

LITTLE LEAGUE® 2024

ALL PARTNER CALL



*little
league*



March 19, 2024



**Welcome New Partners
Church & Dwight**



Partnership Spotlight

GATORADE®

Gatorade Hydration Packs

- 11 States (including DC) selected and offered GHP kits through chartering
- Includes squeeze bottles and powder sticks

Urban Initiative Outreach

- Second year of providing GHP kits specifically for UI leagues
- Within the their “Fuel Tomorrow” initiative to help create opportunity and equity in sport
- 50 leagues will receive \$1,000 donation



GATORADE
HYDRATION PACKS

YOUR LEAGUE IS ELIGIBLE
FOR COMPLIMENTARY
GATORADE HYDRATION PACKS

Claim this Exclusive Offer for Coach Pitch Division & Above

TEAM HYDRATION PACKS CONTAIN:

15 20oz. Squeeze Bottles
(1 Per Athlete)

&

45 1.23oz. Powder Sticks
(3 Per Athlete)

GATORADE IS EXCITED TO PARTNER
WITH LITTLE LEAGUE® TO HELP
FUEL YOUR LEAGUE'S PERFORMANCE

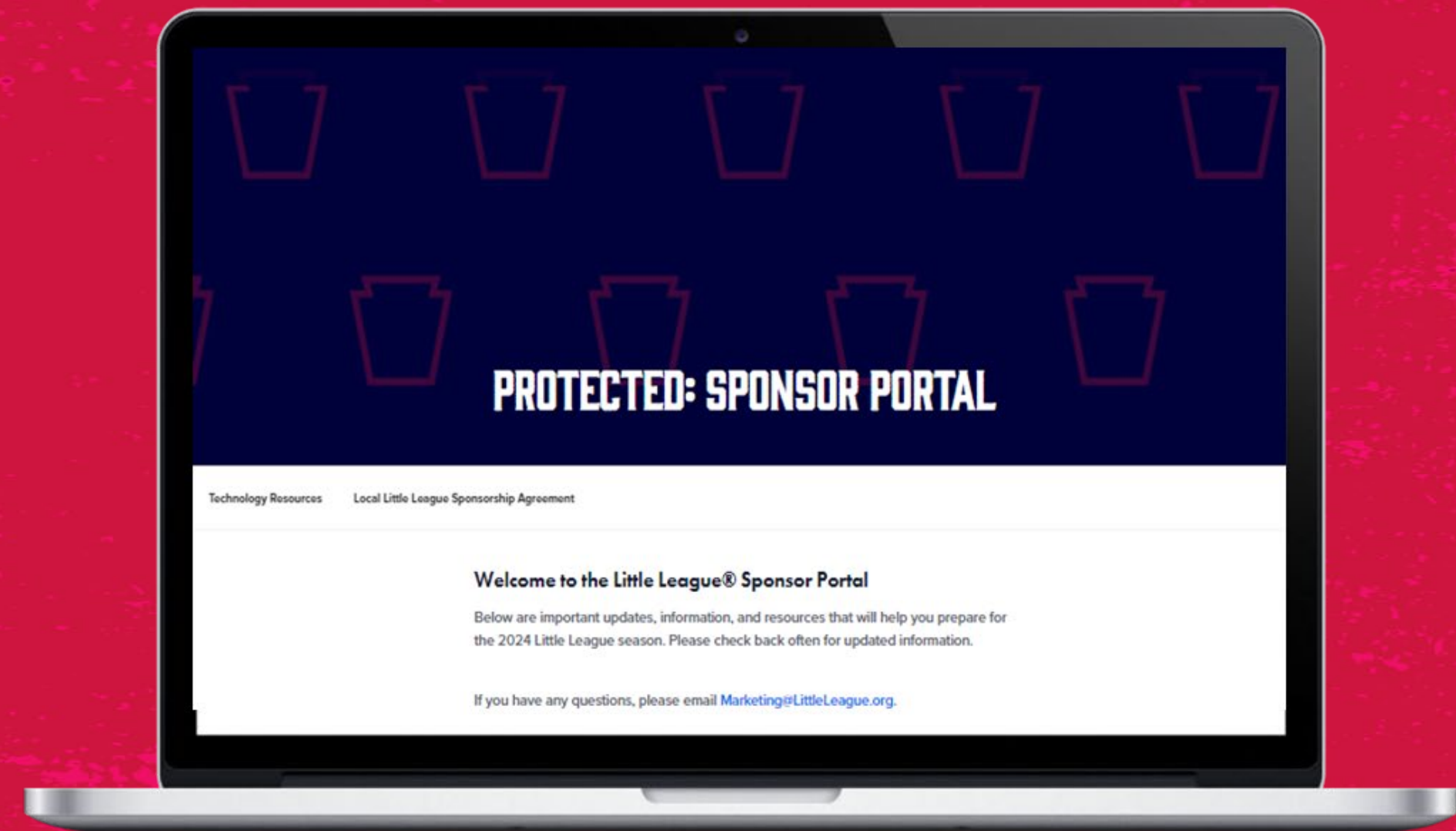
 





Sponsor Portal

- Serves as an important resource that contains various tools to support planning throughout the year
- New Updates include:
 - 2024 LLWS **Activation Guide**
 - 2024 Sponsor Summit Resources
 - World Series Logos
 - 2023-2024 Checklist
 - Monthly Call PPTs and Recordings
- LittleLeague.org/SponsorPortal/
 - Password: Diamond1939



Ongoing LLWS Resources

- LLWS Activation Guide
 - Designed to cover information on all things LLWS
 - Please bring any question to your individual partner meetings
 - Live Planning Trackers
 - Designed for collaborative efforts
1. Program Ad Commitment due 4/5
- Noting if your brand will provide program ads (if applicable)
 - Tracking status of commitment, drafts, and final versions



Total LLWS Asset Overview		
Due Date	Asset	Submitted Y/N
5-Jan	LLBWS & LLSWS Scoreboard Logo Files	
5-April: LLBWS & LLSWS Concepts 26-April: Reg & Div Tournament Participation Form 31-May: Final Reg. Div & LLSWS Plan 14-June: Final LLBWS Plan	LLBWS Activation Footprint Size & General Plan	
	LLSWS Activation Footprint Size & General Plan	
	Regional Site Locations & General Plan	
	Divisional Site Locations & General Plan	
5-April: Participation Confirmation 26-April: All WS Drafts 16-May: All WS Final	Program Ad	
5-April: App Commitment 31-May: Solutions defines and waiver finalized 8-July: All assets for the LLSWS 19-July: All assets for the LLBWS	LLWS App	
26-April: Background Check Online Link Open TBD: Complete	Background Check & Credential Request	
26-April: Participation Confirmation 8-week prior to each event: Reg & Div Items delivered to Tournament Site(s) 19-July: LLBWS Items delivered to Williamsport	Giveaway Items	
31-May	PA/On-Air Brand Name Confirmation	
14-June	LittleLeague.org LLWS Activation Copy (for LLSWS & LLBWS)	
14-June	Contractual Pre-roll Advertising	
	Videos	
	Banner Ad	
1-July	URL	
	Grand Slam Parade Sponsorship Commitment	
	Updated Banner Ads for Daily LLWS Newsletter (+ recommend Partner Content Page Updates)	
8-July	728 x 90	
	300 x 50	
	300 x 250	
8-July: Requested 19-July: Finalized	1800 x 450	
	LLBWS Load-in Date/Time (including storage needs)	
	LLBWS Ticket, Meal, Parking & Museum Passes	
8-July: Requested 19-July: Finalized	LLBWS Power & Internet Requirements Form	
8-July	Content Capture Overview (All Tournaments)	
26-July	Emergency On-Site Contact	
	Name	
	Phone Number	
8-August	Activation Displays and Premiums Items - Delivered to Williamsport	

SOCIAL PLATFORMS OVERVIEW

- Thought Starters
- Example: T-Mobile
- Keys to Success
- LL MarComm Strategy
- Platform x Platform

WHY?



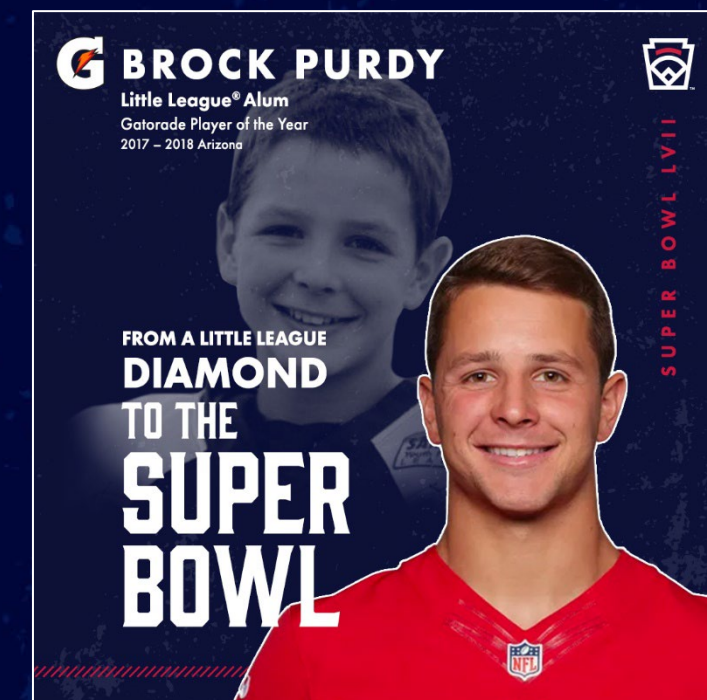
SOCIAL PLATFORMS OVERVIEW

ACTIVATING ON LL SOCIAL: THOUGHT STARTERS

Activating on Little League channels can take any number of forms.

Here are a few quick areas to consider:

- Current Events
- Countdowns & Milestones
- Pop Culture
- Platform Trends
- Extension of other activations
- Other/Custom



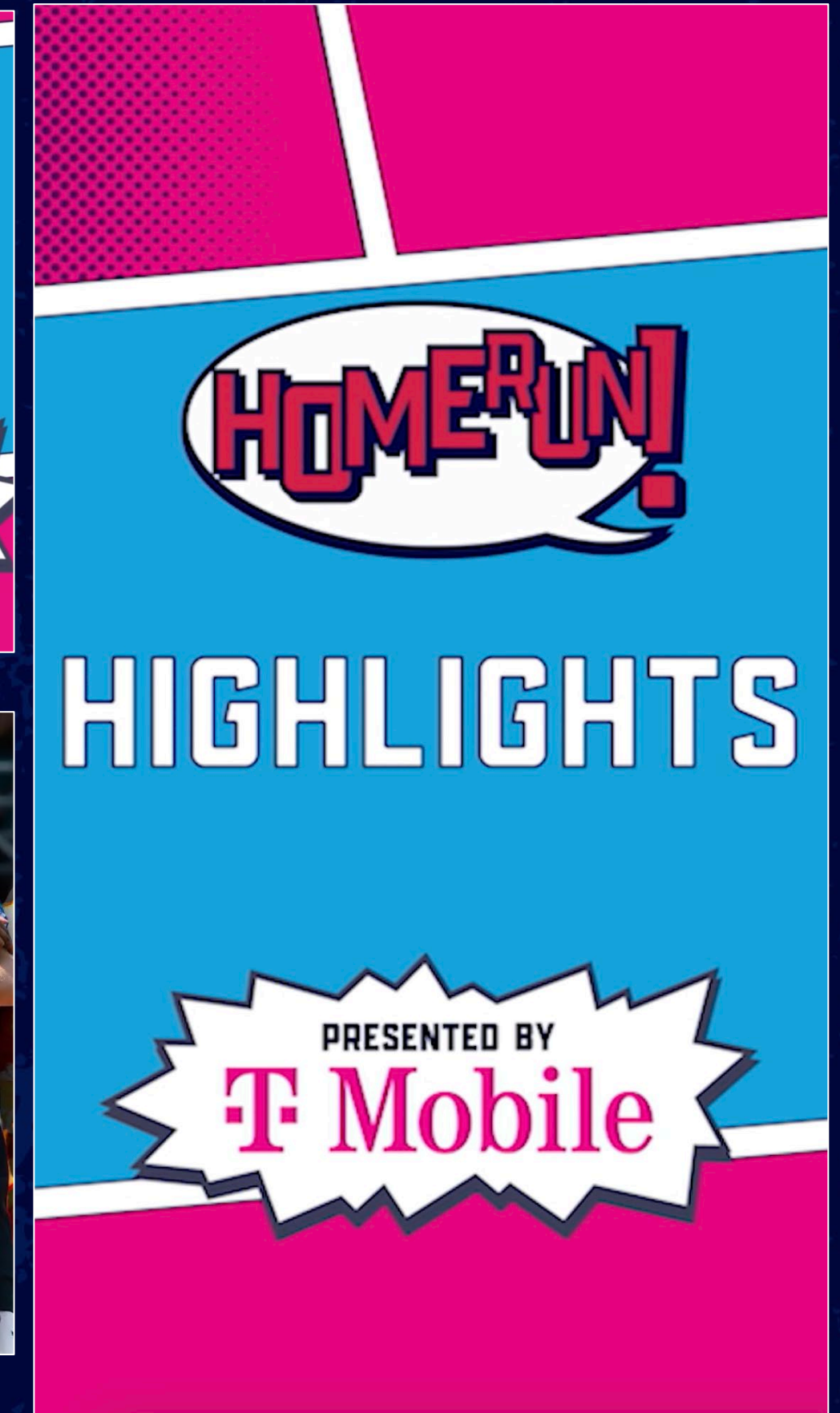
SOCIAL PLATFORMS OVERVIEW

T-MOBILE x HOME RUNS

In line with its other baseball initiatives, T-Mobile has activated its partnership with Little League around home runs from televised games.

To optimize social distribution, Little League has created multiple versions of the theme:

- Individual :30 - :45 clips in 16:9, 9:16, and 1:1 (X, Facebook, Instagram, Reels, Shorts, TikTok)
- Montage of ALL 100+ home runs (16:00, YouTube)



SOCIAL PLATFORMS OVERVIEW

KEYS TO SUCCESS

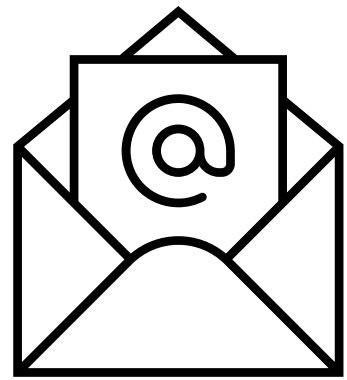
Understand the Nuance of each platform, including Little League's audience profile and what other creators on the platform are doing well. All of it can impact decisions about content and platform mix.

Optimize! Don't be afraid to tailor or create for specific platforms – be intentional about what goes where.

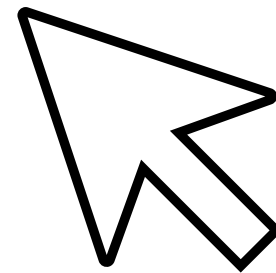
Analyze & Magnify Resonant concepts paired with ideal platforms can scale great content into significant exposure.

SOCIAL PLATFORMS OVERVIEW

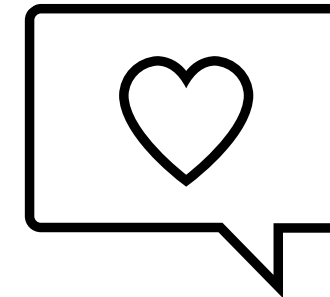
Integrated MarComm Strategy



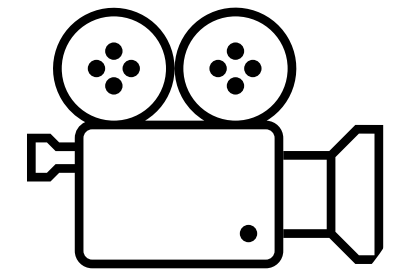
Email



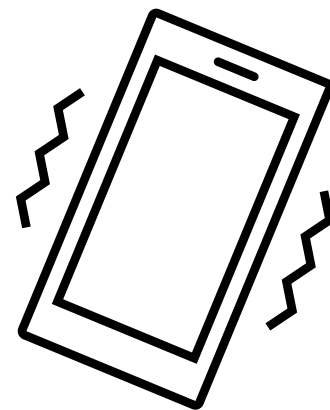
Website



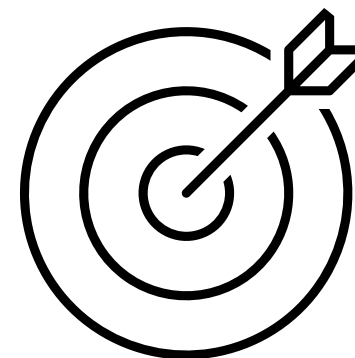
Organic
Social



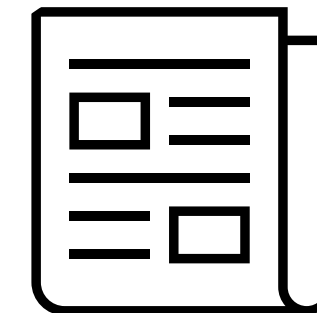
Video



Mobile Apps



Paid Social



Media & Public
Relations

SOCIAL PLATFORMS OVERVIEW

RELEVANT SUCCESSES

In 2023 Surpassed 1.5 Million combined followers... *and counting!*

Since 2017 Have totaled over 1 Billion social impressions

In 2023 Re-launched YouTube, tripling the follower total

Annually Cover 300+ televised games in real time and service leagues in communities worldwide

SOCIAL PLATFORMS OVERVIEW

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: 921,000
2023 Impressions: 178.6M

SOCIAL PLATFORMS OVERVIEW

FACEBOOK

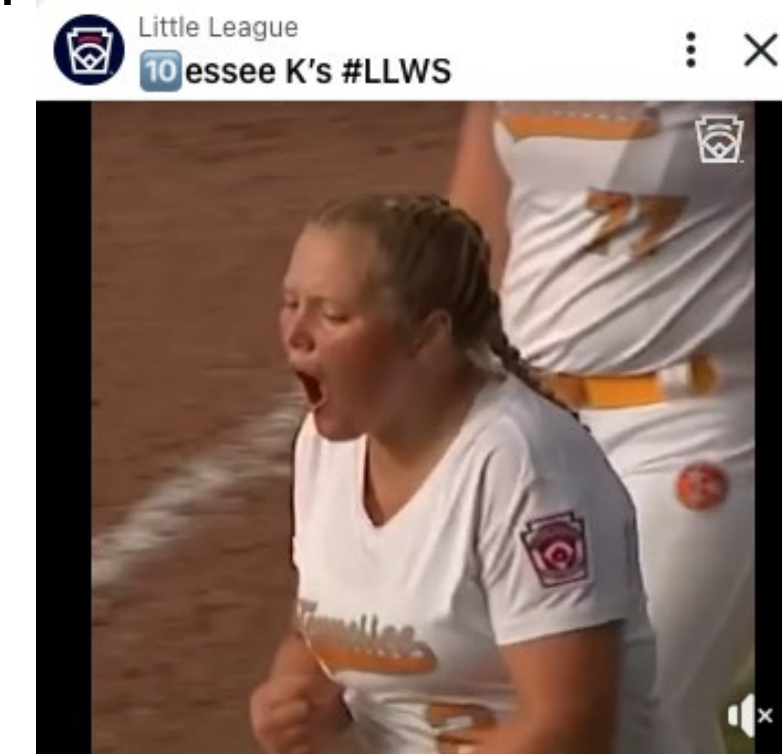


Platform Features

- Photos, links, galleries, carousels
- Videos (short + long form)
- Reels
- Stories
- Live

Notable

- Videos and Link previews are the two most engaging content types
- TENessee K's #LLWS
8.5M Impressions



Followers: 921,000
2023 Impressions: 178.6M

SOCIAL PLATFORMS OVERVIEW

INSTAGRAM



What it is...

- Our *third*-largest platform by followers (TikTok now #2)
- 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: 287,000
2023 Impressions: 49.2M

SOCIAL PLATFORMS OVERVIEW

INSTAGRAM



Platform Capabilities

- Feed/Grid
- Carousels
- Stories
- Reels
- Live
- Collab Posts

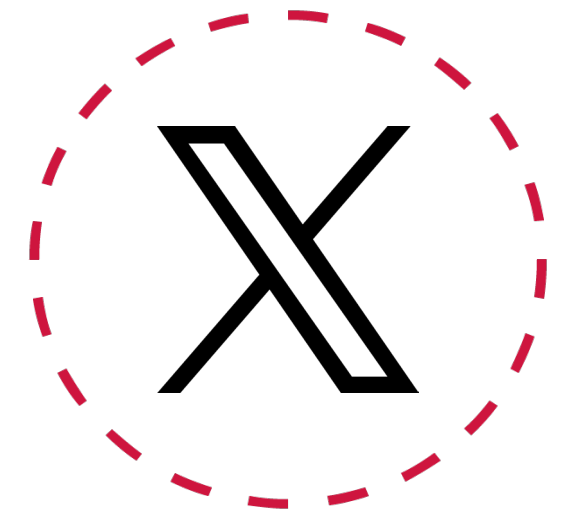
Notable

- YOY August-only impressions were up 81% from 2022 to 2023
- CY Impressions for Instagram have grown every year for 4 straight years (3M in 2020 to 49M in 2023)

Followers: 287,000
2023 Impressions: 49.2M

SOCIAL PLATFORMS OVERVIEW

X / TWITTER



What it is...

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

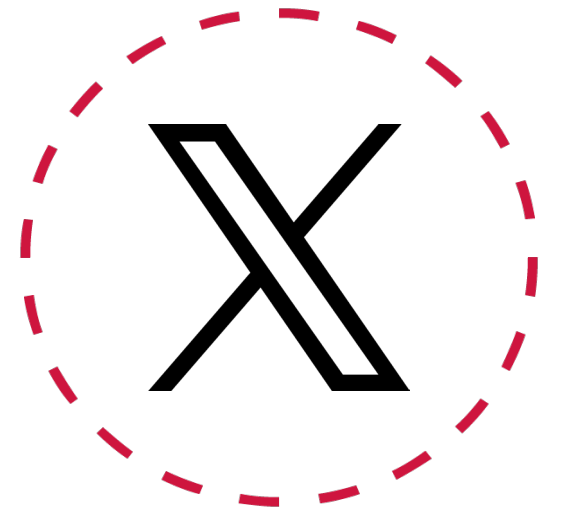
What it isn't...

- Evergreen

Followers: 109,900
2023 Impressions: 32.9M

SOCIAL PLATFORMS OVERVIEW

X / TWITTER

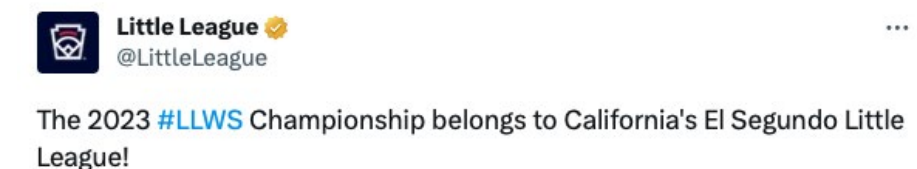


Platform Capabilities

- Links, videos, photos (max of 4/post)
- Threaded posts
- Spaces & Live

Notable

- All three top 2023 posts were winner/score graphics (LLBWS, LLSWS, Suspended game)



Followers: 109,900
2023 Impressions: 32.9M

SOCIAL PLATFORMS OVERVIEW

TIKTOK



What it is...

- Our fastest-growing platform (0 to 100k followers in 29 days), #2 overall
- The most informal of our platforms
- The platform is maturing, incentivizing increasingly longer videos (>60sec)
- Point of origin →

Followers: 290,000
2023 Impressions: 44M

What it isn't...

- → Point of distribution (i.e. cut-and-paste)
- Predictable (...yet?)
- On stable footing with U.S. regulators

SOCIAL PLATFORMS OVERVIEW

TIKTOK

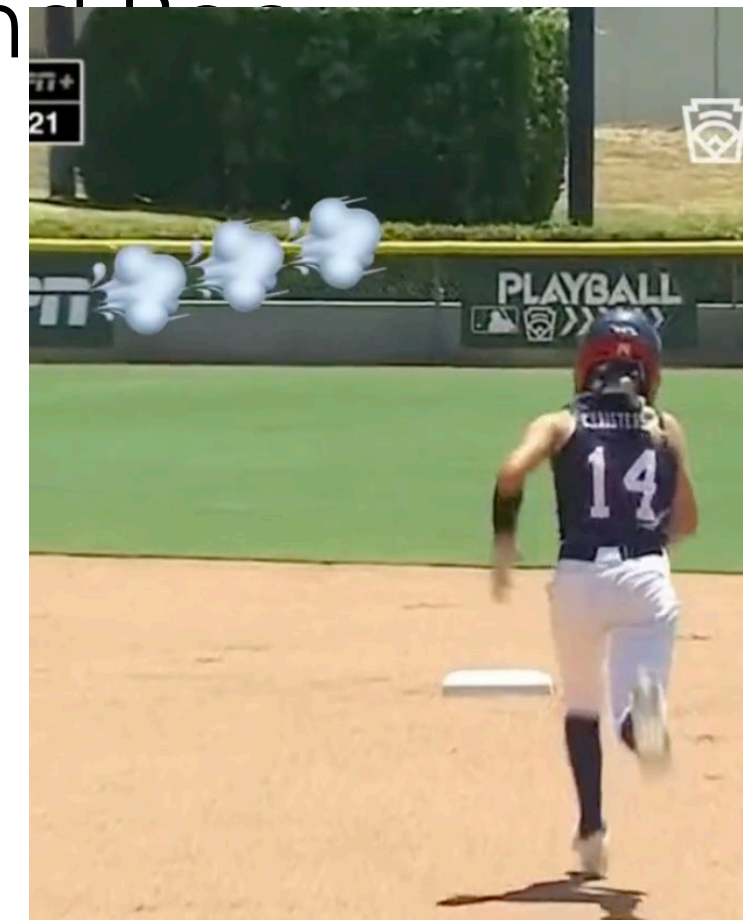


Platform Capabilities

- Stitch
- Duet
- Photo Mode

Notable

- The #2 TikTok of the year used a Parks and Rec sound and reference ... we haven't seen Parks and Rec



Followers: 290,000
2023 Impressions: 44M

SOCIAL PLATFORMS OVERVIEW

YOUTUBE



What it is...

- Broadest appeal, leveraging the scope of the platform
- Approachable
- Programmatic

What it isn't...

- Rules and regulations policies in traditional formats

Subscribers: 25,800
2023 Impressions: 24.1M

SOCIAL PLATFORMS OVERVIEW

YOUTUBE



Platform Capabilities

- Playlists
- Shorts
- Live
- Community Posts

Notable

- 2008-2022: 300+ videos, 3M views (10k views/video)
- Since 1/1/23: 500+ videos, 7M views (14k views/video)

Subscribers: 25,800
2023 Impressions: 24.1M



Thank You!