

A group of Little League baseball players in orange and white uniforms are celebrating on the field. They are wearing orange helmets and orange jerseys with white pants. The players are huddled together, some with their arms around each other. The background shows a crowd of spectators in the stands.

LITTLE LEAGUE® & GATORADE

11.14.18

BRAND OVERVIEW



MISSION

In everything we do, we strive to:
FUEL ATHLETIC PERFORMANCE

BELIEF

We believe:
**ATHLETIC PERFORMANCE IS DRIVEN
FROM THE INSIDE**

OUR PROMISE

Gatorade provides athletes with:
**SCIENTIFIC KNOWLEDGE TO HELP
IMPROVE THEIR PERFORMANCE**

A WINNING PARTNERSHIP

FUELING LITTLE LEAGUE[®] ATHLETES

SINCE 2011

FUELED THROUGH NATIONAL & LOCAL SUPPORT

1.1 MILLION ATHLETES

NATIONAL SUPPORT

HYDRATION & EDUCATION PROVIDED AT :

LITTLE LEAGUE® SUMMER CAMPS

LITTLE LEAGUE® REGIONALS

LITTLE LEAGUE® DIVISION CHAMPIONSHIPS

LITTLE LEAGUE® WORLD SERIES

6,100 ATHLETES
19 EVENTS

WORLD SERIES SUPPORT

EXCLUSIVE DUGOUT EXPERIENCE

AUTHENTIC MLB SET-UP

GATORADE SQUEEZE BOTTLES
PROVIDED TO EACH ATHLETE



PIN DISTRIBUTION

CO-BRANDED LLWS & GATORADE
“DUNK” PIN

DISTRIBUTED TO THOSE WITH THE
MOST GATORADE SPIRIT ON-SITE



LOCAL SUPPORT

GATORADE HYDRATION PACKS ARE AN ESSENTIAL COMPONENT OF EVERY LITTLE LEAGUE® SEASON

- HYDRATION PACKS INCLUDE:
 - ONE HYDRATION KIT FOR EACH PLAYER ON THE TEAM
 - ONE COACHES KIT
 - EDUCATION COLLATERAL DETAILING THE IMPORTANCE OF HYDRATION
- 86% PARTICIPATION RATE

“I REALLY THINK THAT DISTRIBUTION OF THE GATORADE BOTTLES WAS A **GREAT REMINDER** FOR PARENTS TO SEND A DRINK FOR THEIR CHILD TO KEEP THEM HYDRATED. ALL MY TEAM KIDS HAD A BOTTLE AT EVERY GAME.”

“BECAUSE OF THE **GATORADE HYDRATION PACKS**, I HAVE ADDED A PIECE OF HYDRATION TO MY TEAM’S COMMUNICATION TO PARENTS.”

250,000
ATHLETES REACHED

BEYOND THE SIDELINES

EXTENDING OUR REACH BEYOND THE FIELD OF PLAY

WILLIAMSPORT CONCESSIONS
PEPSI SERVES AS THE OFFICIAL
BEVERAGE PROVIDER

DIGITAL INTEGRATION
WORLD SERIES SOCIAL AMPLIFICATION

BANNER AD INCORPORATION THROUGH
NEWSLETTERS AND LL WEBSITES

EDUCATIONAL ASSETS
HYDRATION MESSAGING INCORPORATED
ON-SITE AND THROUGH VARIOUS LL
COMMUNICATION PLATFORMS

THANK YOU!!!!

