



Agenda

- 9:00am Welcome - Little League® Overview
Stephen D. Keener, President & CEO
- 9:30am Introductions/ Icebreaker
- 10:00am Little League Programmatic Updates, Research, Communications and Assets Review
- 11:30am Major League Baseball Partnership Overview / Q&A
- 12:00pm Networking Lunch
- 1:00pm Partner Presentations / Guest Speakers
- 3:00pm Meeting Concludes
-
- 5:00pm Transportation to Park Tavern, Rosemont
- 7:30pm Transportation back from Park Tavern to Hotel



Little League® Team Introductions



Steve Keener

President & CEO
Little League International



Liz DiLullo Brown

Vice President
Marketing & Communications



Dustin Solomon

Senior Director
Marketing



Corey Wright

Regional Director
East Region



Dallas Miller

Director
Digital Media



Grace Christenson

Account Executive
Marketing



Kevin Feinberg

Account Executive
Marketing

3

Stephen D. Keener President & CEO

4

Partner Introductions

- Name
- Title
- Company
- Length of partnership



Favorite Ballpark food?



Hometown?



Best LLWS Memory?



Who's your MLB Team?



East Coast or West Coast?

5



6

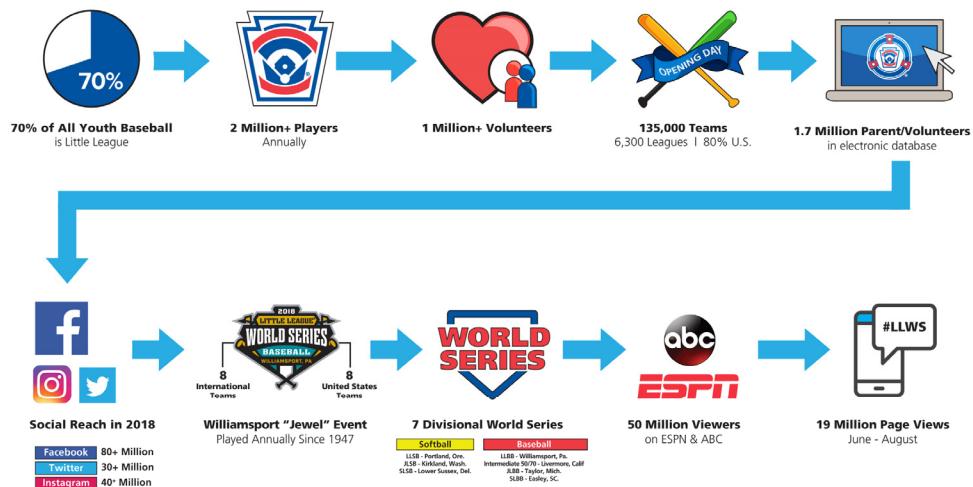


Little League® Mission and Values

*For over 75 years, Little League program have been active in local communities around the world focused on providing **wholesome, healthy activity for children to instill teamwork, sportsmanship and fair-play and most importantly, let kids have fun.***



Little League® At a Glance



Little League® Regional Support Structure



Little League® US Facilities



11



12



Little League® Programmatic Updates

- 27th Little League International Congress, January 2018 in New Orleans
 - Educational event for District Administrators
 - Provide discussion and voting on rule changes and regulations for program governance
 - *District Administrator Standards for Exceptional Leadership and Volunteer Service* were introduced
 - Event specific app created a unique guest experience
 - Banner advertising provided added value to sponsors
 - MLB Commissioner Robert Manfred inducted into the Little League Hall of Excellence
- Coming in 2020 - Regional Roundtables for District Administrators



Little League® Programmatic Updates

- New Bat Standard:
 - Adoption of the USA Baseball's USABat Standard
- Little League Grant Program:
 - Since 2015, over 200 grants, totaling over \$3 million have been awarded through Little League's Grow the Game Grant and Disaster Relief Grant Programs
- International Tournament Participation remains strong:
 - 14,242 teams participated in the 2018 International Tournament



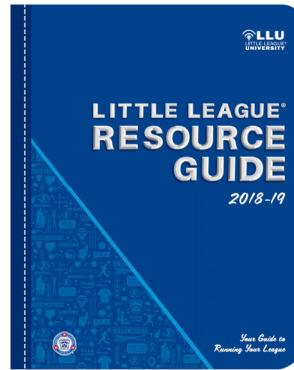
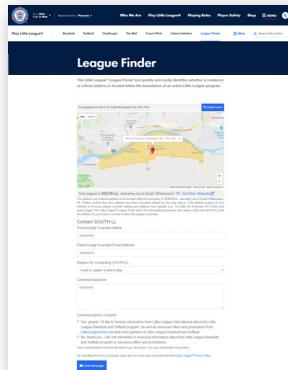
Little League® Programmatic Updates

- Television and streaming coverage expansion of game coverage on ESPN / ESPN+
- New Initiatives with Major League Baseball
 - MLB™ Little League® Classic
 - Play Ball Event Support
 - Little League Days at Major League Ball Parks
 - VR Home Run Derby at the LLWS



Little League® Programmatic Updates

- League Resource Guide for Volunteers
- *Play Little League®* League Finder



17

Generational Impact on Little League®



18

Sponsors often ask:

“What drives participation in Little League?”

“What are the pain points of local leagues, volunteers and families?”

“What are the most effective ways to communicate with the Little League audience?”

“What will parents react to?”

“How can we help volunteers?”



19

Generational Impact on Little League®

- The Little League® program touches multiple generations
 - Volunteers, parents, players and fans
- Primary and secondary research demonstrates that:
 - Parenting/caregivers styles are different today
 - Volunteerism has evolved
 - Youth sports and its role in society has evolved
- Little League has made strategic programming decisions to help adjust to the changing needs of parents/caregivers, players and volunteers
- Little League uses this background and research to drive effective communication to promote and deepen connections
 - Focus on being relevant to each generation via message and tactic
 - Evaluating metrics for impact
 - Using “our voice” to highlight topical issues



20

Generational Impact on Little League®

The Generations

Gen Z Born after 1997 Age in 2017: 20 and younger	The Baby Boom Generation Born: 1946 to 1964 Age in 2017: 53-71
The Millennial Generation Born: 1981 to 1997 Age in 2017: 20-36	The Silent Generation Born: 1928 to 1945 Age in 2017: 72-89
Generation X Born: 1965 to 1980 Age in 2017: 37-52	The Greatest Generation Born: Before 1928 Age in 2017: 90-102

According to Pew Research Center

ROB HOSKINS.COM

- Generations are shifting. Generation Y (Millennials) and Generation Z now represent the largest segments of the population.
- “Generation Y,” 83 million strong in the U.S. alone. By 2025, they will make up 75% of the workforce.*
- Little League primarily focuses on communicating with volunteers and parents; fans during the LLWS



21

Today's Players – Generation Z

- Generation Z (born after 1997): The youngest generation and the offspring of Millennials and younger Gen Xers
 - Most of the current players in the Little League® program
- Gen Z is growing up tech-supervised at every turn of their life via technology.**
- Gen Z is using social media to shape their identity



22

<http://www.millennialmarketing.com/wp-content/uploads/2016/12/FutureCast-The-Pivotal-Generation-7.pdf>

Parenting Styles & Generational Differences Affect Youth Sports Decision Making



23

Today's Parents – Millennials & Gen X

- Millennials are becoming parents (“Parennials”)**
- The definition of the traditional family has changed
 - Millennial parents turn to the internet – not just family and friends – for parenting advice*
 - Every minute of their children’s lives are documented (including their LL games)
- Millennial parents are more likely to struggle financially
 - The costs of attending college continue to escalate. Parents look at youth sports as an investment in their child’s future
 - Youth sports participation has become a substantial expense for parents (Baseball/Softball is more expensive)
- Parenting styles have changed; extremely protective in nature
 - From *“Helicopter Parenting”* (Gen X) to *“Drone Parenting”* (millennials)***
 - Parents continue to be concerned with general safety issues



<http://www.millennialmarketing.com/2013/07/new-research-the-millennial-generation-becomes-parents/>
<https://www.verywell.com/forget-helicopter-parents-millennials-are-into-drones-1095054>
<http://www.millennialmarketing.com/wp-content/uploads/2016/12/FutureCast-The-Pivotal-Generation-7.pdfonk>

<http://www.businessinsider.com/projected-tuition-costs-are-terrifying-2015-4> *YPulse Research

*YPulse Research
**Aspen Institute / Sports Fitness Industry Association (SFIA), State of Play Report, 2017

24

Today's Parents – Millennials & Gen X

- Parents continue to be starved for time
 - Two thirds of parents of current players are employed full-time**
 - Parents want their kids to have fun and get exercise. The illusion of 'sweat'.
 - Little League® has created programming with this in mind
- Other activities (outside of sports) compete for kids time including screen time
 - Kids and families have choice!
 - Research shows that 82% of 8- to 11-year-olds now have tablets and 59% have smartphones*
- Baseball / softball is a tough game.
 - We focus on the incredible opportunities to teach kids through challenge and failure.



<http://www.mothermag.com/moms-and-sports>

*** Bruce Kelley and Carl Carchia, Hey Data, Data – Swing, 06/2013.

*Aspen Institute, State of Play, 2017, "Are We Losing Play Without a 'Purpose'?" Education Week, 06/2017.

**Washington Post, http://www.washingtonpost.com/local/are-parents-ruining-youth-sports-fewer-kids-enter-sports-pressure/2015/10/04/eb1460dc-688e-11e5-9ef3-fde182507eac_story.html?utm_term=.7f0c456a7

** Jeff Fromm, <http://www.millennialmarketing.com/2013/07/new-research-the-millennial-generation-becomes-parents/>

25

Why Youth Play Little League®

- Top reasons youth play Little League (2018 LL Parents survey):
 - To have fun
 - To learn to be a part of a team
 - To get physically active
 - To build confidence
- Quitting at a young age impacts lifelong attitudes towards physical activity



*Aspen Institute, State of Play, 2017, "Teenagers Are as Sedentary as 60-year-olds by Age 19," The Washington Post, June 26, 2017. http://www.espn.com/espn/story/_/id/9469252/hidden-demographics-youth-sports-espn-magazine

26

Youth Sports Trends

- While multi-sport participation may be declining, Little League® shows strong multi-sport participation in key age groups.
- Percent of Little Leaguers participating in another sport by age:
 - 7 and Younger: 55.6%
 - 8-10: 65.0%
 - 11-12: 66.7%
 - 13 and older: 58.0%
- Top other sports by age
 - 7 and Younger: Soccer, Basketball, Football
 - 8-10: Basketball, Soccer, Football
 - 11-12: Basketball, Soccer, Football
 - 13 and older: Basketball, Football, Soccer



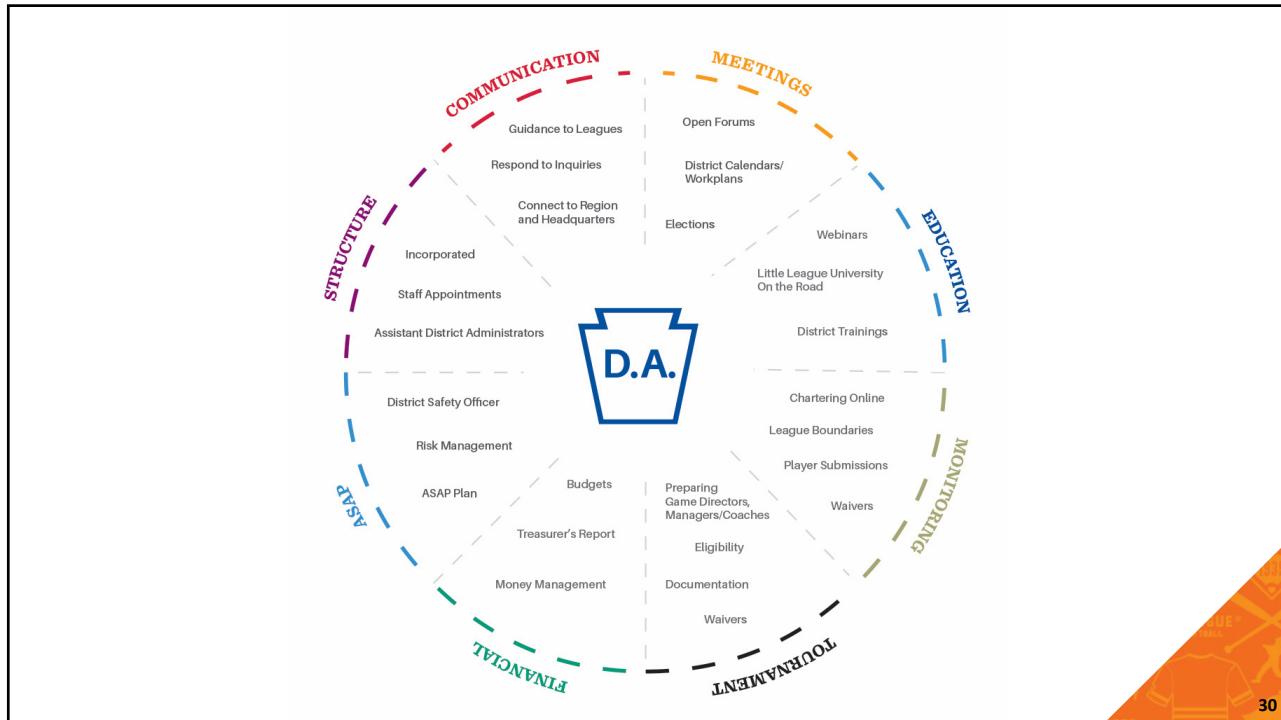
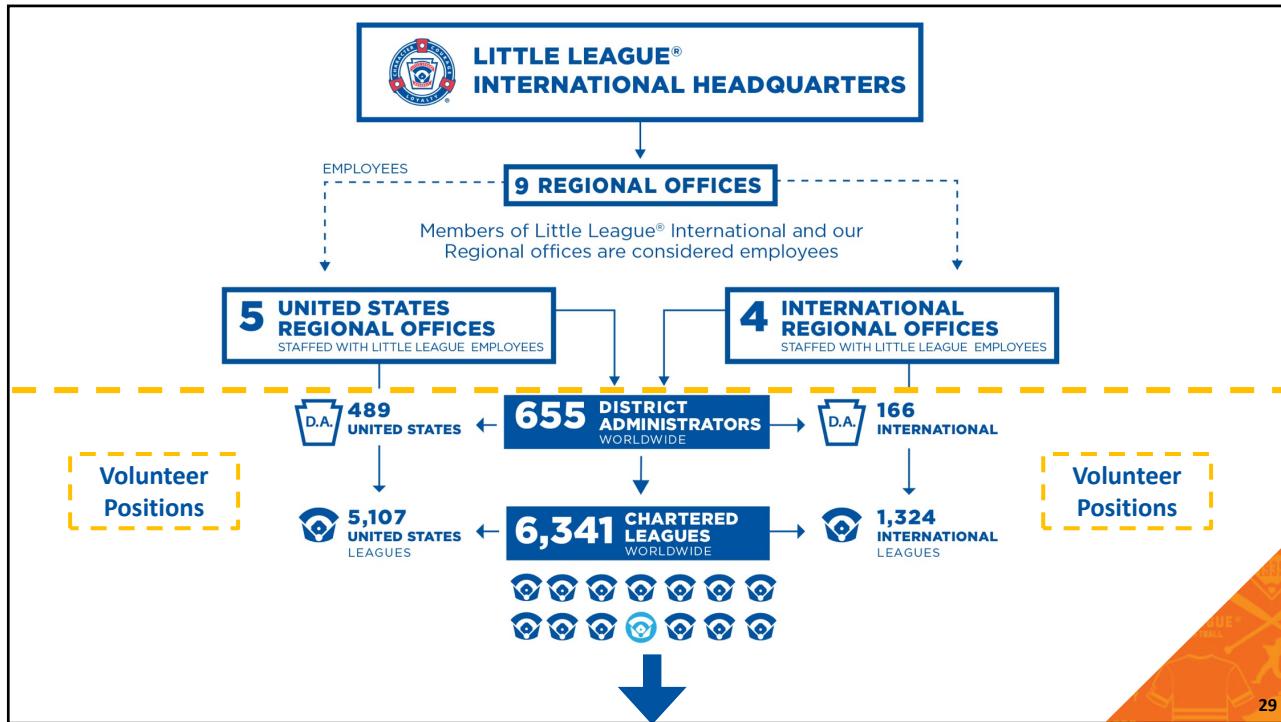
*Aspen Institute / Sports Fitness Industry Association (SFIA), State of Play Report, 2017
Little League Parent Survey (2017 / 2018)

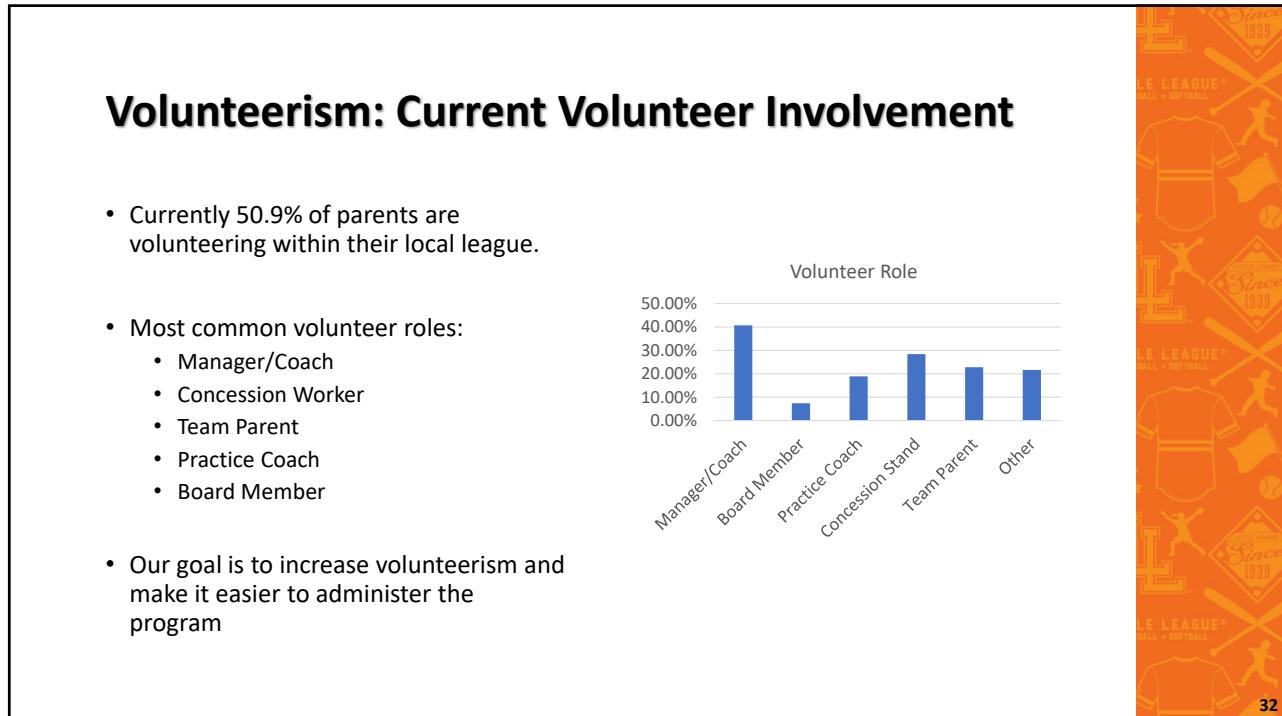
27

Focus on Volunteerism



28





The Many Hats of a Little League® Volunteer

- Who are our Volunteers?
 - Two thirds are employed full time
 - Volunteers with multiple organizations/interests
 - Parents with children in other activities
- What motivates volunteers?
 - Time
 - Care about experience
 - Concern for the community
 - Self-fulfillment



Building Relationships with Local Leagues

- Create impactful programming
 - Grant support
 - Keeping safety top of mind
 - Bringing communities together
- Use existing local channels to connect with leagues
- Grassroot strategies
- Connecting locally





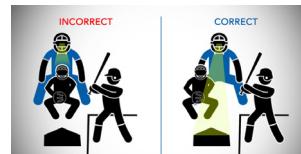
Overall Goals

- Educate, inform, and entertain Little League® audiences
- Humanize the Little League® brand
- Create connections with and among the audience
- Be seen as a resource, beyond the authority of being the governing body
- Follow the seasonality of the program to maximize engagement



Content Strategy

WHO?	Corporate News	Features	Training	Newsletters	Tournament
WHY?	League Admins, casual fans	Volunteers, casual fans	Coaches, League Admins	Parents, League Admins	Casual fans
	Inform, Transparency	Humanize the brand	Educate	Educate, Inform	Entertain, Engage



Where We Gather Content

From the Field

- News monitoring
- Local leagues
- Volunteers



Partnerships

- Major League Baseball
- Positive Coaching Alliance
- One Softball



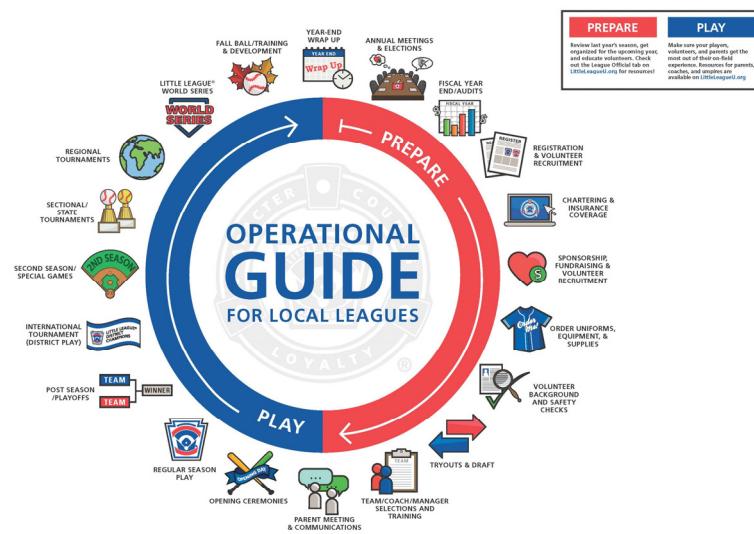
Industry

- Aspen Institute
- Changing the Game



39

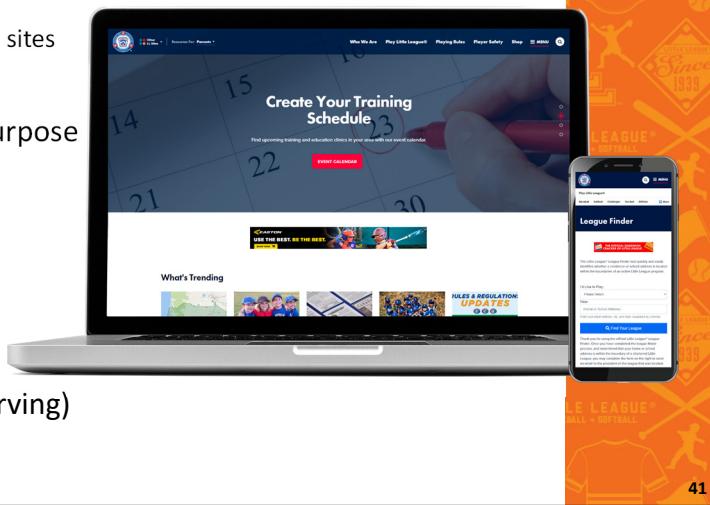
Seasonal Approach to Content



40

Content Strategies: LittleLeague.org

- Overhauled in early 2018
 - Integrated & streamlined several old sites
- Mobile-first layout
- Content organized by audience/purpose
 - Little League University
 - World Series
 - LittleLeague.org
- Content shared to league sites
 - RSS / TSHQ sites
- Sponsor advertising and content integrated throughout (DFP Ad Serving)



41

Content Strategies

Preparation & Regular Season

- Train, educate, and inform volunteers
- Increase ability to administer program effectively for participants
- Share best practices, guidance, and resources that reflect the seasonality of the program

FOR DIRECTORS
FOR DIRECTOR ADMINS
Tips for Expanding Participation Opportunities

What you'll learn:
How waivers, special games, and other requests can grow your local Little League

FOR LEAGUE OFFICIALS
How To Organize a Game Schedule

Once players have been placed on rosters and practices can begin and you can start finalizing a game schedule for each of your divisions. Whether you play in-house or interleague, schedules have been sketched out and may be re-worked several times.

FOR COACHES
Making the Move from Coach to Manager

42

Content Strategies

- **Content Types**

- Little League University
- Newsletters
 - D.A. Bulletin, Little Leaguer, Coach's Box
- Content franchises
 - Don't Let This Happen, Hey, Blue!, You Make the Call, Parent Confessions
- Policy/Rules/Program changes
 - USA Bat Standard, Age Determination, Arm Safety
- General news
 - Alumni news, features/profiles, awards, board of directors

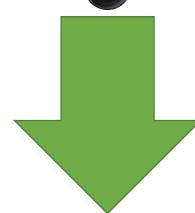


43

Content Strategies

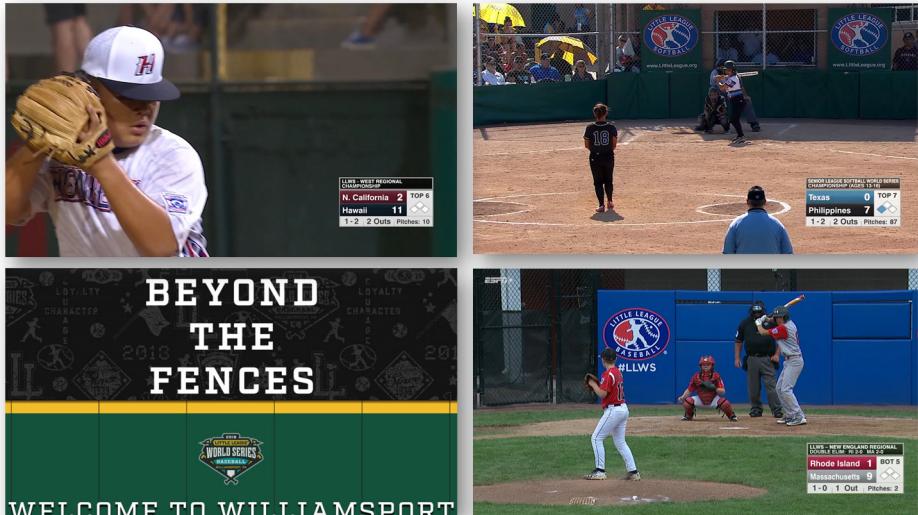
- **Tournament Season**

- Capitalize on broader audience and fan base
- Be contextually relevant
- Tactics: scores, highlights, video features, GIFs, memes
- 2018: More than 230 games broadcast, approximately 700 highlights published across all platforms



44

Content Strategies: Tournament Season



45

Content Strategies: Paid vs. Organic

- Little League has engaged in several paid digital media campaigns across several initiatives:
 - 75th Anniversary (2014)
 - Launch of Little League University (2015)
 - Targeted league development in key markets (2016)
 - League Finder (2017)
- Fan engagement
 - Highlights & features
 - “Paid earned” media strategy



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46

Social Growth



Account Followers After LLWS (% Growth From Previous Year)

Platform	2015	2016	2017	2018
Facebook	236,000	299,000 (+26.7%)	362,000 (+21.1%)	428,000 (+18.2%)
Twitter	35,000	53,000 (+51.4%)	67,500 (+27.4%)	80,000 (+18.5%)
Instagram	20,000	50,000 (+250%)	88,600 (+77.2%)	135,000 (+52.4%)

47

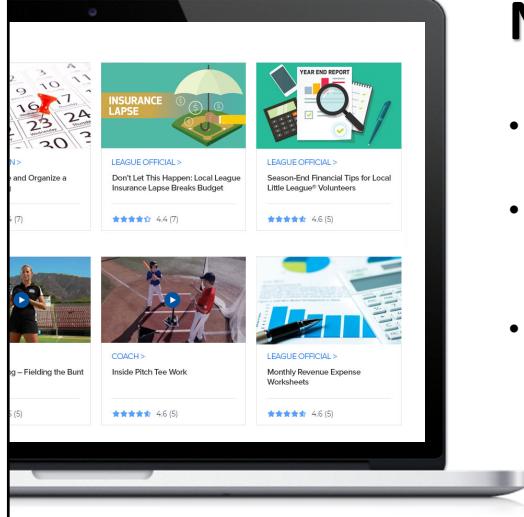
Audiences & Demographics

- Audiences tend to skew male
 - Instagram and Twitter approximately 2/3 male
 - Facebook near 60/40 split
- Age distribution trends toward 35 and younger
- Overwhelmingly English-speaking, U.S. residents with occasional surges from other locations (Philippines, India, Curacao)



48

Notables



- Launched Instagram Stories and IGTV
 - 8M+ story impressions during 2018 LLWS
- Website development plans for 2019
 - LLU Courses
 - Enhanced tools & features
- Expected increase in TV/broadcast coverage again in 2019, including streaming

Considerations When Using Little League® Assets



Using Little League® Assets

- Understanding Little League audience & demographics
 - Asset Examples: Local league website banner ads through DICK'S Team Sports HQ
- Authentic integration of sponsor programming
 - Asset Examples: Social posts, email blasts
- Understanding Timelines
 - Asset Examples: Email database (e.g. retail), League Supply
- Maintain relevancy of Little League partnership year-round
 - Asset Example: LL.org sponsor landing page, LL.org Banners
 - Blend Fall/Winter/Spring messaging into LLWS activation plans



51



52

Purpose of Little League® Regional Offices

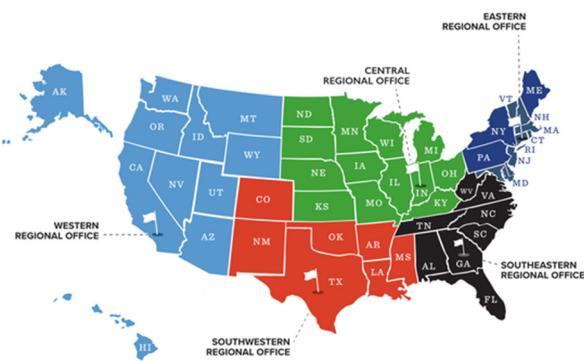
- Educate Volunteers
- Provide Customer Service
- Manage Regional Facilities
- Host Regional Tournaments
 - Little League Baseball®
 - Little League Softball®



53

Regional Office Structure

- U.S. Regional Offices
 - East: Bristol, CT
 - Central: Indianapolis Area, IN
 - Southeast: Warner Robins, GA
 - West: San Bernardino, CA
 - Southwest: Waco, TX
- Staffed by Little League® employees



54

Regional Sponsor Activation Opportunities

- Volunteer Clinics and Meetings
 - Collateral
 - Goodie bag items
 - Opportunity for relevant sponsor initiatives to be presented to attendees
- Regular Season Local League Initiatives
 - Assist in building awareness around sponsor programming at the local level through regular contact with volunteers



International Tournament



→ • Regional Tournament Activation Opportunities

- Regional Welcome Event support
- Player goodie bags
- Program advertisements
- On-site activation during event



Regional Tournament On-site Activation

- Audience
 - Attendance is heavily influenced by [local] teams that are present
 - Weekends and opening ceremonies are typically the highest trafficked days
 - Evening games historically draw the largest crowds
- Best Practices
 - Consistent communication with the Regional office before and during the event
 - Relevant programming, messaging, and giveaway items for baseball/softball audience(s)
 - Interactive booth with engaging brand ambassadors



The Little League® World Series Focus on Fans



58



59

Visitor Experience Survey

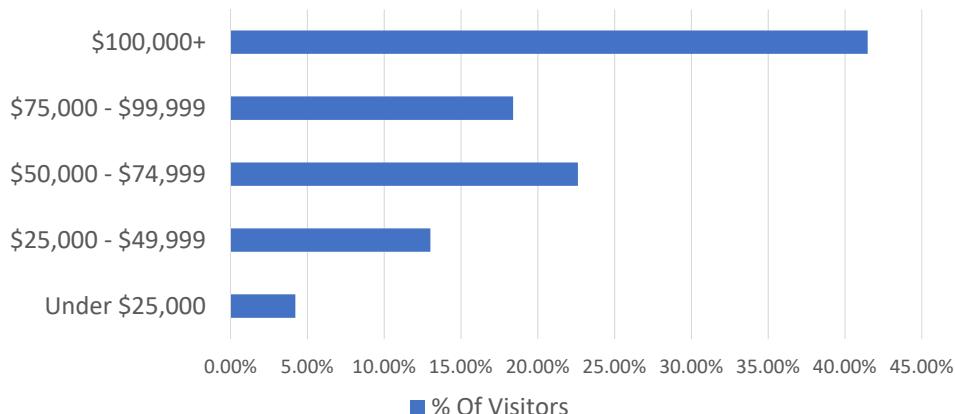
- Methodology:
 - Following the 2018 Little League Baseball® World Series, Little League distributed a web-based survey on August 27, 2018 by e-mail. The survey remained open until September 16, 2018.
- Survey Size:
 - A total of 1,118 survey responses were obtained overall.
- Research Team:
 - The Pennsylvania College of Technology in collaboration with the Williamsport Lycoming Chamber of Commerce administered the survey.

**Pennsylvania College
of Technology**
PENNSTATE



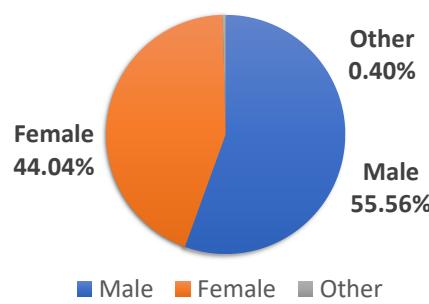
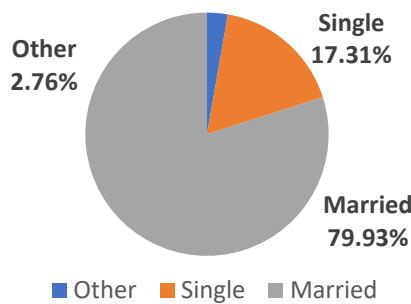

60

On-site Demographics – Annual Income



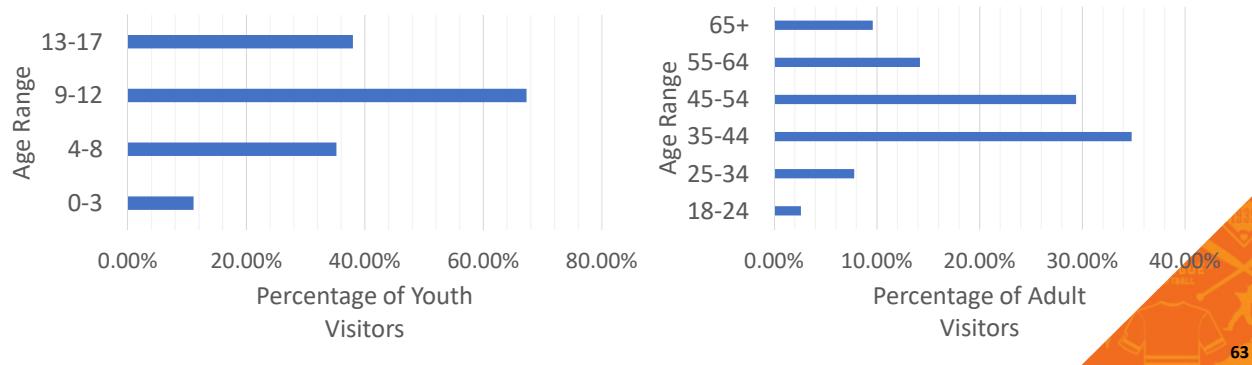
On-site Demographics – Gender & Marital Status

- 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



2019 Little League® World Series



65

2019 Timeline

- 2/4 - Little League® World Series Packet and Sponsor Portal Available
- 4/3 - Formal Activation Plans Due
 - Regional and Divisional Tournament Participation Form Due
- 5/1 - Little League® World Series Final Program Ads Due
- 5/10 - Goodie Bag Participation Form Due
- 7/10 – LLBWS Scoreboard Assets Due
- 7/17 - Social Media Plans Due
 - LLBWS Power and Internet Requirements Form Due
- 8/15 - 8/25: Little League Baseball® World Series in Williamsport, PA



66

Divisional Tournaments Dates

Event	Tentative Dates
Little League Baseball*	August 15-25, 2019
Intermediate Baseball	July 28 - August 4, 2019
Junior League Baseball	August 11-18, 2019
Senior League Baseball	July 27 - August 3, 2019
Little League Softball*	August 7-14, 2019
Junior League Softball	July 28 – August 3, 2019
Senior League Softball	July 29 – August 4, 2019



Regional Tournaments Dates

Event	Tentative Softball Dates	Tentative Baseball Dates
Eastern	July 19-25, 2019	August 3-10, 2019
Southeastern	July 25-29, 2019	August 2-6, 2019
Central	July 22-26, 2019	August 3-10, 2019
Southwestern	July 24-28, 2019	August 1-7, 2019
Western	July 20-25, 2019	August 4-10, 2019



New Videoboard Opportunities

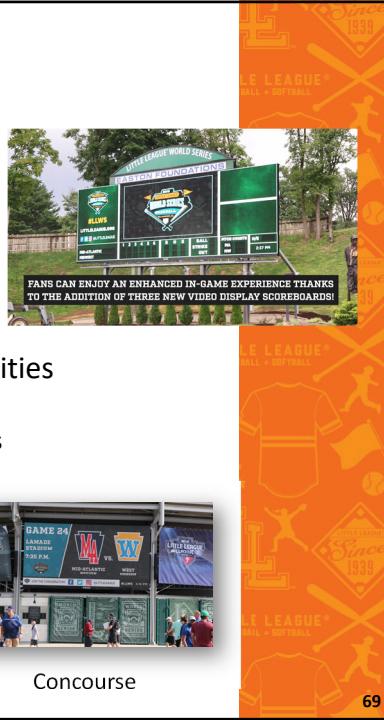
- In 2018, Little League introduced three new videoboards:
 1. Lamade Stadium
 2. Volunteer Stadium
 3. Concourse
- These new videoboards present various branding opportunities throughout the Little League Baseball World Series:
 - Static logos rotated during games, aligned with PA announcements
 - Feature videos on concourse videoboard



Lamade



Volunteer



Concourse

69

Social Media Integration

- In 2018, Tagboard was used for the first time at the LLBWS
- This platform provides an additional touch point for Little League and sponsor-related content to be shared with spectators in attendance
- Consider Tagboard as your 2019 Social Media Plans come to fruition

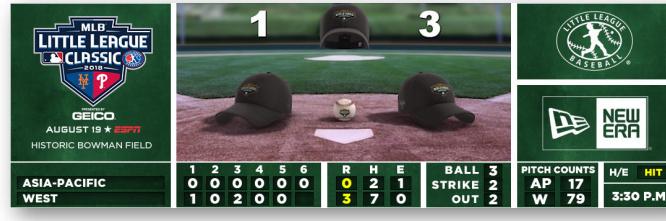
#tagboard



70

Future Videoboard Opportunities

- As we expand upon the capabilities of our videoboards, fan experience continues to be a focus at the Little League Baseball World Series
- Future in-game opportunities currently being explored are:
 - Family Fun Zone Cam
 - Fan Engagement Ideas
 - Trivia
 - Hat Shuffle
 - Car Races



Sponsor Summit Portal

LittleLeague.org/SponsorsPortal
Password: llsponsorsummit2018





Major League Baseball Partnership Overview

73

MLB Presentation

74



Partner Presentations

- ESPN
- Octagon
- Thuzi
- Cigna
- Honda
- Gatorade

75



Effectively Using RFID Technology

76

Using RFID Technology

- Interactive engagement
- Data capture
- Manage premiums and contests
 - Giveaway distribution
 - Update throughout the tournament
- Open communication between Thuzi, Little League, and Sponsor
 - Share goals and key performance indicators early in the planning process
 - Use the Thuzi sponsor dashboard throughout the Little League Baseball® World Series



77

Evening Reception @ Park Tavern

Park Tavern
5433 Park Place
Rosemont, IL 60018



Please meet in hotel lobby at 5:00pm to board shuttle.
Bus will return back to the hotel at approximately 8:00pm.



78



79

Quick Reference Guide to Deliverables

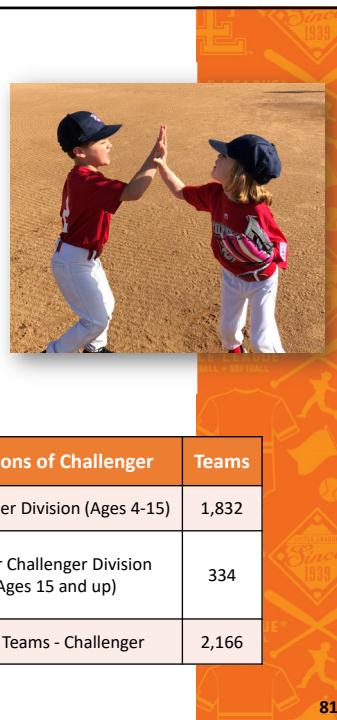
Asset	Audience	Print/Digital	Image/File or Print/Ship	Month Due
Clinic Collateral	League Presidents/DA's	Print/Giveaway	Print/Ship	October
League Supplies	League Presidents/DA's	Print	Print/Ship	October
Essentials Catalog	Coaches/League Presidents	Print	Image/File	November
Batter Up	Coaches/League Officers		TBD	December
Tournament Season Email	Parents/Coaches	Digital	Image/Link	April
Program Ads	Fans	Print	Image/File	April
WS Banner Ads/Copy	Fans	Digital	Image/Link	May
Scoreboard Assets	Fans	Digital	Image	July

 Contractual

80

2017-18 Participation by Division

Divisions of Little League	Teams
Baseball	114,468
Softball	18,505
Challenger	2,166
Total Teams – Little League	118,800



Divisions of Baseball	Teams
Tee Ball (Ages 4-7)	28,131
Minor League (Ages 7-12)	52,904
Little League (Ages 9-12)	21,889
Intermediate (Ages 11-13)	2,803
Junior League (Ages 13-14)	5,220
Senior League (Ages 14-16)	3,511
Total Teams - Baseball	114,468

Divisions of Softball	Teams
Tee Ball (Ages 4-7)	1,351
Minor League (Ages 7-12)	9,229
Little League (Ages 9-12)	5,032
Junior League (Ages 13-14)	1,630
Senior League (Ages 13-16)	1,263
Total Teams - Softball	18,505

Divisions of Challenger	Teams
Challenger Division (Ages 4-15)	1,832
Senior Challenger Division (Ages 15 and up)	334
Total Teams - Challenger	2,166

2018 Regional & Divisional World Series Attendance



Background Information / Demographics

- 2018 Parents Survey Findings:
 - Online survey consisting of 37 questions that measured feedback in several areas including general behavior and attitudes, participatory satisfaction, league operations, and communications preferences.
 - Conducted: June 20 – July 5
 - Sample: 228,154 selected parents selected at random from 2017 player registration data in age groups ranging from Tee Ball to Majors
 - Response rate of 5.5% (12,502 parents submitted responses)



83

2018 Little League Parents Survey

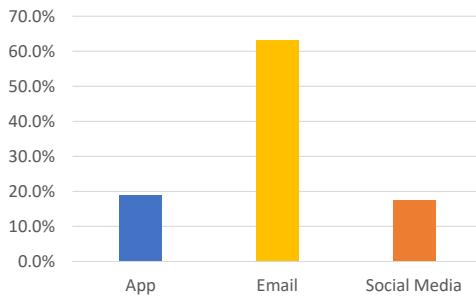
- Respondents by Gender:
 - 59.8% Female
 - 41.1% Male
- 94% of parents have 1 to 2 children playing in Little League
- Only 6% have more than 2 children participating
- 76.5% of parents registered their children online
- Average Little League Parent Age: 42



84

How Parents Want to Receive Information

How parents want to receive information about Little League:



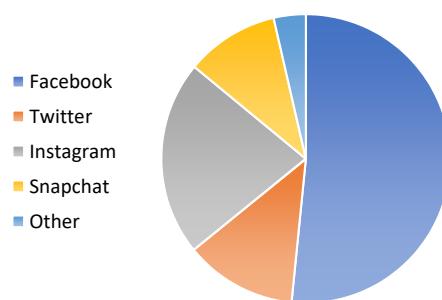
Top ways parents receive their information:

1. Social media
2. Mobile apps
3. Email/e-newsletters
4. Television



Parents and Social Media

- 83 percent of parents use social media; 81 percent use social media daily
- Social media outlet usage by parents:



What Topics Are Parents Interested In?

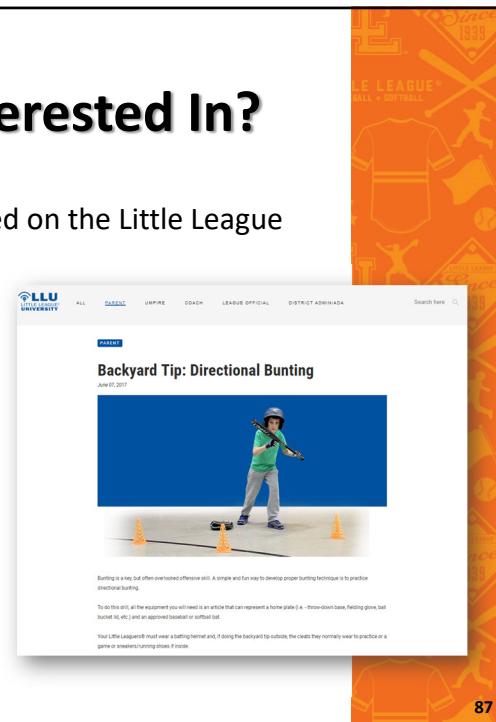
- Many parents are engaged and want to be informed on the Little League experience.

- Most Interested In:**

- How to develop skills at home
- Coaching drills and practice plans
- Little League rules

- Least Interested In:**

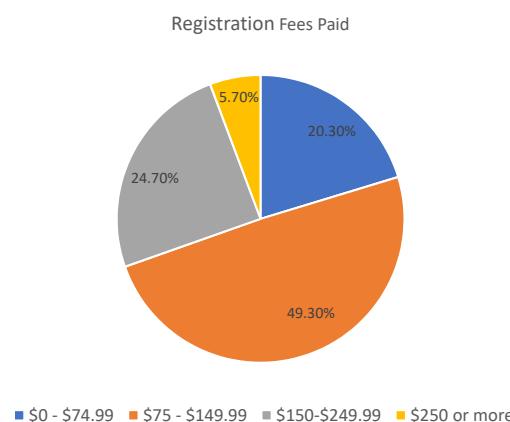
- Volunteer opportunities
- How to get more involved in Little League
- Boundary, eligibility information



The screenshot shows a website for Little League University. The top navigation bar includes links for ALL, PARENT, UMPIRE, COACH, LEAGUE OFFICIAL, and DISTRICT ADMINISTRATOR, along with a search bar. The main content area is titled "Backyard Tip: Directional Bunting" and includes a date of June 05, 2017. It features a photograph of a child in a baseball uniform practicing bunting with orange cones. Below the photo, there is text explaining the tip: "Bunting is a key, but often overlooked offensive skill. A simple and fun way to develop proper bunting technique is to practice directional bunting." It also provides instructions: "To do this drill, all the equipment you will need is an article that can represent a home plate (i.e. - throw-down base, fielding glove, ball, bucket, etc.) and an approved baseball or softball bat." A note at the bottom states: "Your Little League® must wear a batting helmet and, if doing the backyard tip outside, the clothes they normally wear to practice or a game or sneakers/training shoes if inside." The page is framed by a decorative border on the right side.

87

Participation: Registration Fees



88

Desired League Improvements

- Top improvements parents would like to see their league make:
 - Hold more practices (34.5% of parents)
 - Facility improvements (29.7%)
 - Better communication from the board (29.3%)
 - Better coaching (22.9%)
- Resources Available:
 - Grow the Game Grant
 - Facilities Survey
 - Other grants/opportunities



The Little League® Database



Email Database
1.7 Million



Parents
1.6 Million



Coaches
214,000



League &
District Officers
39,500



Umpires
4,400

