



Little League[®] Partner Summit November 13, 2019

THE PARTNERSHIP

Little League
Partner Summit
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IT JUST FEELS RIGHT...

- Two historic baseball heritage brands
 - New Era Brand – 99 Years Old
 - Little League Baseball and Softball – 80 Years Old
 - Multi-Decade Partnership
- Continuity of on-field brand for both fans and athletes alike



ON-SITE ACTIVATION

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FAN ENGAGEMENT

- Analog for ease of execution and accessibility for all fans
- Multi-Player and Timed Activities
- Not baseball or “skill”-related
- Variety of prizes for repeat participants
- Opportunities/Plans for 2020: Photo Capture; Branded Tent

2018



2019



DRIVING TRAFFIC



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GIFT WITH PURCHASE

- Created a tradition that both drives sales and brings fans through the activation space
- Wayfinding provided upon purchase to direct customers to the booth to select their pin
- 2020 Opportunities: Include a future coupon code with pin

“There are so many [pin] options! I am going to ask my parents to get my brother and sisters a hat so we can get a full set.”

COLLABORATING WITH RETAIL

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GIFT SHOP & MUSEUM MARKETING

- In-Venue Retail Team works hand in hand with Little League to identify new opportunities and location options for placement
- Update evergreen signage for a clean look without product
- 2020 Opportunities: Larger variety of imagery and group shot marketing to support lifestyle offering
- **DON'T BE AFRAID TO ASK/OFFER**



UTILIZING OTHER RESOURCES

GETTING CREATIVE

- Consider outside contracts that may relate
- Little League runs through ambassador roster for athlete history
- Team Sponsorships may include appearances or cross-promotional opportunities for Little League Classic
- 2020 Opportunities: Capture content up front with relevant partners

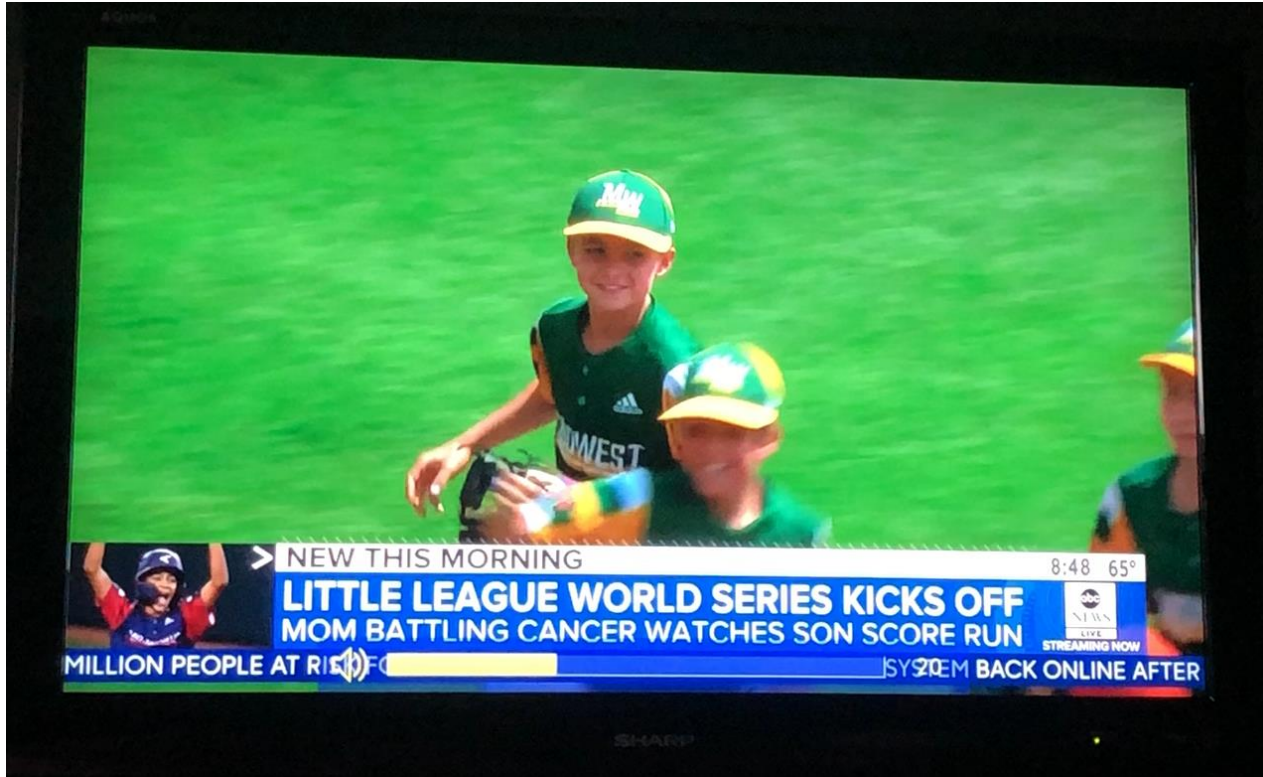
2018



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