

LITTLE LEAGUE® 2024

ALL PARTNER CALL



*little
league*



January 16, 2024

purpose

ALL PARTNER CALLS



2024

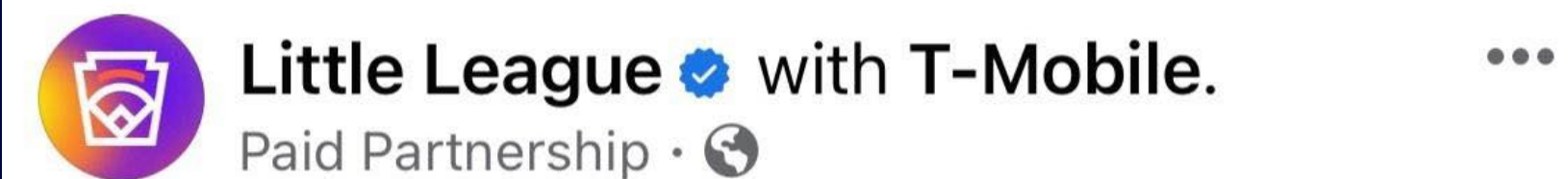
Welcome New Partners

BEEF. IT'S WHAT'S FOR DINNER.®

Partnership Spotlight



- Strategic Priority:
 - Access and equity
- Partners / Funders:
 - T-Mobile
 - Little League
 - Every Kid Sport
- Grant Program Statistics:
 - Over \$5 million awarded since 2020
 - 47,000 grants awarded
 - 36% new to Little League program
 - Average grant award: \$128.00



The T-Mobile Little League Call Up Grant is back for another season!

Registration fees have been covered for 47,000+ Little Leaguers since the program launched in 2020. Learn more about the program here: <https://www.littleleague.org/call-up-grant-program/>



108

21 comments 698 shares

2024

All Partner Call - January

UPCOMING *Little League* MILESTONES

1. REGULAR SEASON

2. REGIONAL ROUNDTABLES

3. GIRLS WITH GAME MONTH / GWG50



CELEBRATE WITH LITTLE LEAGUE®

GIRLS WITH GAME MONTH

MARCH 2024

GIRLS
with
GAME

LEARN MORE AT
LITTLELEAGUE.ORG/GIRLSWITHGAME

 **#GirlsWithGame**



LITTLE LEAGUE® GIRLS WITH GAME MONTH

OVERVIEW

LITTLE LEAGUE® WILL CELEBRATE GIRLS WITH GAME DURING THE MONTH OF MARCH 2024 IN HONOR OF NATIONAL WOMEN'S HISTORY MONTH.

- **THERE ARE PLENTY OF WAYS TO GET INVOLVED AND ENGAGE AND WE HOPE YOU JOIN US IN THIS YEAR'S CELEBRATION.**

LITTLE LEAGUE® GIRLS WITH GAME MONTH

How to get involved

- 1 Engage.
- 2 Create.
- 3 Share.



How to get involved

1 Engage.

- Comment, and share content from Little League official digital / social channels
- Review Little League's March content calendar for opportunities or content
- Review the Girls with Game landing page at LittleLeague.org/GirlsWithGame.
- Little League will interact with sponsor posts/engagement (comments, shares, etc.), around Little League and Girls With Game content.



LITTLE LEAGUE® GIRLS WITH GAME MONTH

How to get involved

Create.

Create your own GWG ideas to support the initiative. Ideas could include:

- **Quote Graphics:** Share with us a quote from a notable person at your organization, and we can style it with our GWG branding to share.
- **Alumni Spotlights:** Let us know if you have a notable Little League grad on your team we can spotlight (we can help with research for you!).
- **Custom Web Banner Ads:** Feel free to update your current banner ads with something custom to celebrate Girls with Game month in March. The Girls With Game toolkit is available at LittleLeague.org/GWGToolkit.



“

Sport provides experiences and relationships that

Last a lifetime.

Sis Bates
Team USA Softball
adidas Softball Athlete

“

I am where I am today, and who I am, because of what I learned on the playing field — teamwork, the satisfaction of setting a goal and reaching it, resilience, commitment and sportsmanship.

Shawna Ryan
Gatorade
Director, Grassroots Activation



LITTLE LEAGUE® GIRLS WITH GAME MONTH

How to get involved

3 Share.

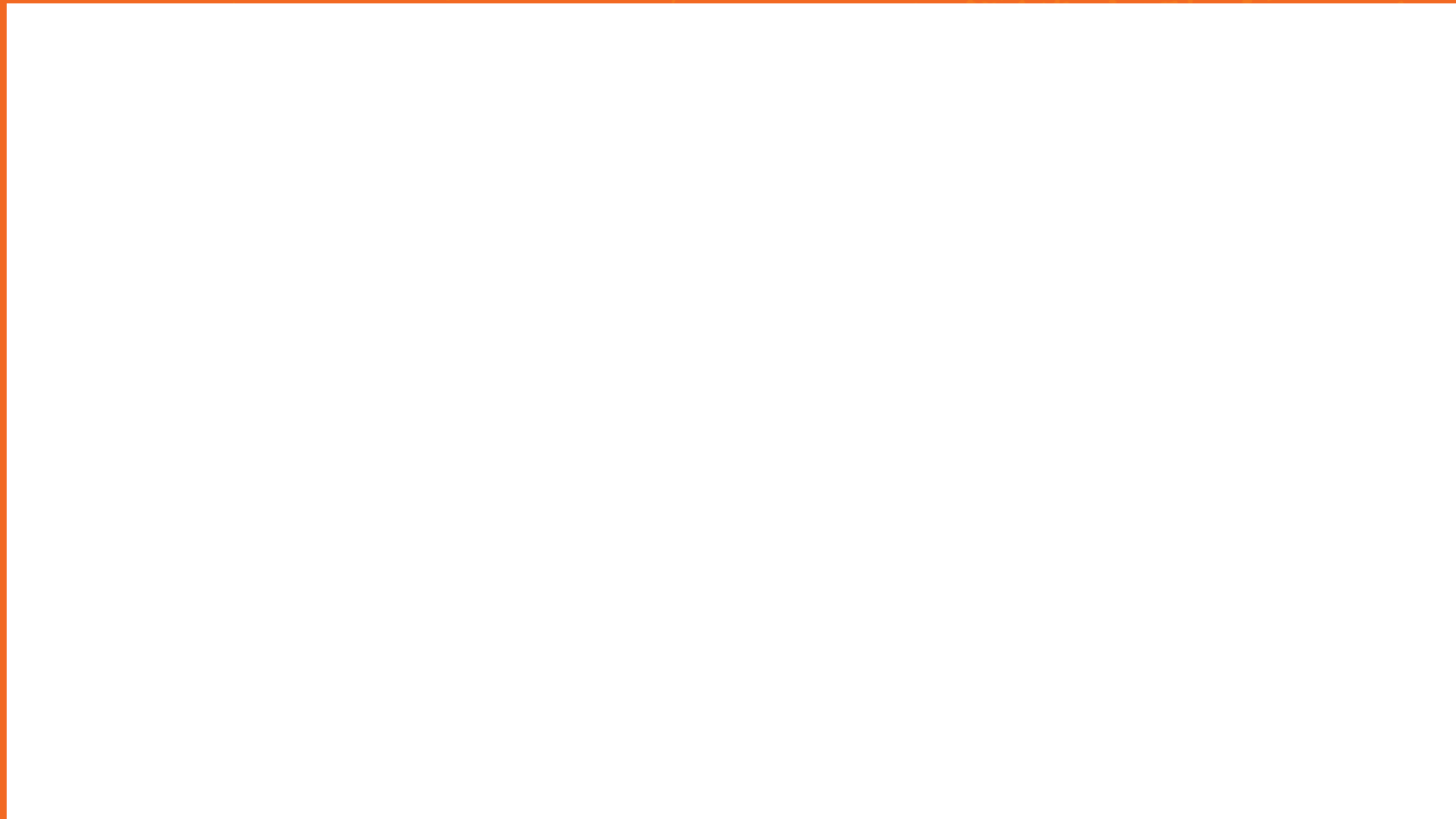
- Share your own ideas for partnering with GWG Month and our extended efforts all year.
- Consider ideas, programming and messages that tie closely to GWG or female participation.
- Consider using GWG hashtags on brand content
- How can this opportunity help your brand leverage our partnership?



LITTLE LEAGUE® GIRLS WITH GAME

#GWG50 Campaign

THIS YEAR, WE *celebrate*
50 YEARS OF GIRLS WITH
GAME IN THE LITTLE
LEAGUE PROGRAM.



LITTLE LEAGUE® GIRLS WITH GAME
#GWG50 Campaign

Proud Supporter

Opportunity to deepen support of female initiatives and GWG50

Elevated Partnership Opportunity*

- Digital and Social Activation
- Event Activation and Recognition
- Year-long inclusion

GWG50 Sponsorship (2024)

- Proud Supporter Level
- Official Sponsor of Girls Baseball Event (June 2024)
- Official Sponsor of Girls with Game Experience (October 2024)
- Inclusion in digital toolkit for Local Leagues
- GWG50 Content Series with sponsorship attribution
- Events: Softball World Series activation, AU Pro Games @ LLSWS**
- Research & Information Sharing
- GWG Grant Program

*limited # of partnership available

**requires partnership with Athletes Unlimited



Reminders
ESPN First Look Packages

Little League Planning

- Photographer / Video Planning
 - Little Leaguers in the Media
- Uniform requirements
 - Patch
 - Player safety elements
 - “Rental” needs
- Use of Intellectual Property
 - Logos
 - Tradenames (Little League, Little Leaguer)
 - Packaging, Retailer Promotions
- Use of game photos / footage
 - Waivers

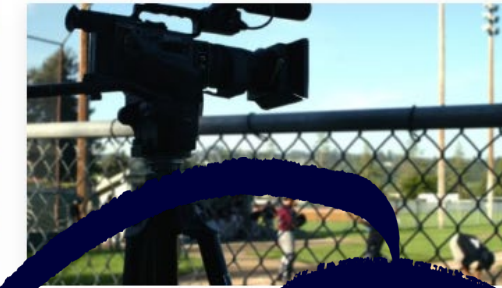
MEDIA RESOURCES

Media resources, policies, and information to help members of the media cover the Little League® program at every level from the local league to the World Series.



MEDIA POLICIES AND CREDENTIAL REQUESTS

- Media Requests
- Local League Media Policies
- World Series Media Policies
- Credential Requests



APPEARANCE AND USAGE GUIDELINES

- Little Leaguers® in the Media
- Radio/TV/Streaming Policies
- Use of Little League® Name/Logos
- One Team. One Little League®.



HISTORY AND INFORMATION

- Associated Terms of Little League®
- Little League® Fast Facts
- History of Little League®
- World of Little League® Museum



Little League Planning

- Sweepstakes and Contests
 - Defined goals
 - Communication plans
 - Tracking metrics
 - Rules and sweepstakes administration
 - Consider international participation



Upcoming Deliverables

- LLWS Activation Guide – coming end of January
 - Activation Concepts
 - Program Advertisements
 - LLWS App Participation
- Due April 5th*
- Annual Checklist
 - Email Blasts & Social Media Post Scheduling
 - LL.org Banner Ads and Partner Content Page Updates
 - Batter Up Draft due 1/17



Next All Partner Call

FEBRUARY 20TH AT 3PM ET

