

**SPONSOR SUMMIT**

**2019**



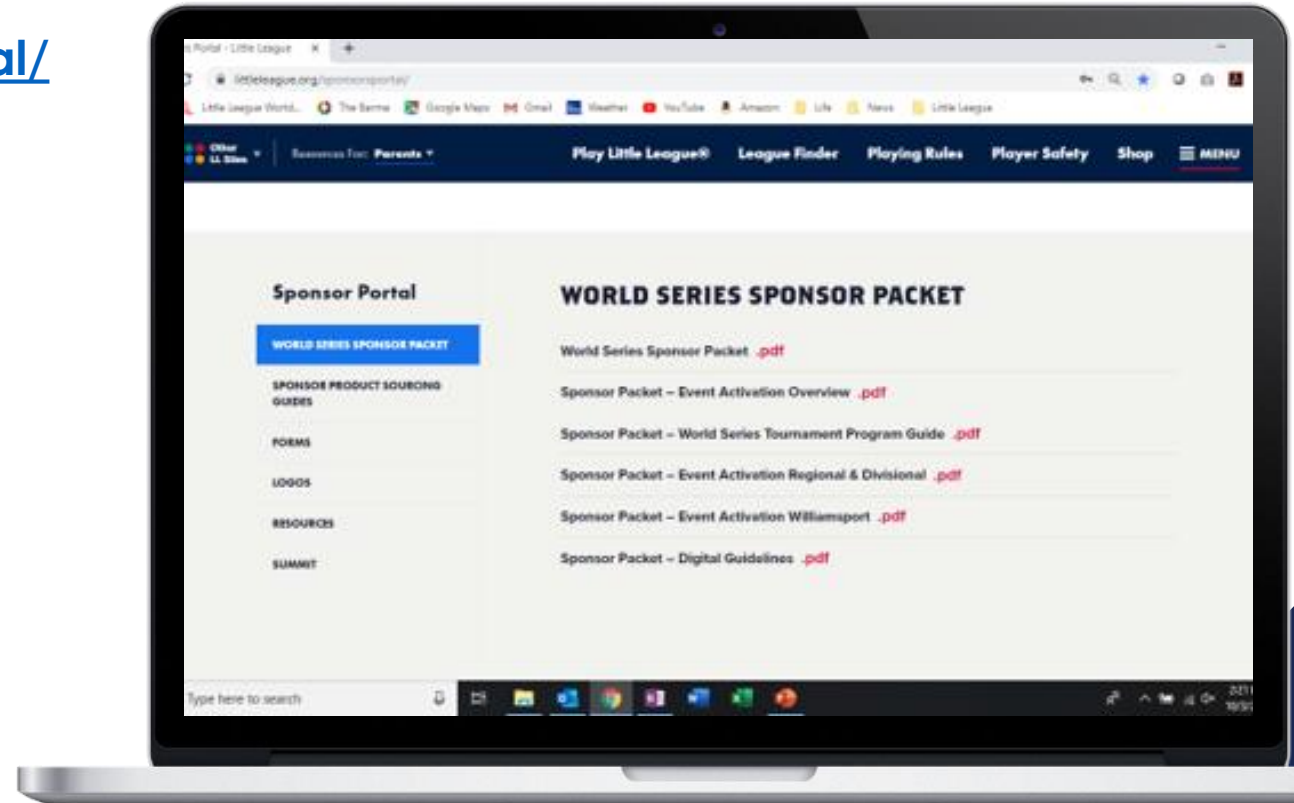
# SPONSOR PORTAL & WIFI INFORMATION

## Sponsor Portal

- <https://www.littleleague.org/sponsorsportal/>
- Password: llws2020

## Meeting Room WiFi

- Select: MGMResorts-WiFi

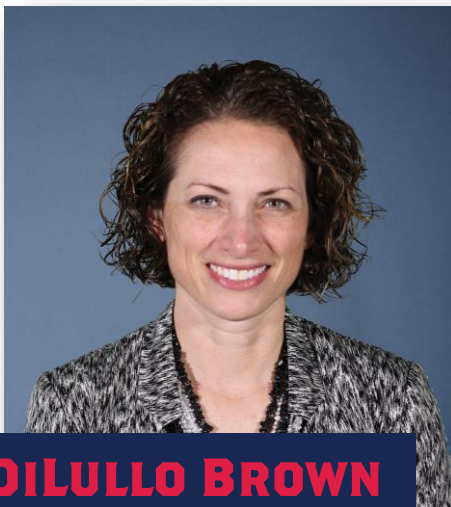




# **WELCOME**

## **Partner Introductions**

# LITTLE LEAGUE® TEAM



**LIZ DILULLO BROWN**

Chief Marketing Officer/ SVP



**DUSTIN SOLOMON**

Senior Director, Marketing



**NICK CARINGI**

Senior Director of Operations & Education



**DALLAS MILLER**

Director of Digital Media



**GRACE CHRISTENSON**

Account Executive, Marketing



**KEVIN FEINBERG**

Account Executive, Marketing



**JENA DALYKAS**

Account Executive, Marketing





**What is your brand's goal for the Little League partnership this year?**



# **LITTLE LEAGUE® PROGRAM UPDATES & HIGHLIGHTS**

**2019 Year in Review**

Thank you to all who volunteered  
their time and energy to the world's largest  
and best youth sports program in 2019,  
and we can't wait for 2020!





# PROGRAMMING AND OPERATIONAL UPDATES





# LITTLE LEAGUE® INTERNATIONAL HEADQUARTERS

EMPLOYEES

**9 REGIONAL OFFICES**

Members of Little League® International and our  
Regional offices are considered employees

**5 UNITED STATES  
REGIONAL OFFICES**

STAFFED WITH LITTLE LEAGUE EMPLOYEES

**4 INTERNATIONAL  
REGIONAL OFFICES**

STAFFED WITH LITTLE LEAGUE EMPLOYEES

**Volunteer  
Positions**



**489  
UNITED STATES**

**655 DISTRICT  
ADMINISTRATORS  
WORLDWIDE**



**166  
INTERNATIONAL**

**Volunteer  
Positions**



**5,107  
UNITED STATES  
LEAGUES**

**6,341 CHARTERED  
LEAGUES  
WORLDWIDE**



**1,324  
INTERNATIONAL  
LEAGUES**





## HOMETOWN LITTLE LEAGUE<sup>®</sup> ADMINISTRATION

Leagues are required to re-charter  
With Little League International every year.

All Local League  
positions are volunteers



LEAGUE PRESIDENT

VP

LEAGUE  
VICE PRESIDENT



COACHING  
COORDINATOR



SECRETARY



TREASURER



SAFETY OFFICER



PLAYER AGENT

Required  
positions for  
all leagues

Depending on the size of the league, Board positions and additional volunteers may consist of:



MANAGERS  
& COACHES  
(2 TO 3/TEAM)



UMPIRE IN  
CHIEF



SOFTBALL  
VICE PRESIDENT



CHALLENGER  
VICE PRESIDENT



UMPIRES



TEAM  
PARENTS



MARKETING/  
PR MANAGER



INFORMATION  
OFFICER



SPONSORSHIP  
AND FUNDRAISING  
OFFICER



CONCESSIONS  
MANAGER



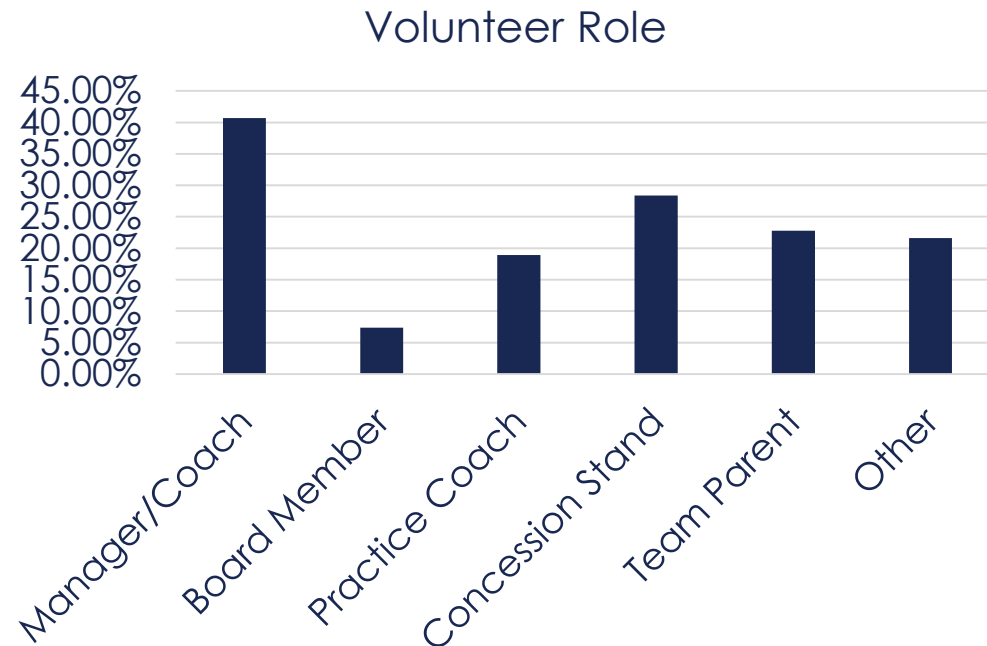
FIELD  
MAINTENANCE

# VOLUNTEERISM: CURRENT VOLUNTEER INVOLVEMENT

- Currently 50.9% of parents are volunteering within their local league.

- **Most common volunteer roles:**

- Manager/Coach
- Concession Worker
- Team Parent
- Practice Coach
- Board Member



- Our goal is to increase volunteerism and make it easier to administer the program

# RULES & REGULATIONS

- **Process for Rules & Regulation Changes**
  - Mandatory Play
  - Tie Breakers
- **Training**
  - Umpires
  - District Administrator Standards
  - Coaches





# REGIONAL ROUNDTABLES

## DATES & LOCATIONS

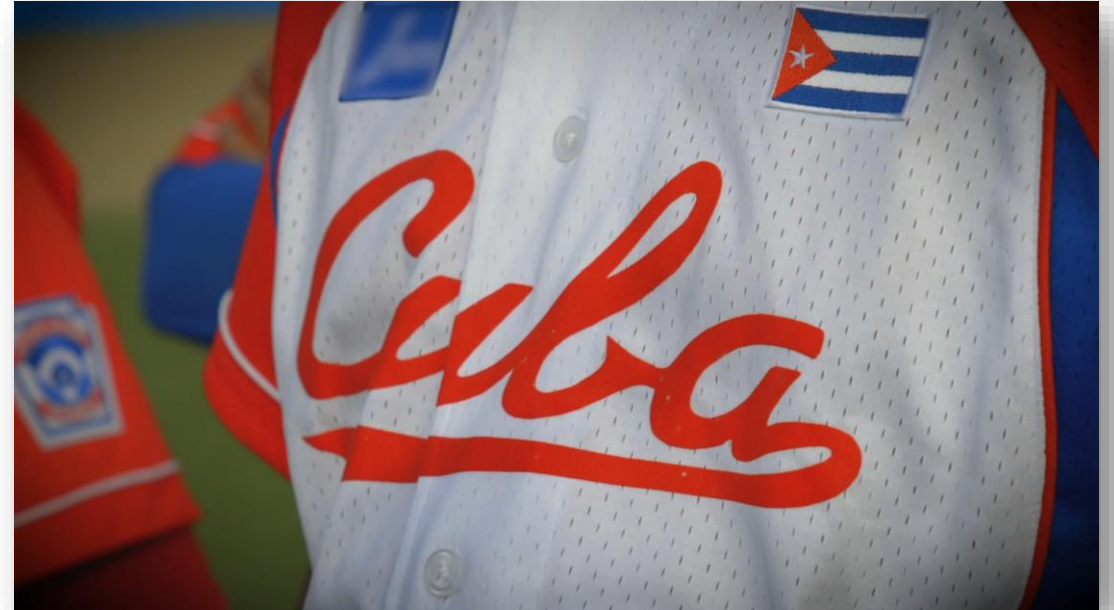
- **West Region – San Diego, CA**
  - January 24-27, 2020
- **Southwest Region – Houston, TX**
  - February 6-9, 2020
- **Southeast Region – Charlotte, NC**
  - February 20-23, 2020
- **East Region – Hartford, CT**
  - March 5-8, 2020
- **Central Region – Cincinnati, OH**
  - March 12-15, 2020



[Learn More here](#) 

# CUBA

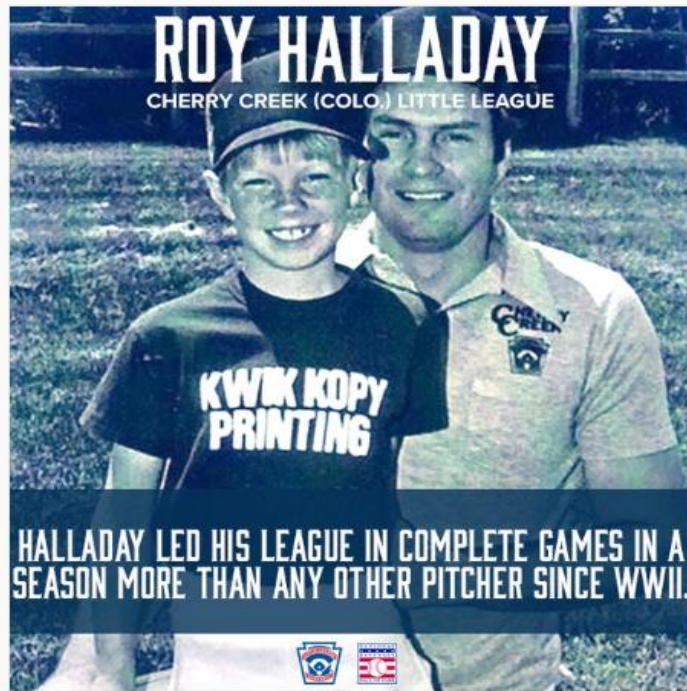
- The Cuban Baseball Federation (CBF) aligned its youth baseball program for children 4 to 12 years old with Little League Baseball®
- Approximately 170 programs were brought to Little League
- Cuba participated in its first ever Little League Regional Tournament for the Caribbean region





# LITTLE LEAGUE® ALUMNI INDUCTIONS

## MLB HALL OF FAME



Steve Keener  
@littleleagueceo

Following

@MLBNetwork from Williamsport, the home of @LittleLeague Baseball..Lamade Stadium scoreboard lit up tonight..congratulations to our own Mike Mussina...



BAINES



HALLADAY



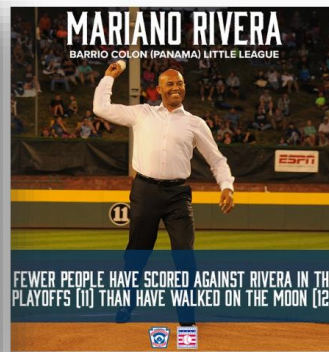
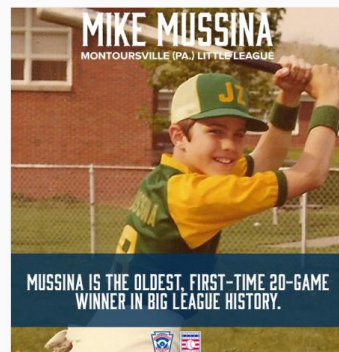
RIVERA



MUSSINA



MARTINEZ





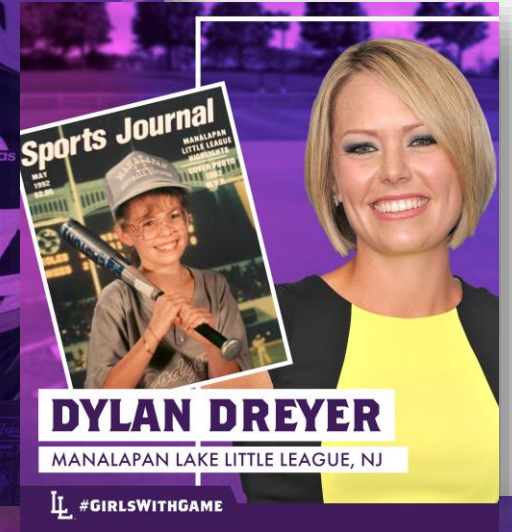
# GRANT PROGRAMMING





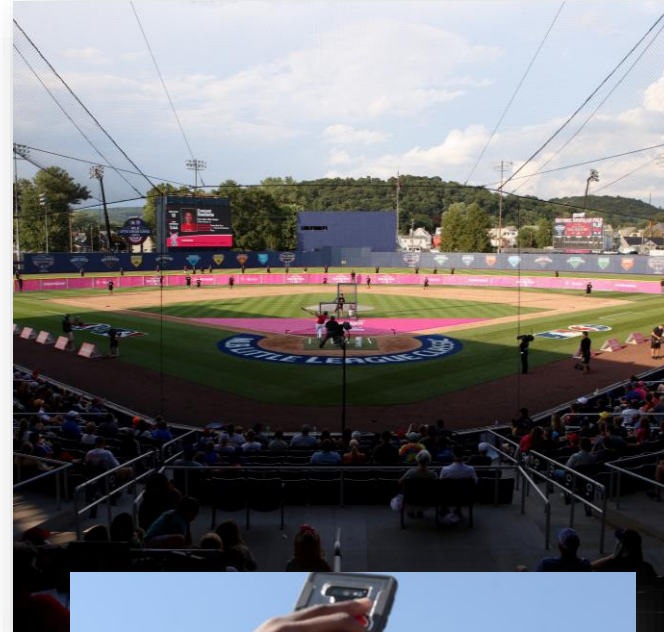
# GIRLS WITH GAME

- Began in March 2019
- Movement to encourage female participation
- Highlight current Little League players and alumni



# PARTNER HIGHLIGHTS

- Formal MLB/Little League Business Arrangement
- T-Mobile Little League Home Run Derby
- adidas partnership and player experience elevation
- MLB Little League Classic





A group of Little League baseball players in light blue jerseys and white pants are celebrating on the field. They are huddled together, with some players raising their arms in triumph. The background shows a green outfield fence and a crowd of spectators in the stands. The text "LOOKING AHEAD" is overlaid in large, bold, red capital letters.

# LOOKING AHEAD

2020 & Beyond





# **LITTLE LEAGUE<sup>®</sup> WORLD SERIES EXPANSION**



# OPERATIONAL IMPACT OF EXPANSION

## LITTLE LEAGUE BASEBALL®

- Beginning in 2021
- Total Teams: 20
- Additional Games: 6
- Schedule: One additional day added to the schedule
  - Tournament will begin on Wednesday



# NEW U.S. REGIONS



# INTERNATIONAL REGIONS

## 2021 LITTLE LEAGUE BASEBALL® WORLD SERIES INTERNATIONAL REGION MAP





# NEW INTERNATIONAL REGION ROTATION

## 2021 LITTLE LEAGUE BASEBALL® WORLD SERIES INTERNATIONAL REGIONS ROTATION PLAN TWO ADDITIONAL TEAMS ADDED EACH YEAR



**2021**

 <b>PANAMA REGION</b>	 <b>PUERTO RICO REGION</b>
Included with larger region  <b>CARIBBEAN REGION</b>	



**2022**

 <b>CUBA REGION</b>	 <b>PUERTO RICO REGION</b>
Included with larger region  <b>LATIN AMERICA REGION</b>	



**2023**

 <b>CUBA REGION</b>	 <b>PANAMA REGION</b>
Included with larger region  <b>CARIBBEAN REGION</b>	

First regions to be represented in 2021 chosen via blind draw at the 2020 LLWS Luncheon



# PROPOSED DAY-BY-DAY SCHEDULE

Day 1 (Wed.)	Day 2 (Thu.)	Day 3 (Fri.)	Day 4 (Sat.)	Day 5 (Sun.)	Day 6 (Mon.)
International (G1)	International (G5)	International (G9)	International (G13)	International (G17)	International (G21)
U.S. (G2)	U.S. (G6)	U.S. (G10)	U.S. (G14)	U.S. (G18)	U.S. (G22)
International (G3)	International (G7)	International (G11)	International (G15)	International (G19)	International (G23)
U.S. (G4)	U.S. (G8)	U.S. (G12)	U.S. (G16)	U.S. (G20)	U.S. (G24)
Day 7 (Tue.)	Day 8 (Wed.)	Day 9 (Thur.)	Day 10 (Fri.)	Day 11 (Sat.)	Day 12 (Sun.)
International (G25)	International (G29)	International (G33)		Challenger Game	Consolation Game
U.S. (G26)	U.S. (G30)	U.S. (G34)		International Championship	World Championship
International (G27)	International (G31)			U.S. Championship	
U.S. (G28)	U.S. (G32)				

# OPERATIONAL IMPACT OF EXPANSION

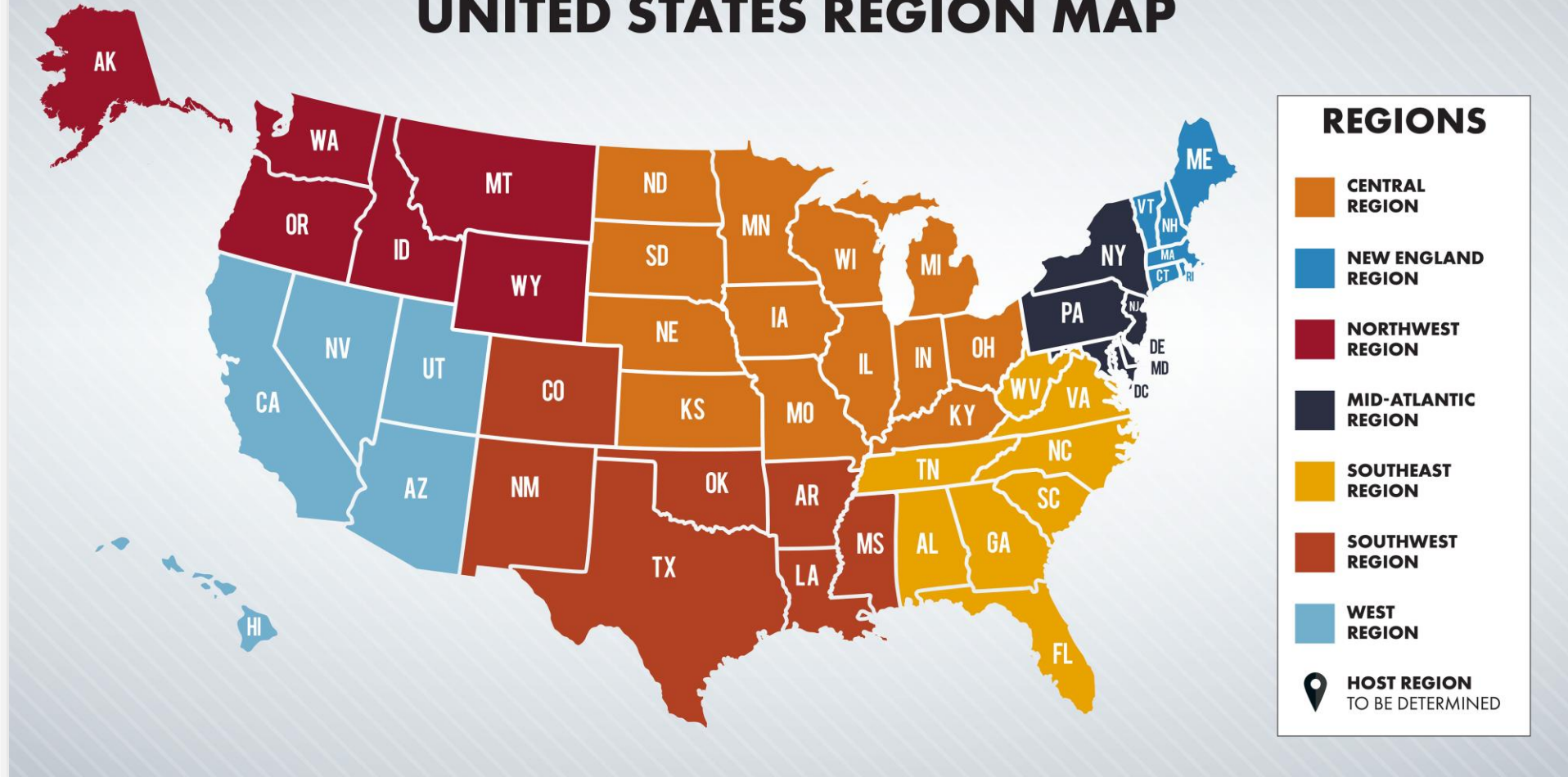
## LITTLE LEAGUE SOFTBALL®

- Overview of expansion and the impact on operations
  - Total Teams: 12
  - Total Games: Modified double elimination will net six fewer games
  - Schedule: No additional days will be added
- Consider day-to-day operational support for local volunteers



# NEW U.S. REGIONS

## 2021 LITTLE LEAGUE SOFTBALL® WORLD SERIES UNITED STATES REGION MAP



# INTERNATIONAL REGIONS

## 2021 LITTLE LEAGUE SOFTBALL® WORLD SERIES INTERNATIONAL REGION MAP







# FACILITY UPGRADES

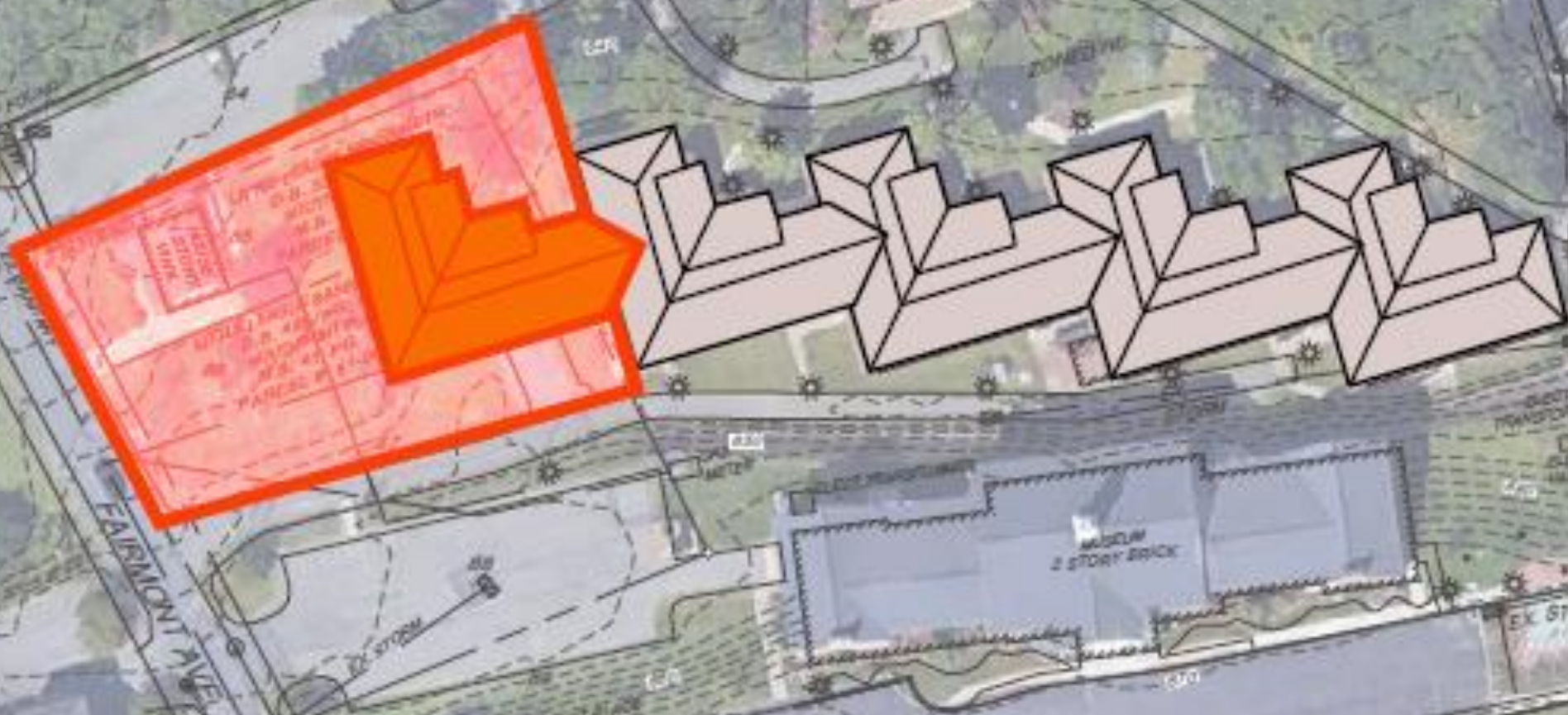
**LLBWS | WILLIAMSPORT, PA**

# TEAM ACCOMMODATIONS

- Additional dorm
- New infirmary
- New laundry facilities
- Additional batting cages
- Lights for practice field
- Studio
- Concession stand upgrades









# COMPLEX UPGRADES

- Additional restrooms
- Concession and gift shop renovations
- Additional parking (hard scape)
- Satellite concessions and restrooms
- Revised layout of fan areas









# INDIANAPOLIS REGIONAL CENTER

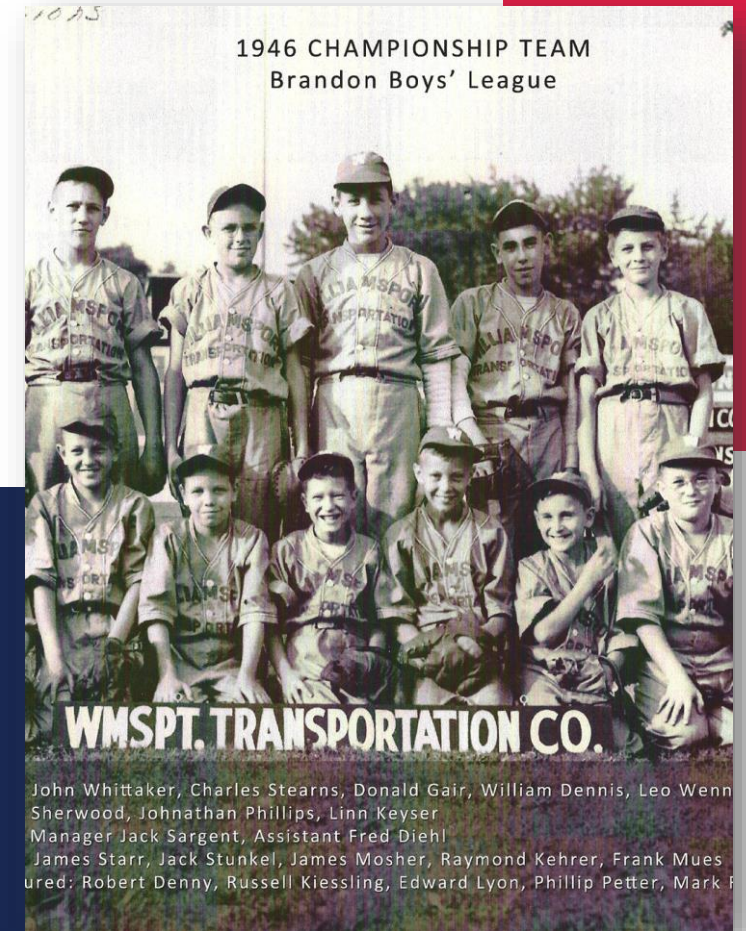
- New site build starting in early 2020
- Expected completion – Summer 2021
- Whitestown, IN
- Capital fundraising initiative





# LITTLE LEAGUE® WORLD SERIES 75<sup>TH</sup> ANNIVERSARY

- 2021 marks the 75th Little League Baseball World Series



A background image showing a coach in a blue shirt and cap fist-bumping a young player in a blue shirt and red helmet on a baseball field. The coach's shirt has "COACH" written on the back. The player is holding a bat.

# **COMMUNICATION WITH THE LITTLE LEAGUE® AUDIENCE**

**How Little League Connects with its Constituents**

# AUDIENCES

## Clubhouse

- Volunteers
- Administrators
- Districts
- League Officials
- Umpires
- Coaches

## Starting Lineup

- Players
- Parents
- Caregivers
- Families

## Box Seats

- Supporters
- Partners
- Licensees
- Alumni

## Fans

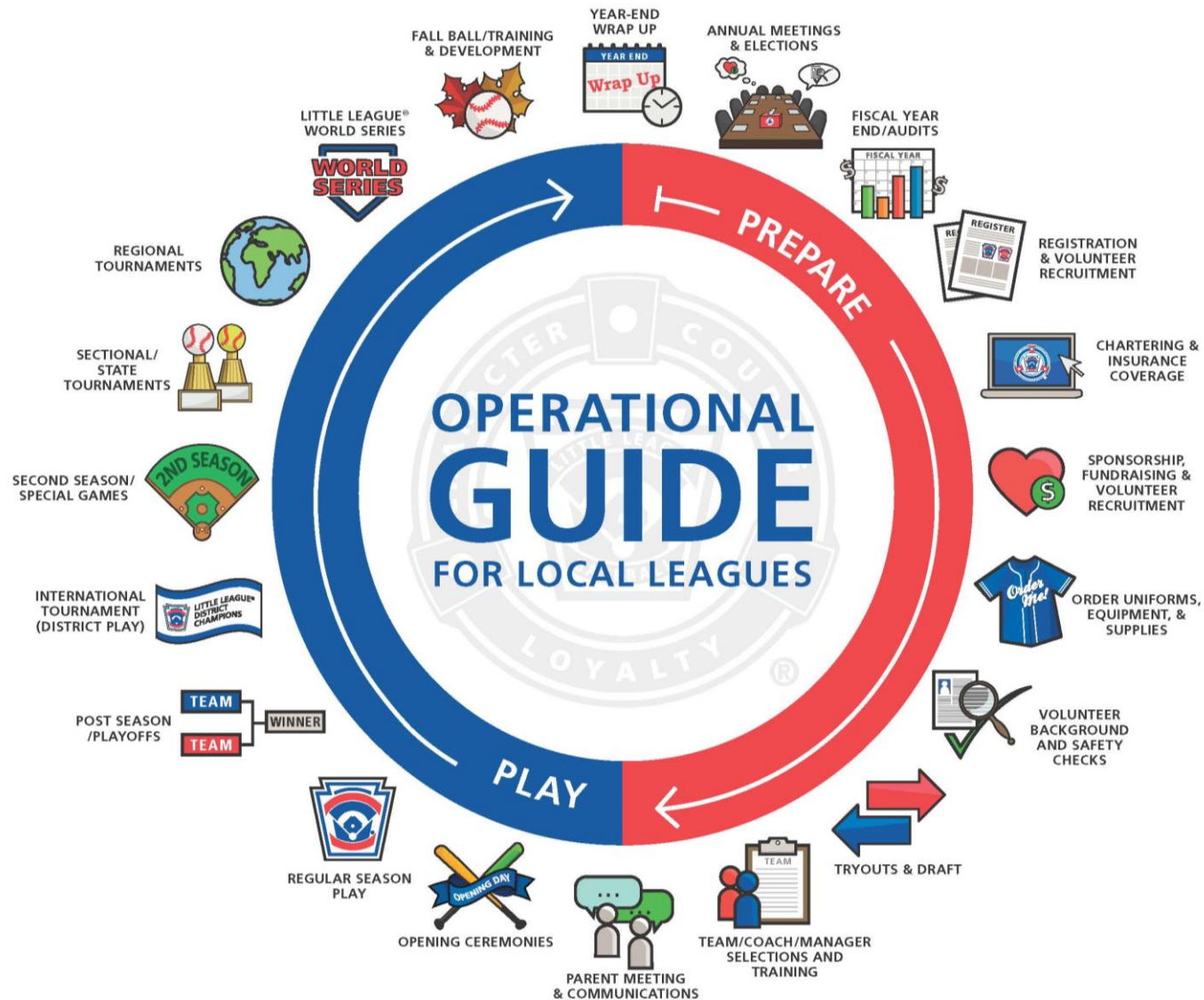
- Public
- Media
- Social followers
- Local communities



# AUDIENCES & DEMOGRAPHICS

- Audiences tend to skew slightly male
- Age distribution trends 35 and younger
- Largely English-speaking, U.S. residents with notable periods of interest elsewhere





# LITTLE LEAGUE® CONTENT STRATEGY

# PRE-SEASON

- Chartering
- Election of the Board of Directors
- Revising Local League bylaws
- Purchasing insurance coverage
- Background checks
- Budget development





# REGULAR/TOURNAMENT-SEASON

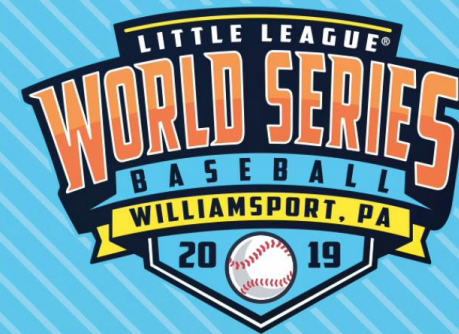
- Games begin!
- Player eligibility
- Education of managers & coaches
- All-Stars
- Tournaments begin
- Regionals
- World Series



# WORLD SERIES

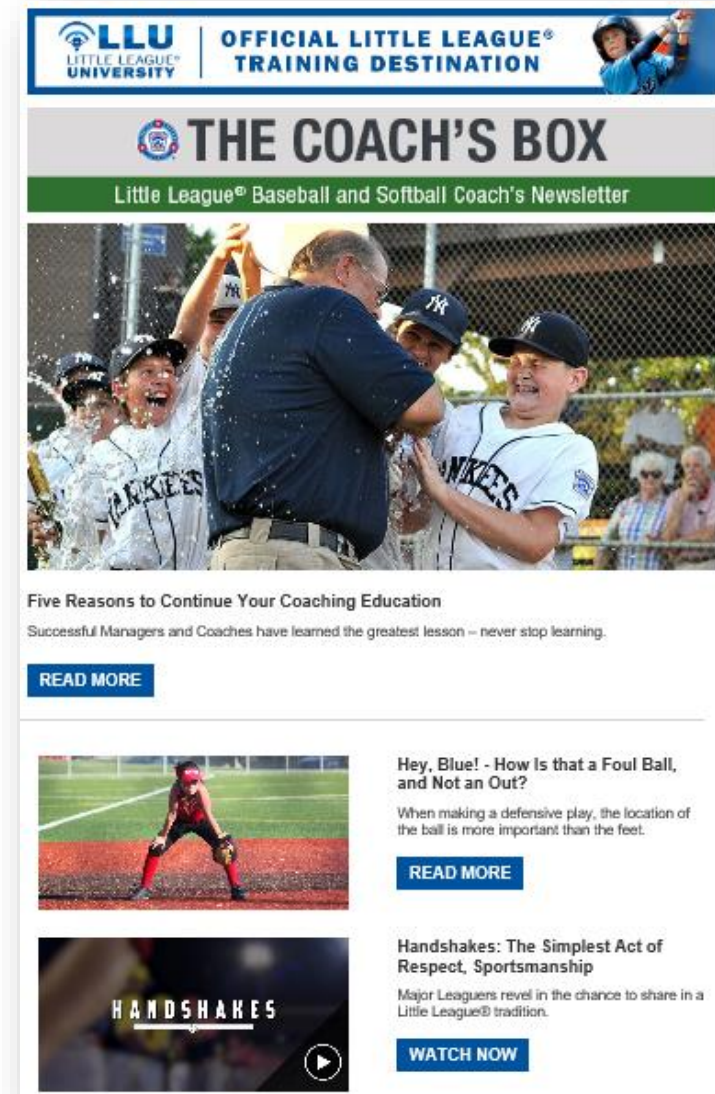
- Focused on our own ownable content (5+ years)
- Little League created content
- Social engagement
- Investment in paid digital to entice registration and local league engagement

★★★  
**BEYOND  
THE  
FENCES**  
**THE REC ROOM**



# CONTENT TYPES

- Email/Newsletters
- Website
- Social
- Print Assets
- Special Events
- Paid Advertising





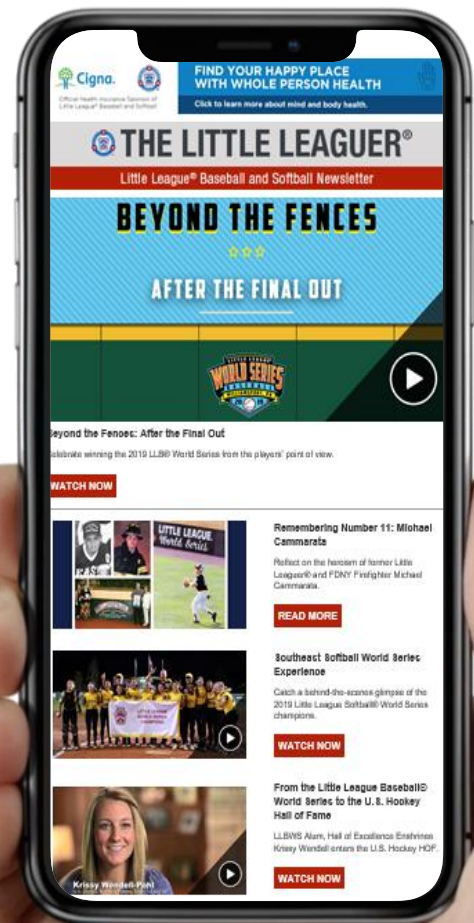
# EMAIL BLASTS

- Most effective and broadest communication tool
- Top way parents receive information about Little League
- Email database of over 1.8 million
- Ability to segment based upon target audience:
  - Role in Little League
  - Location (geo-target)
  - Player age groups



# ELECTRONIC NEWSLETTERS

- Ability to place content targeted to specific Little League audience groups
  - Coaches, League Officers, District Officers, Parents, Umpires
- Integrate sponsor messaging/offerings into timely communications
- Newsletters sent monthly to dedicated segments
- Results are trackable open and click rates to help measure success



# SOCIAL MEDIA

- Social Media continues to be a growing medium where Little League® constituents receive their information
- Posts should be engaging, fun, and fit within the general Little League voice and schedule
- When involving Little Leaguers®, posts should highlight overall team effort, good sportsmanship, teamwork, character, etc.
- Content should be supportive and representative of the Little League partnership
- Recommended post styles:
  - High quality images, video, or graphics
  - Light-hearted GIFs or animations
  - Polls, surveys, or response-based posts
  - Information about exclusive offers or contests





# TOP HIGHLIGHTS EXAMPLES



He's from New Jersey, but Yadi Mateo pumps his own gas 🚰 [#LLWS](#)

Total Social Reach: 8.3+ Million



[#GirlsWithGame](#) Campaign

Total Social Reach: 10+ Million

# SHIFTING SOCIAL ENGAGEMENT

*Account Followers After LLWS (% Growth From Previous Year)*

Platform	2016	2017	2018	2019
Facebook	299,000 (+26.7%)	362,000 (+21.1%)	428,000 (+18.2%)	468,900 (+9.55%)
Twitter	53,000 (+51.4%)	67,500 (+27.4%)	80,000 (+18.5%)	88,400 (+10.5%)
Instagram	50,000 (+250%)	88,600 (+77.2%)	135,000 (+52.4%)	191,400 (+41.8%)



# NEW DIGITAL INITIATIVES

- Websites re-platformed and optimized
- Rulebook app
- Additional content partnerships
- Mobile first mindset for digital initiatives





# LUNCH

Table 1	Table 2	Table 3	Table 4
Liz Brown	Dustin Solomon	Kevin Feinberg	Grace Christenson
Nick Caringi	Dallas Miller	Jena Dalykas	Mike Niego
Uzma Rawn	Jeremy Cohen	Austin Hurwitz	Lauren Li
Art Brady	Dana Vidale	Lauren Ahasic	Jesse Ladoue
Dave Natale	Ashley Howard	Greg Huff	Ashley Bezilla
Shawna Ryan	Cole Parsons	John Coppo	Adam Abney
Alex Reinhard	Deidra Maddock	Brittany Clarahan	Keith Friedenber
Calin Thomas	Jennifer Cody	Katlyn Linnehan	Harrison Hess
Amanda Bauer	Brian Hodges	Mike Thompson	Rick Weldon
		Ryan Kocher	



# UTILIZING PARTNERSHIP ASSETS

Best Practices

# KEYS TO SUCCESS

- Find new ways to look at existing assets
- Understand the mindset of a Little League volunteer at certain key times
- Create authentic and custom content







# ASSETS & OPPORTUNITIES

# PREPARING FOR THE SEASON

- First opportunity to communicate with league admins as they set up their Little League
- Chartering Incentives
- League Supply Mailer
- Little League Essentials Supply Catalog (licensing publication)





# OFFERS, INCENTIVES, & PROGRAMMING AWARENESS

Providing value to Little League families

- Batter Up Email (Feb)
- Tournament Season Sponsor Email (May)
- Banner ads (ongoing)
  - LittleLeague.org
  - Local league sites (through Stack Sports/ Blue Sombrero)
  - Newsletters
- Partner Pages (ongoing)

The collage displays various promotional materials for Little League. At the top right is a grid of 'OFFICIAL SPONSORS SUPPORT LOCAL LEAGUES' featuring logos for AD STARR, adidas, T-Mobile, Dick's Sporting Goods, Chick-fil-A, Honda, Easton, Lance, Cigna, New Era, Canon, Musco, MLB, Gatorade, Little League Official Store, and Pitch In Baseball Softball. Below this is a 'Batter Up' email banner with the text 'OUR OFFICIAL SPONSORS STEP UP TO THE PLATE TO SUPPORT LOCAL LEAGUES' and 'SPECIAL OFFERS, PROGRAMS, + DISCOUNTS'. To the left is a website header for 'Batter Up' with a 'VIEW >' button. At the bottom are several smaller banners for Canon, Gatorade, Gamechanger, Honda, Musco, and Little League Official Store, along with a 'VIEW OFFERS >' button and the LittleLeague.org logo.



# EDITORIAL CONTENT

- Little League University content contribution
- Newsletter content
- Training of volunteers



# REGULAR SEASON SPECIAL EVENTS

- Clinics, Roadshows, State meetings
- Little League Organized Meetings
  - Roundtables 2020
    - Purpose and opportunities to get involved
  - Congress 2022 – Anaheim, CA



# LOCAL LEAGUE INITIATIVES

- Grant Programs
- Local League Programs
- Contests, Awards, Sweepstakes
- Focus Groups



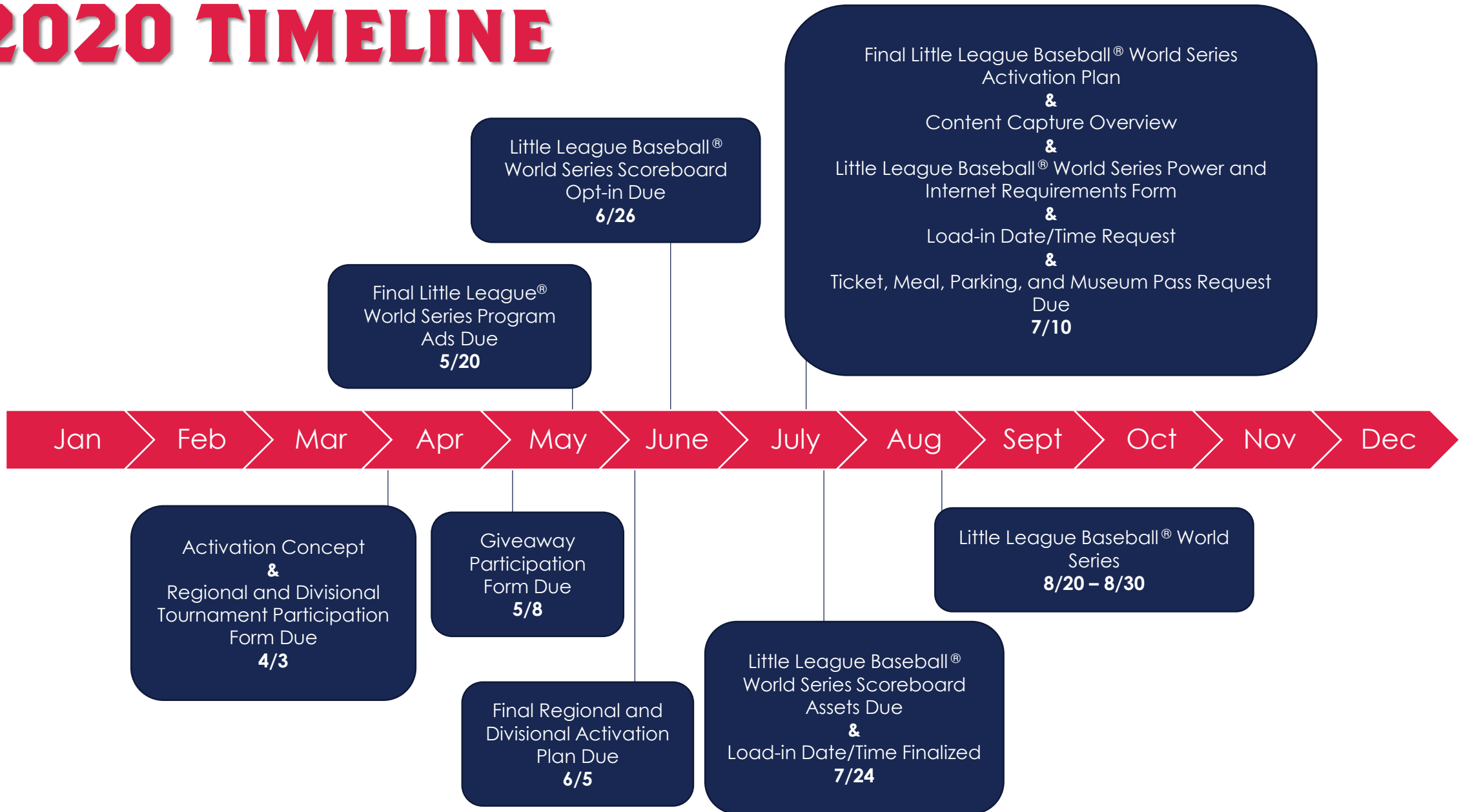


A group of young baseball players in teal and white uniforms are celebrating on a field, holding their caps high in the air. The background is a blurred stadium setting.

# **LITTLE LEAGUE® WORLD SERIES**

**Opportunities & Timelines**

# 2020 TIMELINE



# INTERNATIONAL TOURNAMENT

- Enrollment for eligible leagues and player ages 8-16 begins annually on June 1<sup>st</sup>
- 6 levels of play in Little League Baseball® ending in a World Series Tournament
- 5 levels of play in Little League Softball® ending in a World Series Tournament
- Divisional tournaments below Little League® (Major Division) culminate at the state level
- Special Games for younger divisions often operated on league/district level

District

Section

State

Regional

Divisional

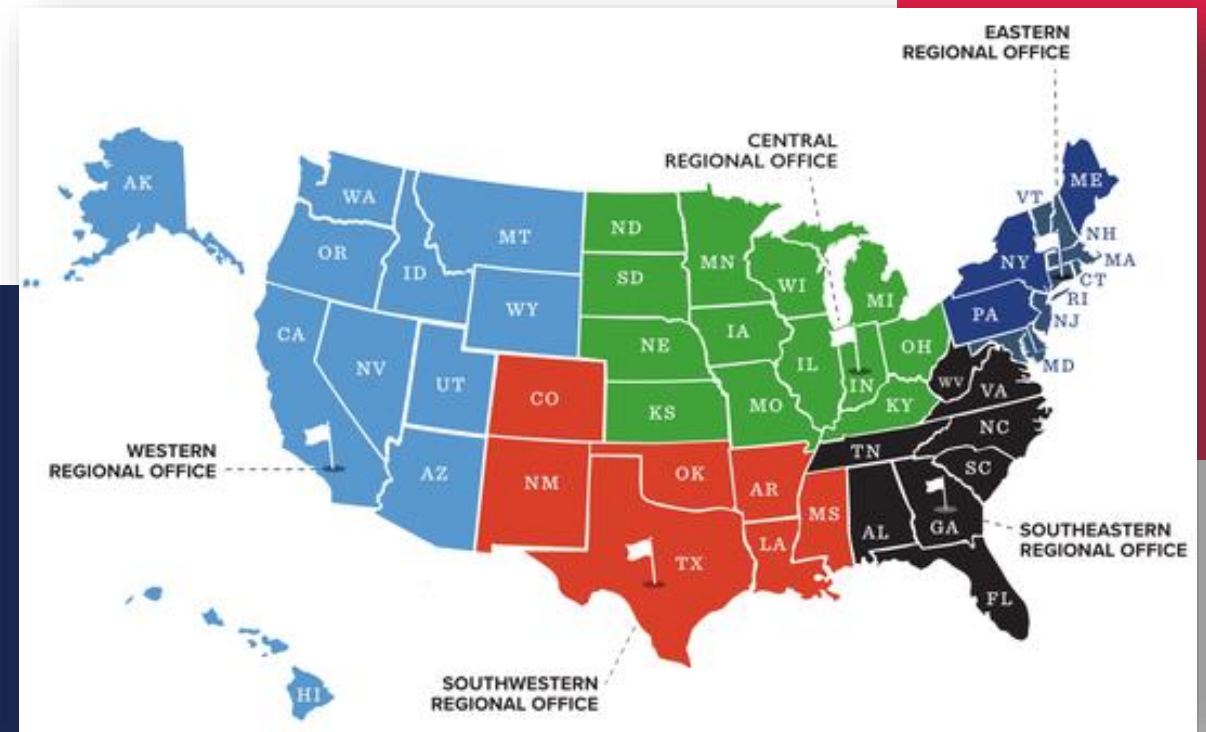




# **REGIONAL TOURNAMENTS**

# OVERVIEW | U.S. REGIONS

- Staffed by Little League® employees along with dedicated volunteers
- Attendance is heavily influenced by local teams that are present
- Evening games historically draw the largest crowds
- Opening Days are typically the highest trafficked days



# 2020 OPENING WEEKEND

## LITTLE LEAGUE BASEBALL & SOFTBALL

- To capitalize on the highest traffic days at the Regional events, Little League® is recommending specific activations for the baseball and softball regional tournaments
- Assigned hours, similar to LLBWS
- Create a Family Fun Zone feel at each event
- Multiple booth activations will attract more traffic
- Opportunity to work with additional sponsors





# 2020 REGIONAL TOURNAMENT DATES

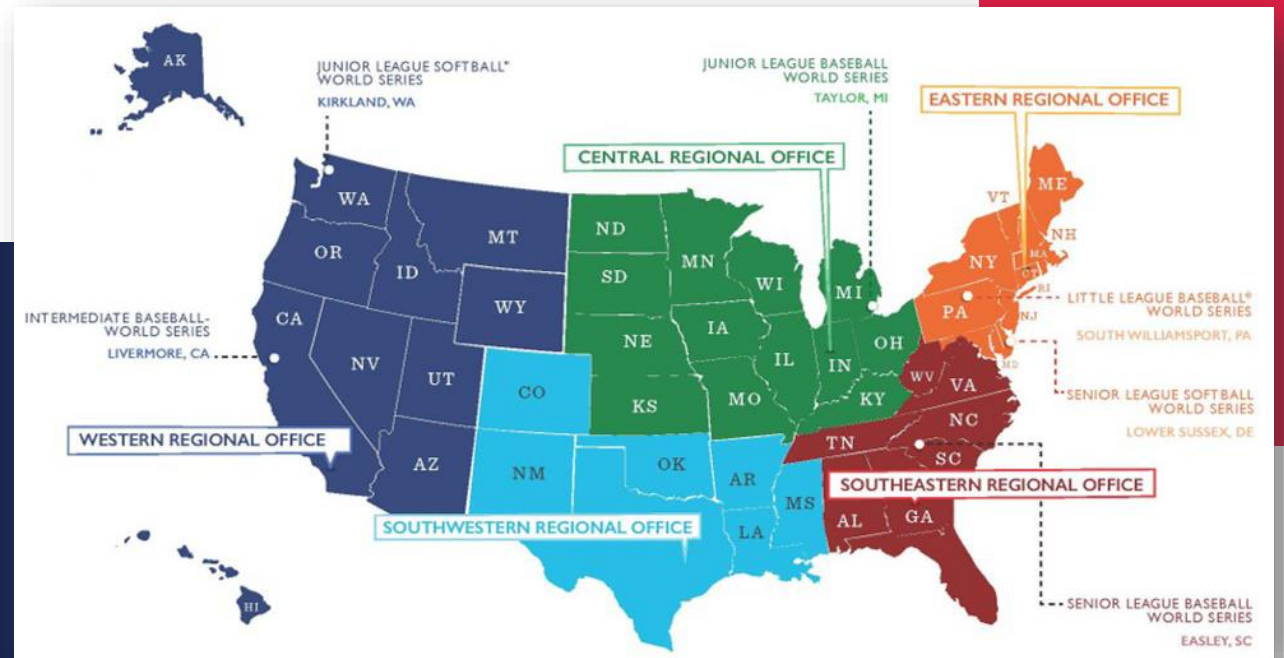
Tournament	Sport	Dates	Welcome Event Dates	Suggested On-site Activation Dates
<b>East</b>	Softball	July 25 - 30	July 24 <sup>th</sup>	Saturday, July 25 <sup>th</sup> & Sunday, July 26 <sup>th</sup>
	Baseball (Mid-Atlantic & New England)	August 9 - 15	August 8 <sup>th</sup>	Sunday, August 9 <sup>th</sup> & Monday, August 10 <sup>th</sup>
<b>Southeast</b>	Softball	July 25 - 29	July 24 <sup>th</sup>	Saturday, July 25 <sup>th</sup> & Sunday, July 26 <sup>th</sup>
	Baseball	August 7 - 12	August 6 <sup>th</sup>	Friday, August 7 <sup>th</sup> & Saturday, August 8 <sup>th</sup>
<b>Southwest</b>	Softball	July 26 - 30	July 25 <sup>th</sup>	Sunday, July 26 <sup>th</sup> & Monday, July 27 <sup>th</sup>
	Baseball	August 6 - 12	August 5 <sup>th</sup>	Thursday, August 6 <sup>th</sup> & Friday, August 7 <sup>th</sup>
<b>West</b>	Softball	July 25 - 31	July 24 <sup>th</sup>	Saturday, July 25 <sup>th</sup> & Sunday, July 26 <sup>th</sup>
	Baseball (West & Northwest)	August 9 - 15	August 8 <sup>th</sup>	Sunday, August 9 <sup>th</sup> & Monday, August 10 <sup>th</sup>
<b>Central</b>	Softball	July 27 - 31	July 27 <sup>th</sup>	Monday, July 27 <sup>th</sup> & Tuesday, July 28 <sup>th</sup>
	Baseball (Midwest & Great Lakes)	August 8 - 15	August 8 <sup>th</sup>	Saturday, August 8 <sup>th</sup> & Sunday, August 9 <sup>th</sup>



# DIVISIONAL TOURNAMENTS

# OVERVIEW | DIVISIONS

- Run by a key group of volunteers (Host Committee)
- Core tournament expenses funded by Little League International
- Hosted at local league facilities in six different markets across the US
- Welcome Event opportunities
- Community-based events





# 2019 CASE STUDY:

## LITTLE LEAGUE SOFTBALL® WORLD SERIES

In 2019, many sponsors had an increased focus on the Little League Softball® World Series to give the softball competitors and fans a memorable experience.



# SPONSOR ACTIVATIONS AT LLSWS

## adidas

- Uniform/Cleat Distribution
- Product Drops
- Players Lounge
- Makers Lab

## Gatorade

- Product Support
  - Powder
  - Premiums

## Chick-fil-A

- Welcome Lunch
- Volunteer Meal
- Challenger Picnic
- Concessions Sales
- CFA One App Geofence Offer

## T-Mobile

- Mobile Showroom

## Easton

- Product Distribution
  - Catcher's Gear
  - Batting Gloves
  - Batting Helmets
  - Bat Pack
  - Bats

## DSG

- Drawstring Bags for Giveaways







**50/70**



July 26 - August 2

**JLBWS**



August 9 - 16

**SLBWS**



July 25 - August 1

**LLSWS**



August 5 - 12

**JLSWS**



July 26 - August 1

**SLSWS**



July 27 - August 2



# **LITTLE LEAGUE BASEBALL<sup>®</sup> WORLD SERIES**



# 2019 LITTLE LEAGUE BASEBALL® WORLD SERIES



**305,339**

Total estimated attendance at the LLBWS in Williamsport



**31,678**

Total estimated attendance at the LLBWS Championship game



**1,442**

Total Little League® games played

**47 Million**

   Number of social impressions

**2 Teams**

from Eastbank Little League represented their league at a LLWS tournament



**47,808 Miles**

Total number of miles traveled to the LLBWS

**1<sup>st</sup>** Time a team from Louisiana has won the LLBWS



**30,347**

Total RFID registrations

**ESPN**

**345** Games broadcasted on ESPN







# ON-SITE OPPORTUNITIES



# 2018 FAMILY FUN ZONE LAYOUT





# NEW 2019 FAMILY FUN ZONE LAYOUT





# ACTIVATION BEST PRACTICES

- On-site branding opportunities
- Enhancement of the fan & player experience
- RFID integrations
  - Photo sharing
  - Data collection



LITTLE LEAGUE® WORLD SERIES 2019  
WILLIAMSPORT, PA

# STADIUM VIDEOBOARDS

## BETWEEN INNING FAN ENGAGEMENT

- New for 2019
  - Branded Fan Experience
    - “What’s in the Box?”
    - “Dugout Dance Cam”
- Looking ahead to 2020





# CONCOURSE VIDEOBOARD

- Beyond the in-stadium scoreboards, the videoboard provides the opportunity to showcase brand or on-site initiatives directly with spectators







**DIGITAL**

# LLWS SOCIAL

- Activation/campaign tie-in
- Shareable content
- Fan engagement focus
- Enhance brand connection
- Favorable experiences
- Social media aggregator (Tagboard)





# CONTENT CAPTURE GUIDELINES

- Content Capture Plans
- Little League acceptable content capture guidelines
- Sponsor/Media Credential System Updates
- Updated Media Guidelines
- Content sharing from Little League







# **THANK YOU**

**See you in 2020!**

# APPENDIX



# 2020 TIMELINE

- **General Reminders**

- Email Blasts and Newsletter Banner Ads can be scheduled as they align with marketing campaigns and promotions
- Secure hotel room arrangements for the 2020 Little League Baseball® World Series as soon as possible

- **Week of February 24, 2020**

- 2020 Little League® World Series Packet Available and Sponsor Portal Updated
- Individual Little League® World Series Packet Calls with each partner

- **March 6, 2020 - RFID Participation Confirmation due**

- **March 13, 2020 - RFID Centralized Waiver Edits due**



# 2020 TIMELINE

- **April 3, 2020**
  - Activation Concept due
  - Regional and Divisional Tournament Participation Form due
- **April 15, 2020 - Little League® World Series Program Ad Participation Form due**
- **May 1, 2020**
  - Website Banner Ads and Partner Content Page Summer Updates due
  - Background Checks and Credential Requests open

# 2020 TIMELINE

- **May 8, 2020**

- Little League® World Series Program Ad Drafts due
- Giveaway Participation Form due

- **May 20, 2020 - Little League® World Series Final Program Ads due**

- **June 5, 2020 - Final Regional and Divisional Activation Plan due**

- **June 12, 2020 - RFID Creative Assets due**

- **June 26, 2020**

- Little League Baseball® World Series Scoreboard Opt-in due
- Grand Slam Parade Sponsorship Commitment due

# 2020 TIMELINE

- **July 2020 - Regional and Divisional Tournament Giveaway Item(s) delivered**
- **July 10, 2020**
  - Final Little League Baseball® World Series Activation Plan due
  - LittleLeague.org Family Fun Zone Copy due
  - Load-in Date/Time Request due
  - Ticket, Meal, Parking, and Museum Pass Request due
  - Little League Baseball® World Series Power and Internet Requirements Form due
  - Content Capture Overview due



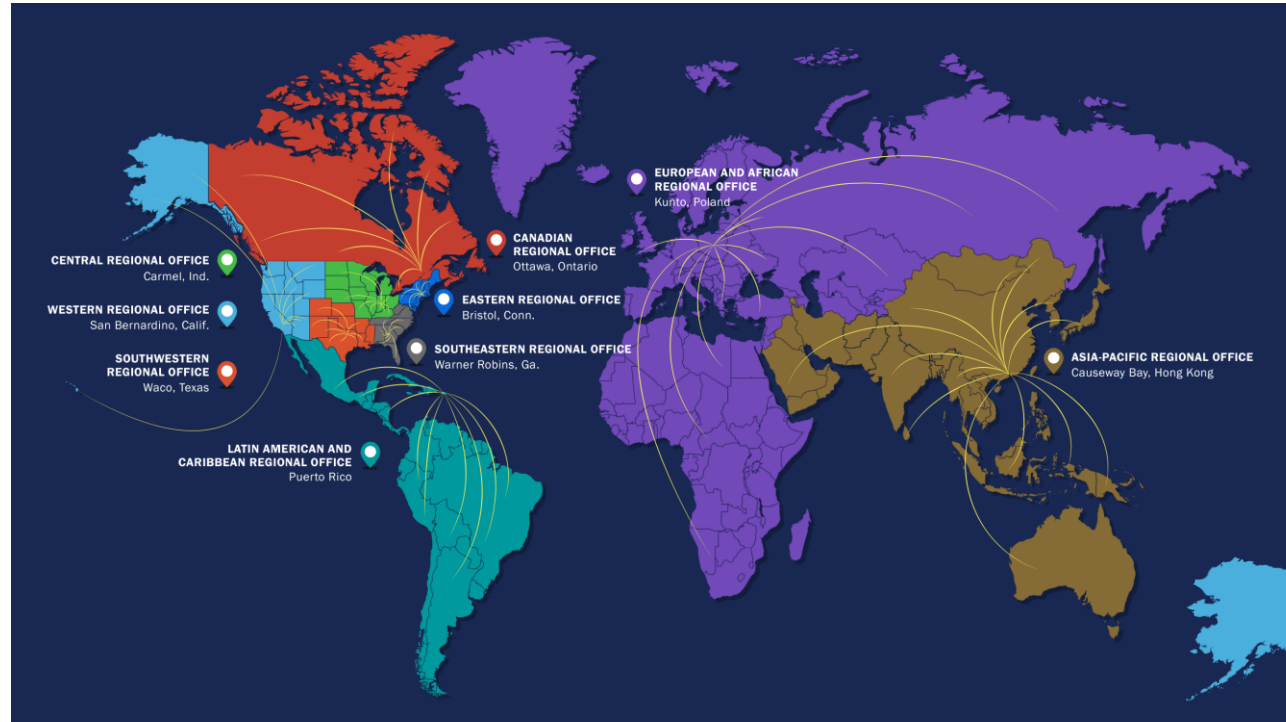
# 2020 TIMELINE

- **July 24, 2020**
  - Little League Baseball® World Series Scoreboard Assets due
  - Load-in Date/Time Finalized
  - Little League Baseball® World Series Giveaway Item(s) delivered
- **July 31, 2020 - Final Edits to Ticket, Meal, Parking, and Museum Pass Request due**
- **August 12, 2020 - Booth Displays and Premium Items delivered**

# 2020 TIMELINE NOTES

- Little League® Marketing requires a minimum of 48 hours to review deliverables upon submission. Any deliverables submitted after the due dates as listed below are subject to be excepted. We appreciate your timeliness.
- Dates, locations, times, and submission methods are tentative and subject to change.
- Complete timeline available on the Sponsor portal

# LITTLE LEAGUE REGIONAL SUPPORT STRUCTURE



International

United States







# 2018 LLBWS VISITOR SURVEY

# VISITOR EXPERIENCE SURVEY

- **Methodology:**

- Following the 2018 Little League Baseball® World Series, Little League distributed a web-based survey on August 27, 2018 by e-mail. The survey remained open until September 16, 2018.

- **Survey Size:**

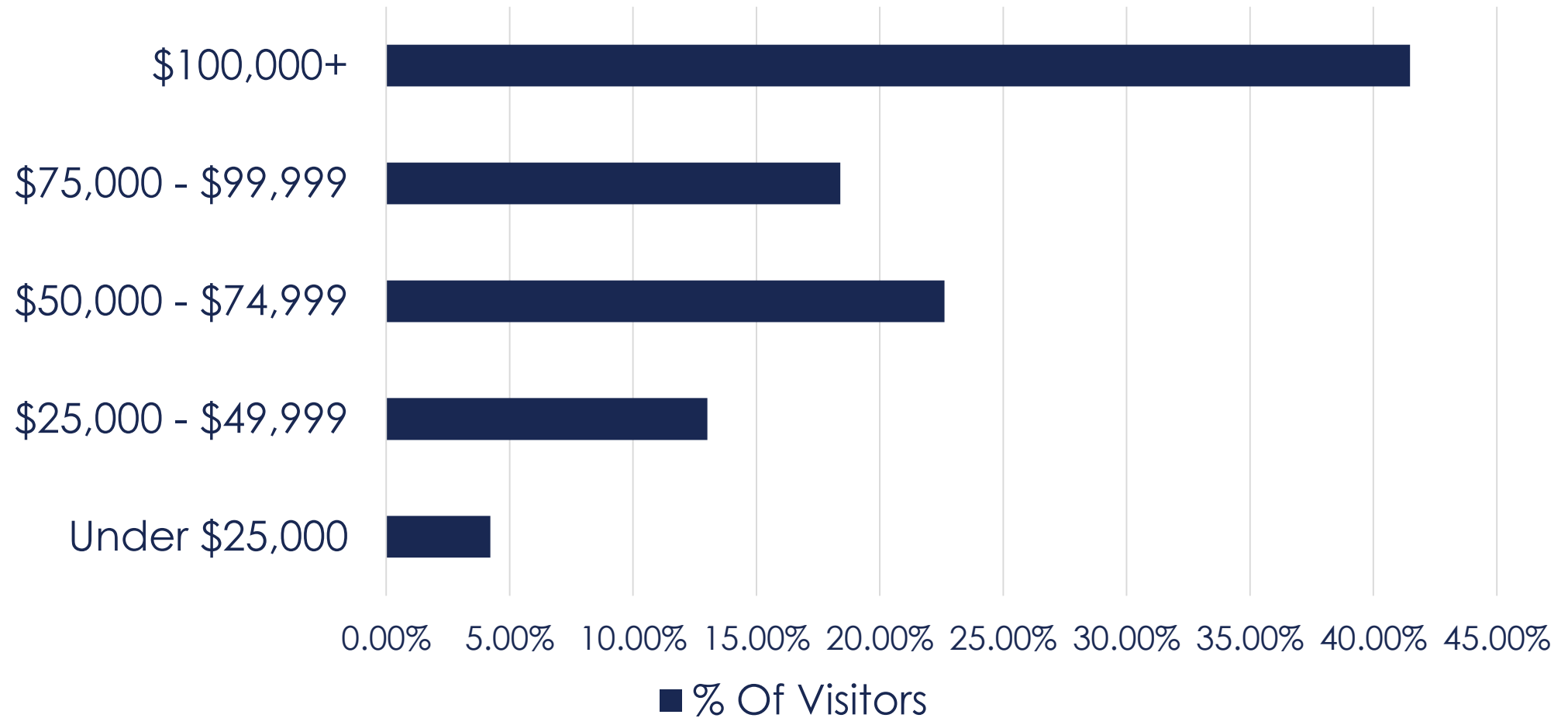
- A total of 1,118 survey responses were obtained, overall.

- **Research Team:**

- The Pennsylvania College of Technology in collaboration with the Williamsport Lycoming Chamber of Commerce administered the survey.



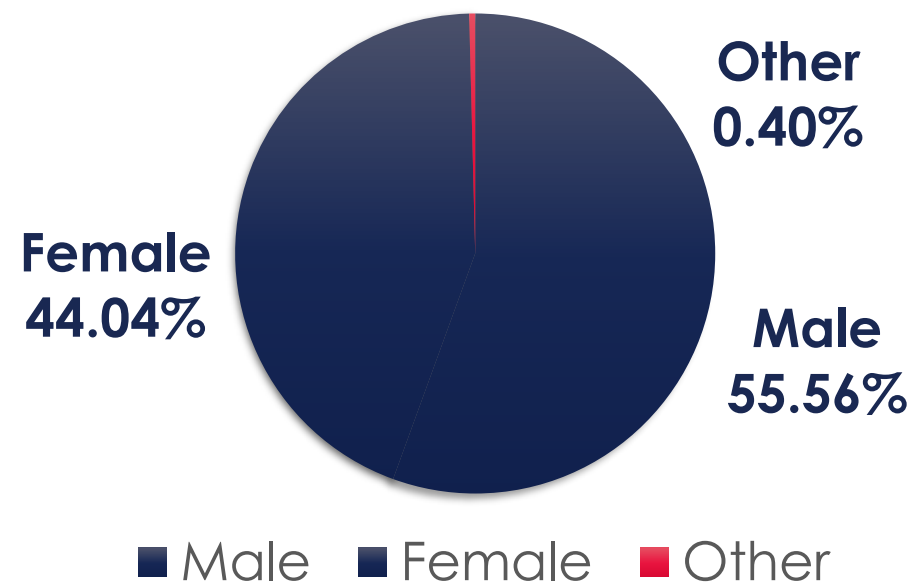
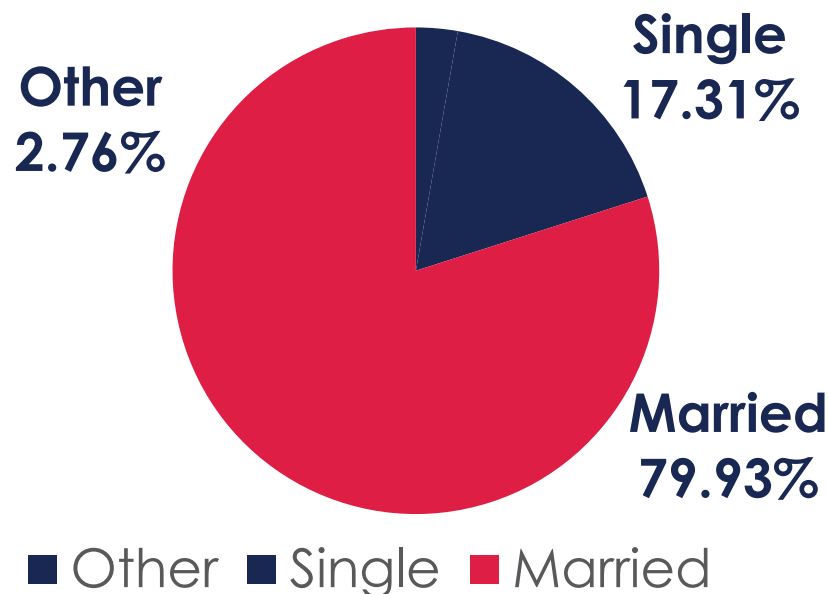
# ON-SITE DEMOGRAPHICS – ANNUAL INCOME





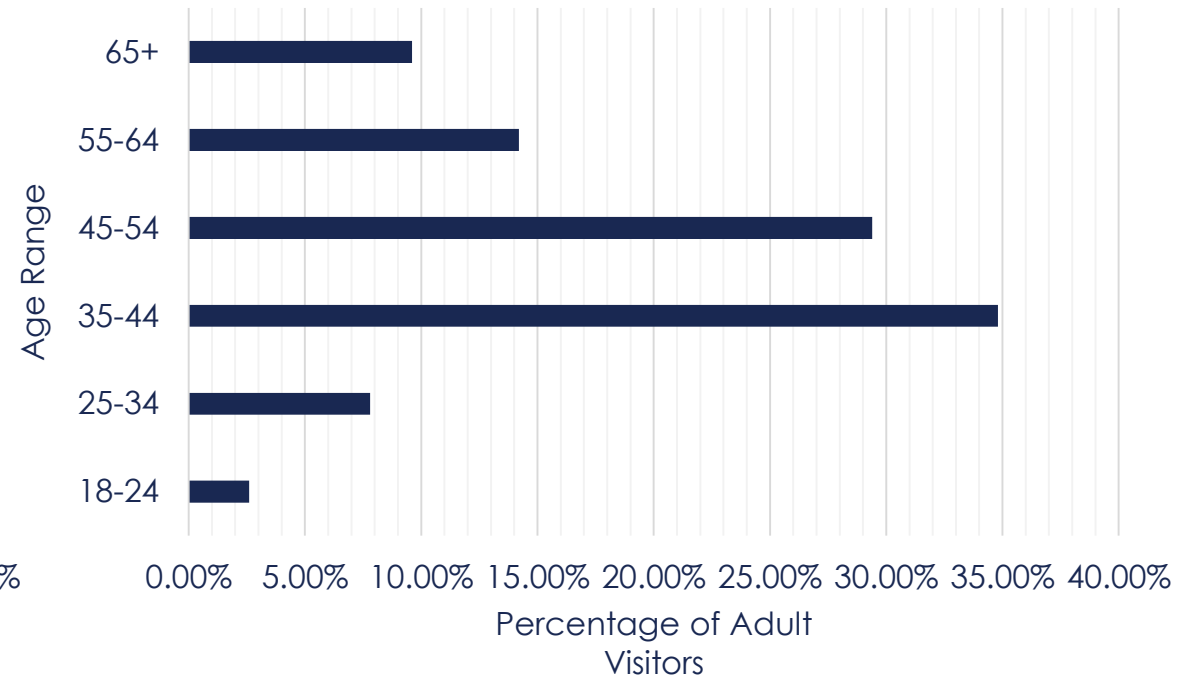
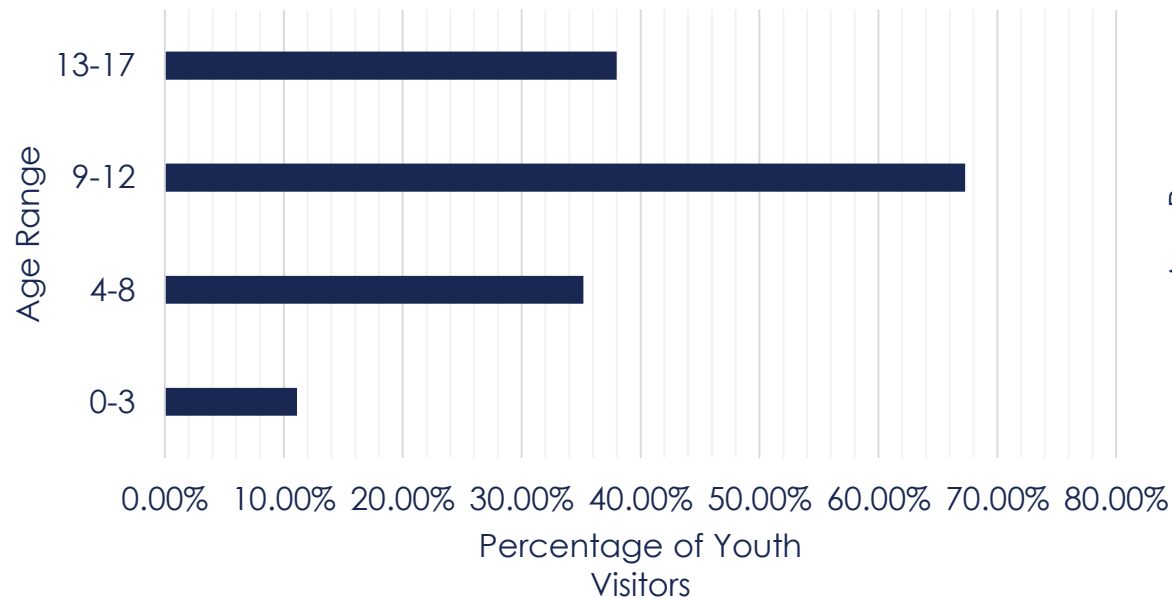
# ON-SITE DEMOGRAPHICS – GENDER & MARITAL STATUS

- Nearly 80% of those visiting the event were married and traveled with a group of more than three family members.
- The majority of those in attendance at the Little League Baseball® World Series were male. These demographics coincide with Little League social media channels and website analytics.



# ON-SITE DEMOGRAPHICS – AGE

- Over 70% of youth visitors play in a local Little League program.
- The majority of adult Little League® World Series visitors had children in the program and therefore nearly 35% of visitors were part of Generation X.



# VISITOR EXPERIENCE SURVEY

Overall Visitor Satisfaction – 9.3



Average Length of Stay – 3 Days



87% of Visitors Traveled More than 125 Miles





# 2018-19 PARTICIPATION BY DIVISION

Divisions of Little League	Teams
Baseball	110,125
Softball	18,186
Challenger	2,104
<b>Total Teams – Little League</b>	<b>130,415</b>

Divisions of Baseball	Teams
Tee Ball (Ages 4-7)	27,405
Minor League (Ages 7-12)	51,255
Little League (Ages 9-12)	19,625
Intermediate (Ages 11-13)	3,235
Junior League (Ages 13-14)	5,116
Senior League (Ages 14-16)	3,489
<b>Total Teams - Baseball</b>	<b>110,125</b>

Divisions of Softball	Teams
Tee Ball (Ages 4-7)	1,256
Minor League (Ages 7-12)	9,228
Little League (Ages 9-12)	4,831
Junior League (Ages 13-14)	1,668
Senior League (Ages 13-16)	1,203
<b>Total Teams - Softball</b>	<b>18,186</b>



Divisions of Challenger	Teams
Challenger Division (Ages 4-15)	1,737
Senior Challenger Division (Ages 15 and up)	367
<b>Total Teams - Challenger</b>	<b>2,104</b>

# 2019 REGIONAL & DIVISIONAL WORLD SERIES ATTENDANCE

Regional Tournament Location	Attendance
East Region – Bristol, CT	15,812
Southeast Region – Warner Robins, GA	16,128
Central Region – Indianapolis, IN	15,075
Southwest Region – Waco, TX	7,109
West Region – San Bernardino, CA	28,700
<b>Total Regional Attendance</b>	<b>82,824</b>

Divisional World Series Location	Attendance
Intermediate Baseball – Livermore, CA	49,220
Junior Baseball – Taylor, MI	17,136
Senior Baseball – Easley, SC	5,000
Little League Softball – Portland, OR	19,725
Junior League Softball – Kirkland, WA	7,050
Senior League Softball – Lower Sussex, DE	11,800
<b>Total Divisional World Series Attendance</b>	<b>109,931</b>

# THE LITTLE LEAGUE® DATABASE



Email Database  
1.8 Million



Parents  
1.7 Million



Coaches  
190,000



League &  
District Officers  
40,100



Umpires  
4,400