



MLB AND LITTLE LEAGUE PARTNERSHIP OVERVIEW



FROM LITTLE LEAGUE // TO THE BIG LEAGUES

FROM THE SANDLOT // TO THE STADIUM

FROM PURE JOY // TO INTENSE RIVALRY



BASEBALL MEANS SOMETHING DIFFERENT TO EACH OF US...





BUT AT ITS CORE, WE ALL CHEER ... SIMPLY FOR THE LOVE OF THE GAME.



MLB AND LITTLE LEAGUE HAVE COME TOGETHER TO UNIFY
SPONSORSHIP RIGHTS.

FOR THE FIRST TIME, PARTNERS WILL HAVE THE ABILITY TO
HARNESS **THE COMBINED POWER OF MLB + LITTLE LEAGUE** TO
CREATE CUSTOM + SCALABLE MARKETING PLATFORMS,
ESTABLISHING EQUITY WITH BOTH FAN BASES.



FROM SMALL TOWNS TO BIG CITIES, TOGETHER
WE'RE EVERYWHERE



ELEMENTS OF EXTENSION OPPORTUNITIES

USE OF MLB AND LITTLE LEAGUE IP



EXPANDED MEDIA OPPORTUNITIES



CROSS LEAGUE CUSTOM PLATFORM OWNERSHIP



NATIONAL BROADCAST & TV VISIBLE SIGNAGE



RETAIL & CONSUMER PROMOTIONS



TICKETS & HOSPITALITY



HERE'S WHAT THIS MEANS FOR YOU



CREATE

Tap into MLB's extensive resources and capabilities to create content that stands out



Original Content & Content Capture

Platform Development

Sweepstakes

AMPLIFY

Amplify your existing Little League programs across MLB controlled channels



MLB.com/
@MLB

Cut4.com/
@Cut4

Play Ball/
@Playball

Emails

EXTEND

Leverage the full power of the MLB relationship to bring your program to life



In-Store Promotion & Redemption

MLB IP & National Marketing Rights

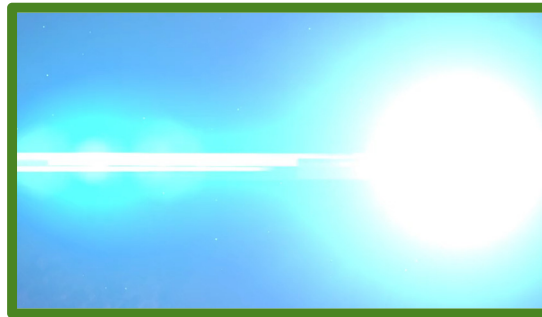
Jewel Event Activation

CREATE

Original
Content &
Content
Capture

Platform
Development

Sweepstakes



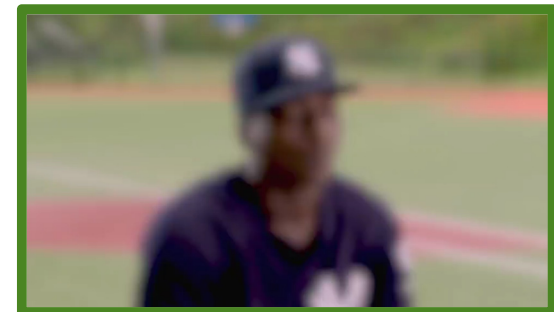
Original Content that seamlessly
weaves your brand into the story



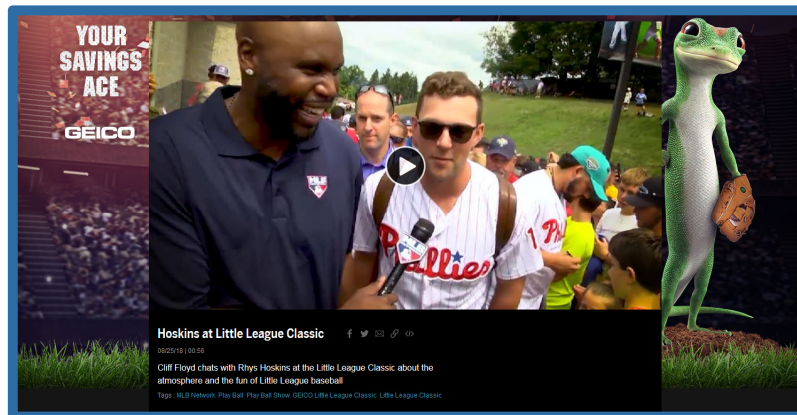
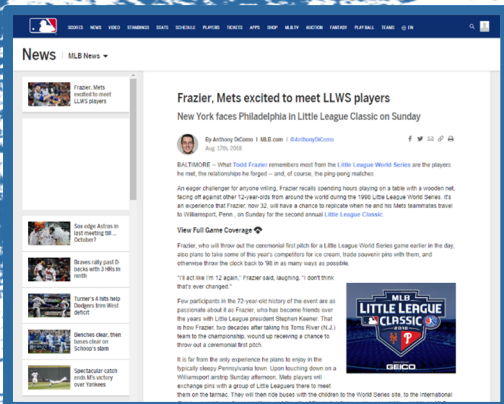
Content Capture and coverage of your
activation



Sweepstakes to engage fans
with prizes



Brand Creative for any length and any
platform



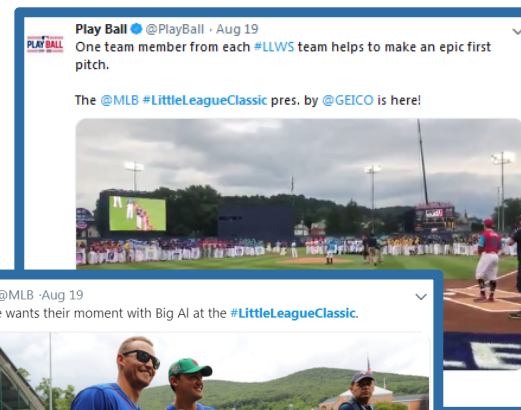
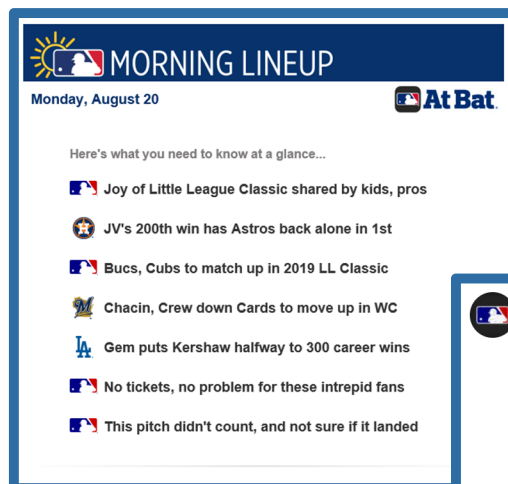
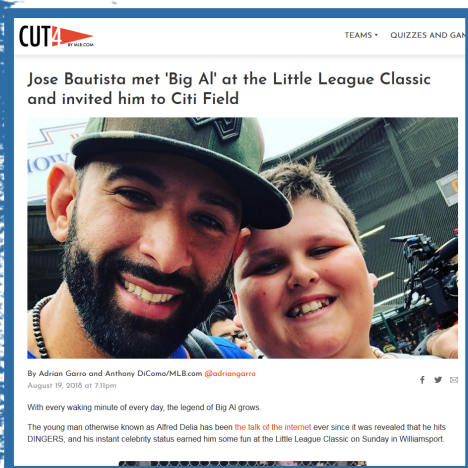
AMPLIFY

MLB.com/
@MLB

Cut4.com/
@Cut4

Play Ball/
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Emails



THE COMBINED POWER TO REACH BASEBALL FANS OF ALL AGES, IN EVERY TOWN AND CITY, ACROSS EVERY MEDIUM...



Database



Average Annual
Attendance
(LLBWS / Club)



Jewel Event Viewership
& Engagements



Page Views
(LLBWS.org / MLB.com)



Social Followers
(IG, TW, FB)



1.4M+

400K+

50M+

17M+

650K+



6.7M+

2.3M+

79M+

5.8B+

20M+

Source Clarity: Avg. Club Attendance 2018 to date, MLB.com 2017 Page Views
Note: Social following excludes Club accounts

EXTEND

In-Store
Promotion &
Redemption

MLB IP &
National
Marketing
Rights

Jewel Event
Activation



In-Store Promotion & Redemption



MLB IP & National Marketing Rights



Jewel Event Activation



LET'S BUILD SOMETHING GREATER, TOGETHER