a Little Leaguer® either verbally or by inference, that appear on television, in video or in any advertisement, must follow the [Appearance of Little Leaguers in the Media](#) guidelines.
- You will need to capture releases from subjects that are being featured. Little League will need to review the waiver/release copy, which must include the following, along with hold harmless language in the indemnified parties section.
 - Little League Baseball, Incorporated makes no claims or representations regarding the statements, commercial products or manufacturer contained in this statement, advertisement, video or otherwise. Any reference herein to Little League Baseball, Incorporated does not constitute or imply its endorsement, recommendation or favoring of any commercial product or process. Little League Baseball, Incorporated makes no warranty, express or implied, including the warranties of merchantability and fitness for a specific purpose, and does not assume any legal liability or responsibility for the accuracy, completeness or usefulness of any information, product, process or results contained herein.
 - Little League Baseball, Incorporated should be listed in the indemnified parties section of the rules including release of all liability/hold harmless language.

CONTEST/SWEEPSTAKES RULES GUIDELINES

GENERAL GUIDELINES

- Provide Little League notice of a sweepstakes or contest six (6) to eight (8) weeks prior to filing/bonding administration.
- Supply a marketing plan for the contest or sweepstakes.
- Prior to bonding; a draft of the final Official Rules (including abbreviated version) should be submitted to Little League Marketing for review. Please allow 48 hours for internal review.
- Rules must be legally bonded before launch of the contest/sweepstakes.

CONTEST/SWEEPSTAKES OFFICIAL RULES CHECKLIST

- List Little League Baseball, Incorporated as an “entity” in sweepstakes administration
- Little League Baseball, Incorporated should be listed in the indemnified parties section of the rules including release of all liability/hold harmless language.
- Include Little League Baseball, Incorporated in “grant of rights/permission for use” language.
 - Providing permission for Little League to have the ability to utilize images and likeness in any and all forms of media that may be captured by you or submitted by the entrant.
- Prizing: LLBWS tickets are available to you for prizing options. Please let us know your potential needs in advance to ensure appropriate accommodations.
- In working through Little League, national partners may collaborate to provide prizing for a contest or sweepstakes. Please coordinate this request through the Little League Marketing team if of interest.
- Contest or Sweepstakes name should reflect your organization as the lead and may include
- “Little League” if part of criteria for entry. Prior to finalizing, name concepts should be shared with Little League Marketing for consideration.
- Please utilize the [Appearance of Little Leaguers in the Media](#) guidelines when creating the rules for your contest or sweepstakes to ensure that patches and other appropriate equipment requirements of Little League are included in submissions.
- Rules for contests, specifically, should also reference a reflection of teamwork and sportsmanship within the judging criteria if applicable.
- Include Little League Baseball, Incorporated employees in the listing of ineligible participants in the promotion.