

Little League®

Virtual Sponsor Summit



little
league



January 19, 2023

Topics

Welcome & Introductions | Liz Brown, Senior VP & CMO

Thank You & Key Updates | Steve Keener, Little League International President & CEO

Little League Strategic Plan Updates | Nina Johnson-Pitt, Senior Strategy Executive & Sam Ranck Senior Director of Strategy & Development

Girls With Game Brand Activation Opportunities | Nina Johnson-Pitt & Ashlea Miller, Director of Softball Development

*Remainder of Summit is recommended for Official Sponsors / Account & Agency Teams only

ESPN Broadcast Overview & Opportunities | ESPN

MarComm Strategy & Focus on LL Social Media | Dallas Miller, Director of Social & Digital Strategy

Little League Partnership, Sponsorship Activation & Putting Assets in Action | Kevin Feinberg, Director of Partnership Marketing

Closing Remarks





Virtual Sponsor Summit



President & CEO
Stephen D. Keener



Virtual Sponsor Summit

Strategic Plan Updates

STRATEGIC FOUNDATION

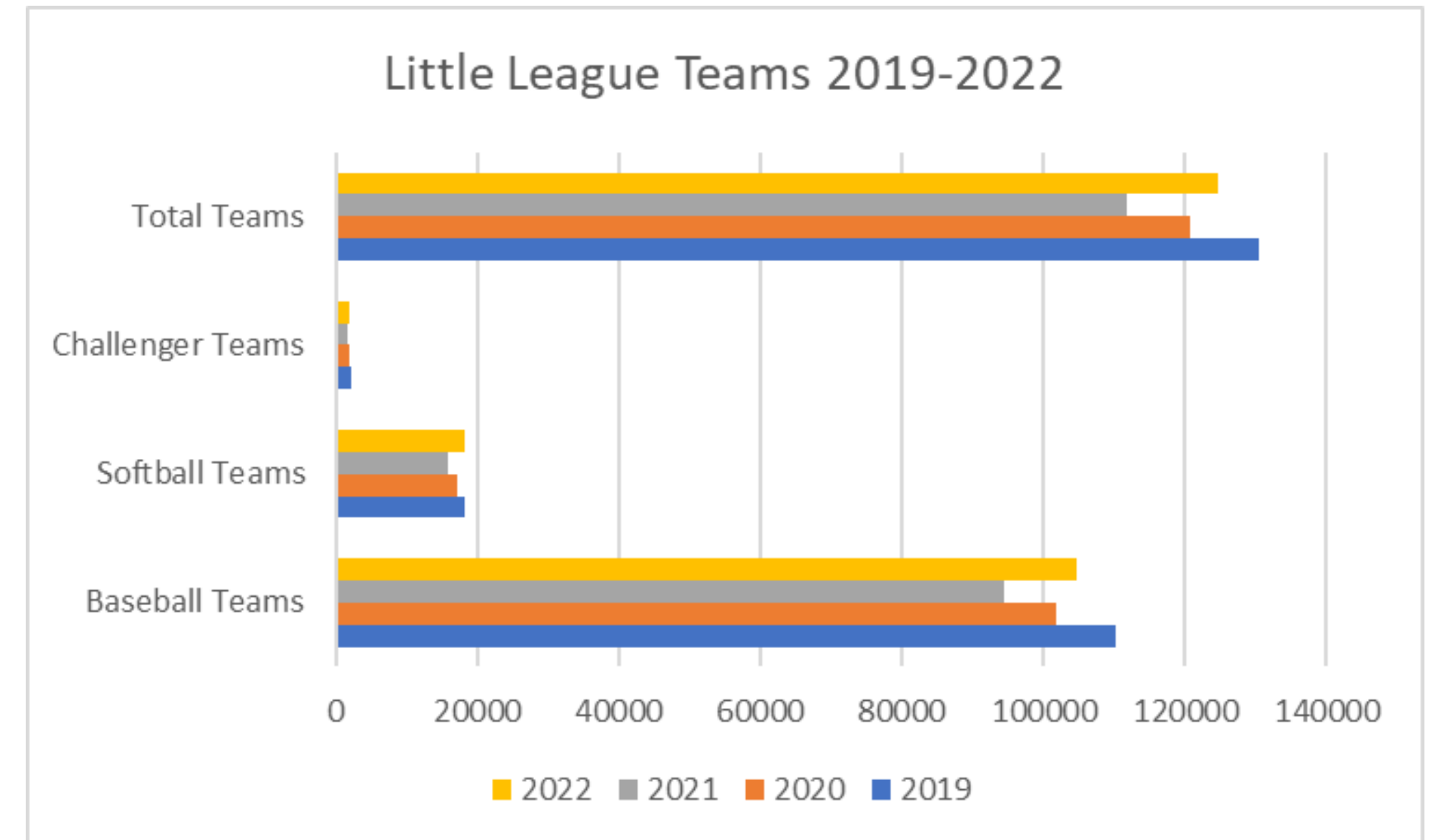
Employ an inclusive “Player Centric” philosophy in all aspects of the Little League program, including strategic planning, decision-making, programming, resource allocation, and customer service tactics

1. Ensure more access to the program and remove barriers to participation (boundaries, financial hardship, underserved families, life circumstances affecting the traditional “family”)
2. Focus on creating, defining and fulfilling the Little League experience (Player Centric, coach education, local league culture, inclusion)
3. Adapt our approach to decision-making around institutional philosophies to better attract, service, and retain players and volunteers
4. Evaluate programming, rule changes, and initiatives to ensure children will have the best possible Little League experience
5. Ensure all training initiatives for volunteers include fundamentals of the Player Centric philosophy to assist which includes social and emotional learning and positive youth development.
6. Create partnerships that provide credible information and resources to educate constituents



COVID IMPACT AND RECOVERY

- Due to health and safety considerations, in addition to state and local restrictions, many leagues were unable to offer a full slate of programming in 2020 and 2021.
 - In 2021, participation was approximately 85% of 2019 levels.
- The Challenger Program felt the greatest impact, followed by instructional divisions of baseball and softball.
- 2022 saw the greatest rebound as leagues began to return to normal play.



COVID IMPACT AND RECOVERY

- Participation increased in every division of the Little League program in 2022, with an overall increase of 11.2% of 2021.
- 382 Leagues (with 3,181 teams) reaffiliated with Little League in 2022, returning after a break during COVID.
 - 2022 softball participation eclipsed 2019 levels.
 - Numerous states have seen significant participation increases over 2019 levels as families returned to recreational play, including:
 - Arkansas (77% increase)
 - South Carolina (25% increase)
 - Missouri (21% increase)
 - Idaho (19% increase)
 - North Carolina (18% increase)
 - Kansas, Nebraska (16% increase)



TEE BALL AND COACH PITCH

- Implementation of targeted programming has fueled growth at the youngest divisions of participation
- These 2 divisions of play accounted for an increase of 7,062 teams in 2022, more than half of the total program growth/recovery
- Growth represents an addition of nearly 85,000 players at the youngest levels of play



2022 Highlights



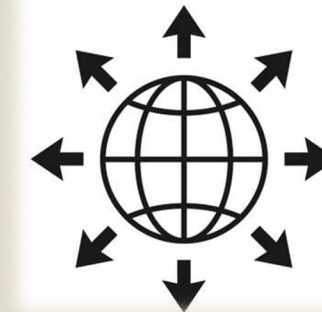
Progress and direction to make the program more relevant



SEL/PYD support for coaches and league volunteers



A dedicated plan and commitment of resources to support female participant/volunteer inclusion



2022+ World Series Expansion



World Series Experience



Grant Opportunities



Social Impact Programs

2023 STRATEGIC FOCUS

1

ACCESS

Evaluate all barriers of entry to the program, including boundaries, financial hardship, underserved families, and life circumstances, that impact the modern definition of family

2

EXPERIENCE

Through data and insights, identify what factors create meaningful Little League experiences for players, families, and volunteers

3

RETENTION

By creating more access and refining the experience, retention should increase, but we identify new ways for individuals to become ambassadors of the program long after their playing days have ended.

2023 Strategic Focus

- Data and Insights Work
 - Data Collection and Organization
 - Richer Data Platforms
- Improved Tournament Experience for Participants and Fans
- Commitment to Female Inclusion





Female Inclusion Strategy

Girls With Game®



*little
league*



Goals & Opportunities

Increase the number of **female coaches** by 30% by 2032

Create an **advisory committee** to focus on participation opportunities for females in Little League

Implement a **year-over-year research study** to benchmark the impact of Little League program and measure the specific initiatives, equitability and current and new opportunities for girls and female volunteers.

Intentionally stimulate **international growth of softball.**

Create partnerships to drive investment, research, visibility and adoption of female programming initiatives.

Measure and set goals for desired outcomes, including equitability and transparency in evaluation of initiatives and resources.



Tactical Implementation



**Content
Awareness
Building**



Research



**Training &
Coaching
Engagement**



**Engagement
Opportunities**



**Softball
World Series
Activation**

GIRLS with GAME

Month (March)

littleleague  Paid partnership with gatorade

1/2

“

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




131 likes

littleleague Life lessons through sport.
#GirlsWithGame

March 29, 2022



#GirlsWithGame

morganstuart18  Dallas, Texas



#GirlsWithGame | EASTON



Liked by littleleague and 282 others

morganstuart18 Playing sport from a young age has shaped the way I think about life. Being a good teammate won't just affect these girls while... more

View all 5 comments

eastonfastpitch  



littleleague   

March 25, 2022

littleleague 



Liked by momtramoments and 148 others

littleleague Building a strong foundation  
#GirlsWithGame

adidasdugout   

March 25, 2022

BRAND ACTIVATION

Fan Zone Activation



Brand Ambassadors / Influencers



Little League Softball World Series

Player Lounge



#GirlsWithGame



GIRLS *with* GAME



#GirlsWithGame

SOFTBALL HAS
TAUGHT ME
TO WORK HARD
TO

*achieve my
dreams*

AND THAT
NOTHING WILL
STAND IN
THE WAY IF
I REALLY WANT IT.



PHOTO CREDIT: DON LIEBIG

Rachel Garcia

NCAA Softball Champion (UCLA),
Team USA Member,
and Little League Alumna

GIRLS
with
GAME

#GirlsWithGame



Virtual Summit

ESPN

MarComm Strategy & Social Engagement



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Integrated MarComm Strategy



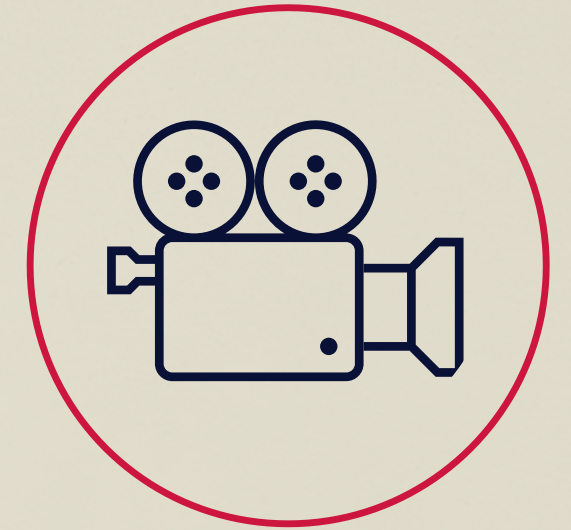
Email



Website



Organic Social



Video



Mobile App(s)



Paid Social



Media & Public
Relations

Recent Successes

Surpassed 1 Million combined followers in 2022

Surpassed 1 Billion+ social impressions since 2017

Launched TikTok in July 2022

Annually cover 350+ televised games in real time and service leagues in communities worldwide



FACEBOOK



What it is ...

- Our largest platform by followers
- Our current strongest audience alignment of “parents”
- Our most well-rounded platform

What it isn't ...

- Well-suited for handling potentially sensitive/nuanced information
- Time-sensitive (“Today” vs. “Tuesday”)

Followers: 747,000
2022 Impressions: 243.7M



INSTAGRAM



What it is ...

- Our second-largest platform by followers
- Most versatile creative canvas (feed, story, reels)
- Driven by strong creative and brand

What it isn't ...

- A place for long-form content (video or text)

Followers: 229,000
2022 Impressions: 32.1M



TWITTER



What it is ...

- Context and conversation-based
- High-impact among users/followers
- Flexible creatively (aspect ratios, video length)

What it isn't ...

- Evergreen

Followers: 103,900
2022 Impressions: 24.3M



TIKTOK



What it is ...

- Our fastest-growing platform (0 to 100k followers in 29 days)
- The most informal of our platforms
- Point of origin →

What it isn't ...

- → Point of distribution (i.e. cut-and-paste)
- Predictable (...yet?)

Followers: 149,600
2022 Impressions: 24.3M



YOUTUBE



What it is ...

- Broadest appeal to leverage the scope of the platform
- Approachable
- Programmatic

What it isn't ...

- Rules and regulations policies in traditional formats

Subscribers: 7,800
2022 Impressions: 1.36M



LINKEDIN



What it is ...

- Brand-building platform for Little League as a business and employer
- Opportunity to showcase industry insights and thought leadership
- B2B-type mindset

What it isn't ...

- A PR newswire of all releases

Followers: 3,400
2022 Impressions: 88.3k



Little League

Published by Dallas Miller

August 9, 2022

What a moment. #LLWS

MA 2 1 P: 31

SPORTSMANSHIP

INCRECIBLE

0:20 / 0:36

544K

13K comments

128K shares



Little League

@LittleLeague

What a moment. #LLWS

MA 2 1 P: 31

SPORTSMANSHIP

INCRECIBLE

SPORTSMANSHIP

INCRECIBLE

#LLWS #sportsmanship #baseball

original sound - Little League

littleleague

Little League · 2022-8-10

littleleague

Paid partnership with dicksbaseball

Original audio

littleleague

These little moments are what Little League is all about. #BuiltByBaseball

@dicksbaseball for more!

21w

juan.conde1501

21w Reply

Like

Comment

Share

Liked by district2ohiolittleleague and 265 others

AUGUST 10, 2022

Add a comment...

Post

DICK'S

SPORTING GOODS

TAKEAWAYS

- Understanding the nuances of each platform – including your own audience profile and what other creators on the platform are doing well – can impact decisions about your content and platform mix
- Don't be afraid to optimize for specific platforms – be intentional about what goes where
- Editorial insights paired with basic analytics can scale simple moments into significant exposure opportunities





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Sponsorship Activation Planning

YEAR-ROUND TOUCHPOINTS



SEASONALITY



Celebrate and amplify our female players, coaches, and volunteers

Little League **Tournament Season** runs June – August

In **August**, Little League hosts several key jewel events, including the MLB LL Classic, and the Little League Baseball® and Little League Softball® World Series

January	February	March	April	May	June	July	August	September	October	November	December
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Depending on local climate, Little League **Regular Season** typically runs from January to May

This is key timing to impact programming in local communities across the nation



U.S. Regional Champs are named in July and August

Fall is the time for local league affiliation, beginning registration and season prep



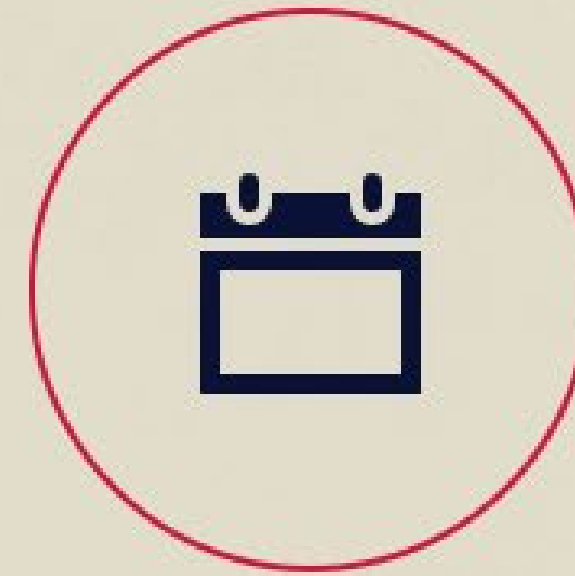
Best Practices



**Strategy / Brainstorm
Discussions**



**Custom
Programming**



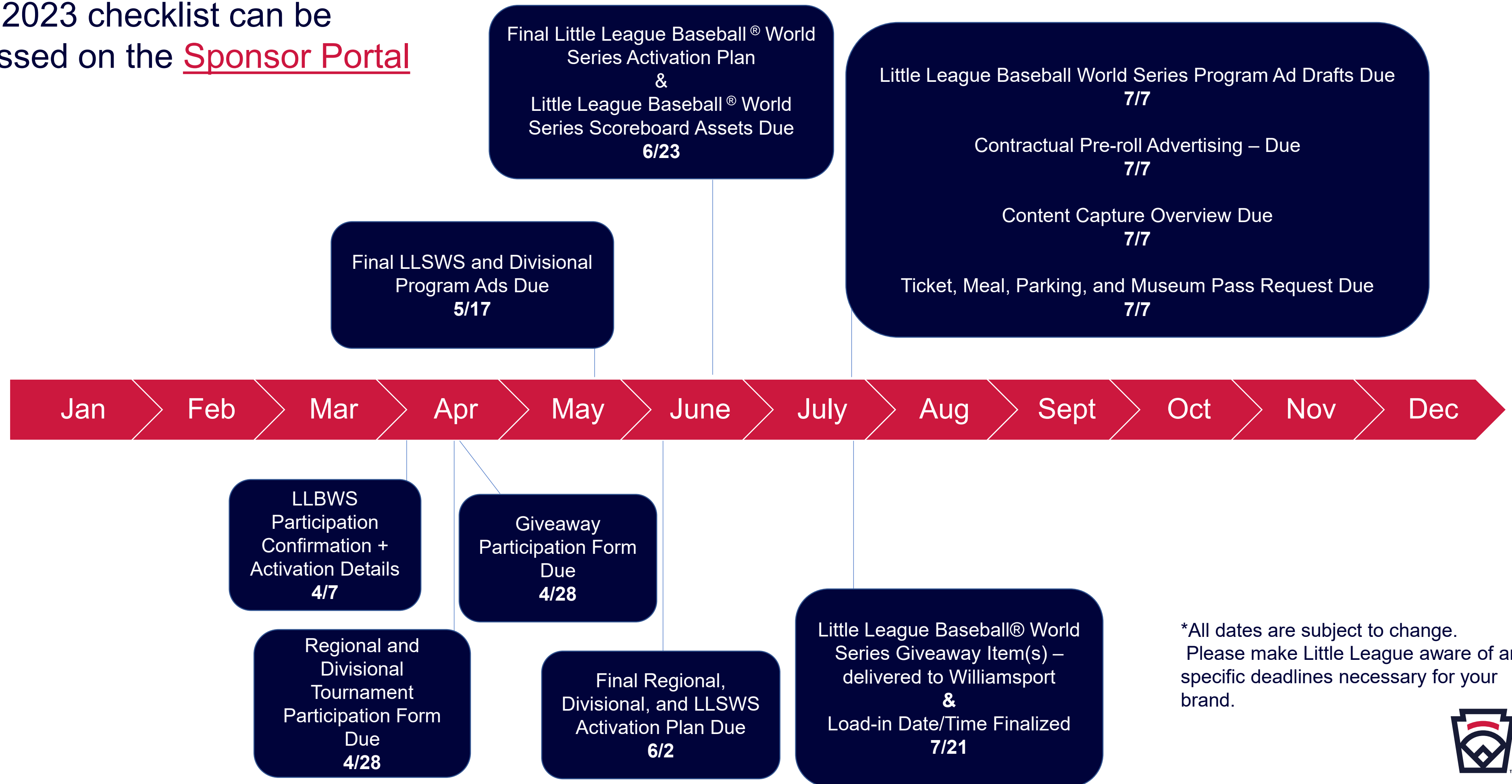
**Workback
Timelines**



**Measurement
Plans**

2023 CHECKLIST AND DEADLINES

*Full 2023 checklist can be accessed on the [Sponsor Portal](#)



*All dates are subject to change.
Please make Little League aware of any specific deadlines necessary for your brand.



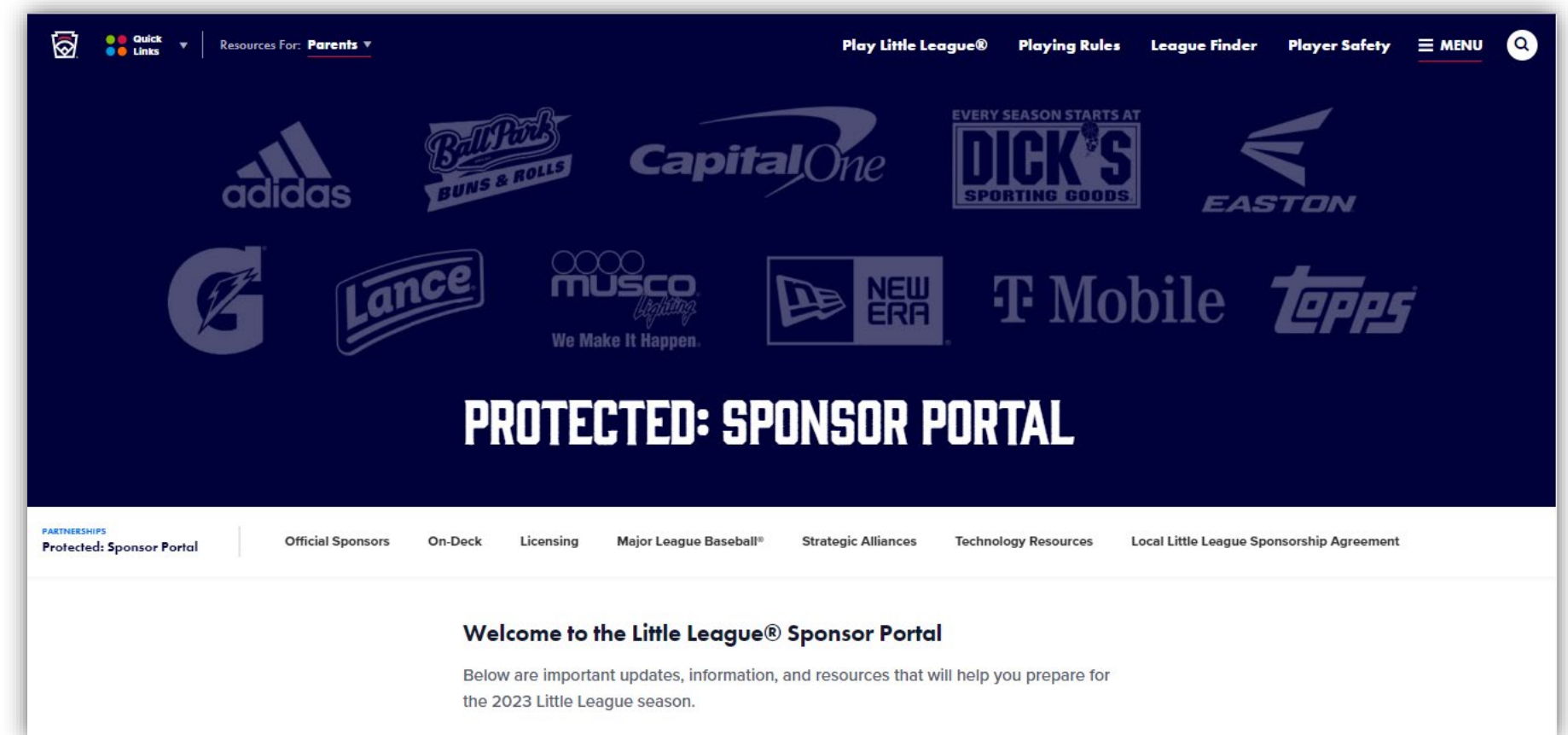


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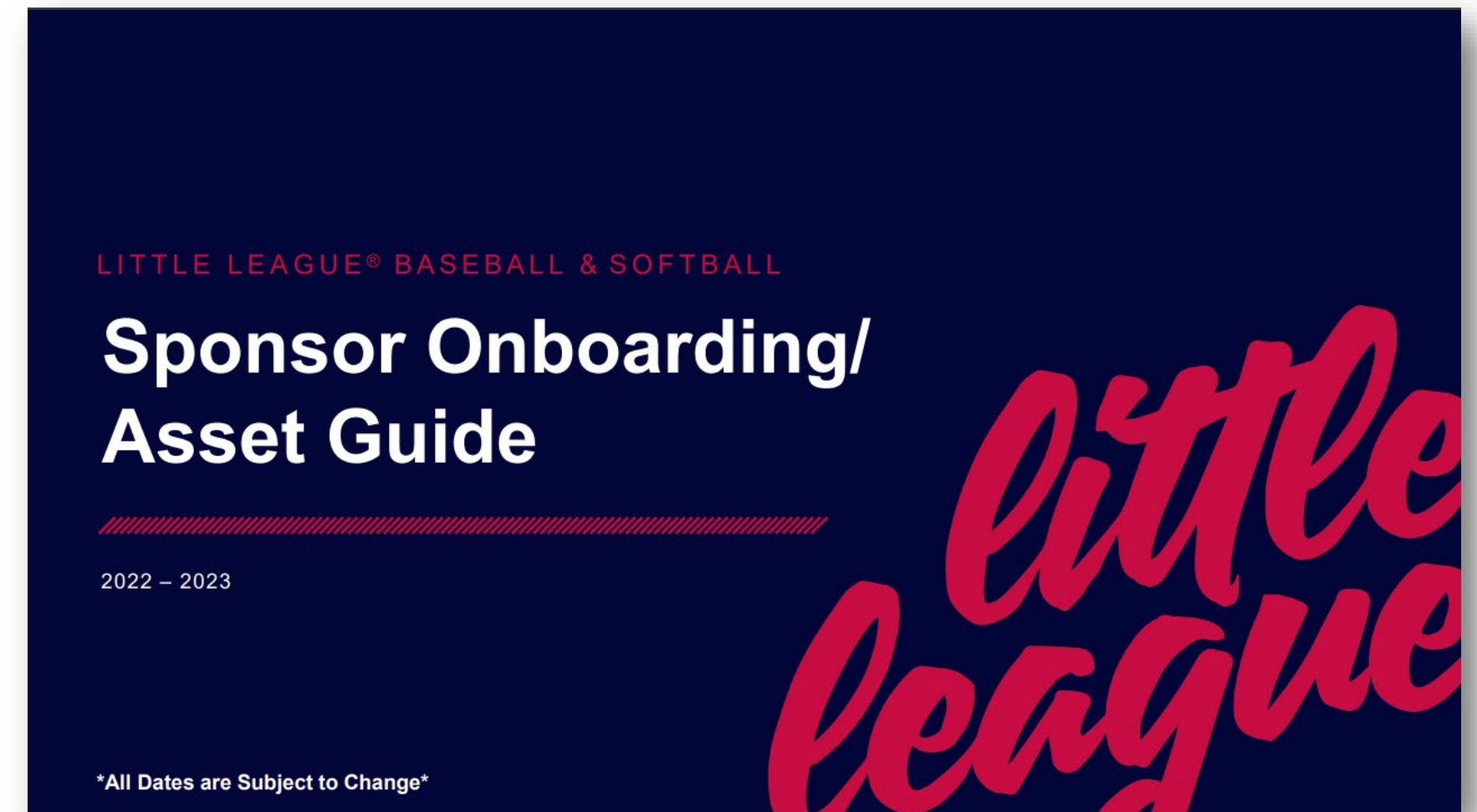
SPONSOR PORTAL

- The Little League Sponsor Portal contains various files that can serve as a resource in planning throughout the year including:
 - LLWS Activation Guide
 - General Little League Resources
 - Logos (LLWS & General LL Brand)
 - Sponsor Summit Information, etc.
- Please check the portal regularly for updates
- Access via the following credentials
LittleLeague.org/SponsorPortal
Password: Dugout1939



ONBOARDING / ASSET GUIDE

- New resource highlighting key materials for planning purposes
- Document contains the following information:
 - Little League Background
 - Communications
 - Email Blasts Specs
 - Social Media Specs
 - LittleLeague.org Specs
 - Quarterly Digital Promotions
 - Creative Guidelines / Requirements
 - Asset Tracker Template
 - Season Checklist
 - Tournament Activation Guides
- Available via the [Sponsor Portal](#)



CREATIVE GUIDELINES

- Reminders
 - Use family-oriented messaging
 - Offer incentives to leagues/families
 - Remember the Volunteer mindset
 - Emphasize Little League mission and goal
 - Recognize the seasonality of our program
 - Consider stock imagery with LL Patch
- Resources
 - [Appearance of Little Leaguers in the Media](#)
 - [Partner Scrubbing Guidelines](#)



Content



EMAIL BLASTS & NEWSLETTERS

- **Email Blasts**

- List size of approx. 2.2 millions subscribers
- Ability to reach specific target audiences such as Parents, League/District Officers, Coaches, Umpires, etc.

- **Newsletters**

- 6 Monthly Newsletters (D.A. Bulletin, Parent Connection, Fair Ball, Coach's Box, Little Leaguer and Resource Guide) with advertising placements
- Throughout the year, there are various opportunities to request banner ad placement or have content features in Little League's monthly electronic newsletters



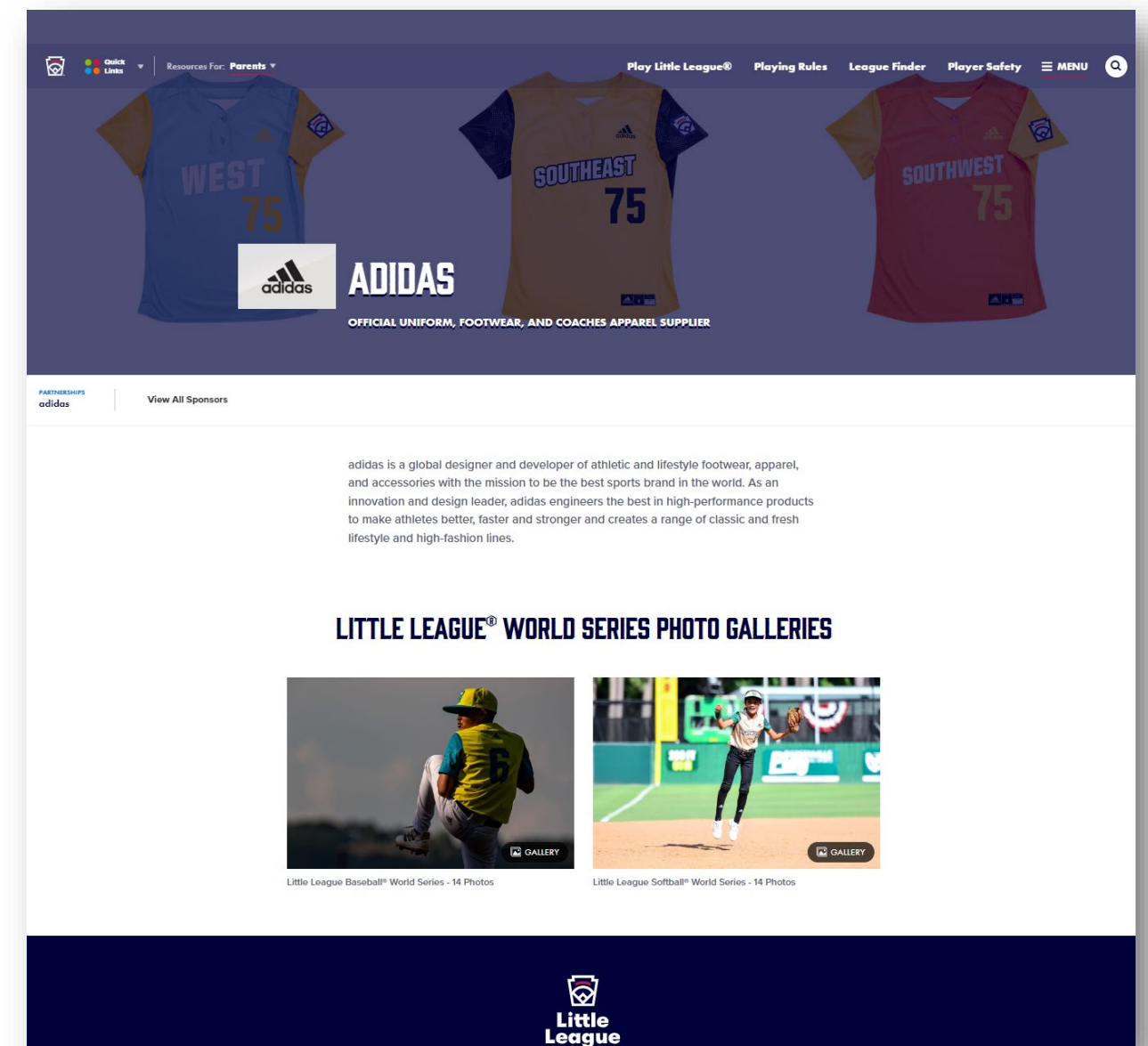
LITTLELEAGUE.ORG WEB ASSETS

- **Partner Content Pages**

- Used to promote the partnership, league programming & activities, grants, contests, social media campaigns, etc.

- **Banner Ads**

- Pages include Little League® University, Little League Videos, World of Little League Museum, Little League World Series, etc.



ANNUAL TOUCHPOINTS



- In order to maintain a communications plan for official sponsors, Little League has developed a standing promotional plan that is rebranded quarterly to align with key seasonal timelines.
- These demographics show the average audience from these quarterly promotions.
 - Most views came from the age range of 25-54
 - 35-44 holding the majority
 - 60% Female, 40% Male
 - Top performing states: California, Texas, Florida
- A timeline of these assets can be seen below:

On-Deck
Fall

Batter Up
Winter

**Sponsor
Summer
Offers**
Spring

**LLWS
Newsletter**
Summer





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Who is a...

2023 WORLD SERIES EVENTS



August 16 to 27



July 30 to August 6



August 13 to 20



July 29 to August 5



August 6 to 13



July 30 to August 5



July 31 to August 6

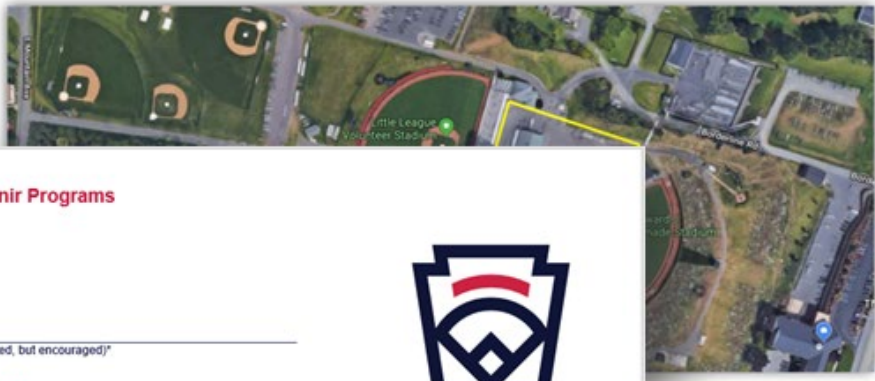


ACTIVATION GUIDE

- LLWS Activation Guide
 - Coming Early February
 - Contents
 - Program guides
 - Event activation overview
 - Regional & Divisional activation
 - Greenville event activation
 - Williamsport event activation
 - Digital Guidelines
- Live Tracking

ON-SITE FILMING MAP

- The space outlined in yellow depicts the **only** permissible filming area on our complex and are subject to Little League® guidelines.
- This area is clear of all broadcast camera views and mindful of ESPN's production schedule.
- Please note that all film/video crews must still have prior approval from Little League to capture content in the area outlined in yellow
 - Little League may approve other areas for content capture (e.g. the hill, batting cages, etc.). All requests must be submitted to Little League *prior to the start of the LLWS*



35

2022 Little League® World Series Souvenir Programs

OVERVIEW

Sponsor Ad Placement Opportunities:

- (1) Little League Baseball® World Series Program
- (1) Little League Softball® World Series Program
- (5) Divisional World Series Tournaments Programs
- (7) Total placements (Participation in all programs is not required, but encouraged)*



Creative Timeline:

- Little League® World Series Ad Participation Form **Due April 13**
 - Program Ad Participation Form will be available on the **Sponsor Portal** under Forms
- Little League Softball & 5 Divisional World Series Program Ad Drafts **Due May 6**
- Little League Softball & 5 Divisional World Series Final Program Ads **Due May 20**
- Little League Baseball World Series Program Ad Drafts **Due July 8**
- Little League Baseball World Series Final Program Ads **Due July 20**

Little League Baseball® World Series Program		
AD SPACE	ACCEPTABLE MEDIA/FILE TYPE	NOTES
Trim: 8.25" x 10.875" Live Area: 7.75" x 10.375" Bleed: 8.5" x 11.125" Margin: 0.5" (from trim to live area)	High resolution, pdf/packed InDesign Files (including fonts and links)	<ul style="list-style-type: none">• Full color logo should be used• Images should be CMYK or Grayscale (not RGB or indexed)• Rich Black is made from 50% (CMYK)• 100% (PMS) not the color "Registration"• Image resolution should be 300 dpi• Black text should be 1 color not 4 colors• Registration and Crop Marks must be at least 0.125" outside from the bleed area

*An ad design template is available on the **Sponsor Portal** for use to confirm the accuracy of the ad layout to the Live/Print/Board specs outlined above

*Please refer to your individual partner contract to confirm your program placement assets



7

4

WILLIAMSPORT EVENT ACTIVATION

2022 GIVEAWAY PARTICIPATION FORM

Due May 6, 2022

Sponsor Name			
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Little League Baseball® World Series

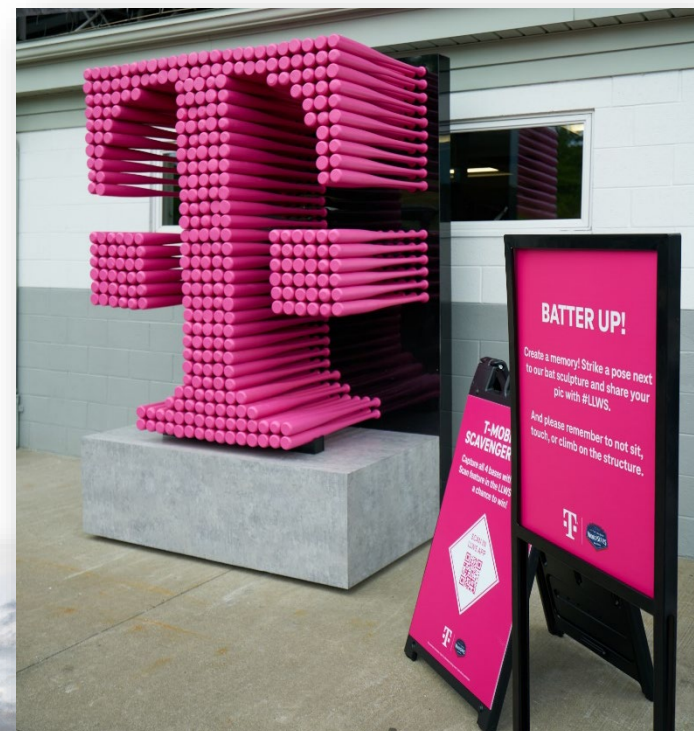
1,060 Items in hand in Williamsport by July 27

Little League® Baseball players Ages 11-12 Boys & girls may play in LLBWS	Items Needed	Confirm Participation
Players (Age 11-12), Coaches/Managers	375	<input type="checkbox"/>
Little League Challenger Exhibition Game Participants	60	<input type="checkbox"/>
Media	450	<input type="checkbox"/>
Umpires	25	<input type="checkbox"/>
Additional Volunteers	150	<input type="checkbox"/>



Assets in Action

ON-SITE ACTIVATION



THANK YOU

