




Little League® University
Live Webinar Series
Marketing and Registration

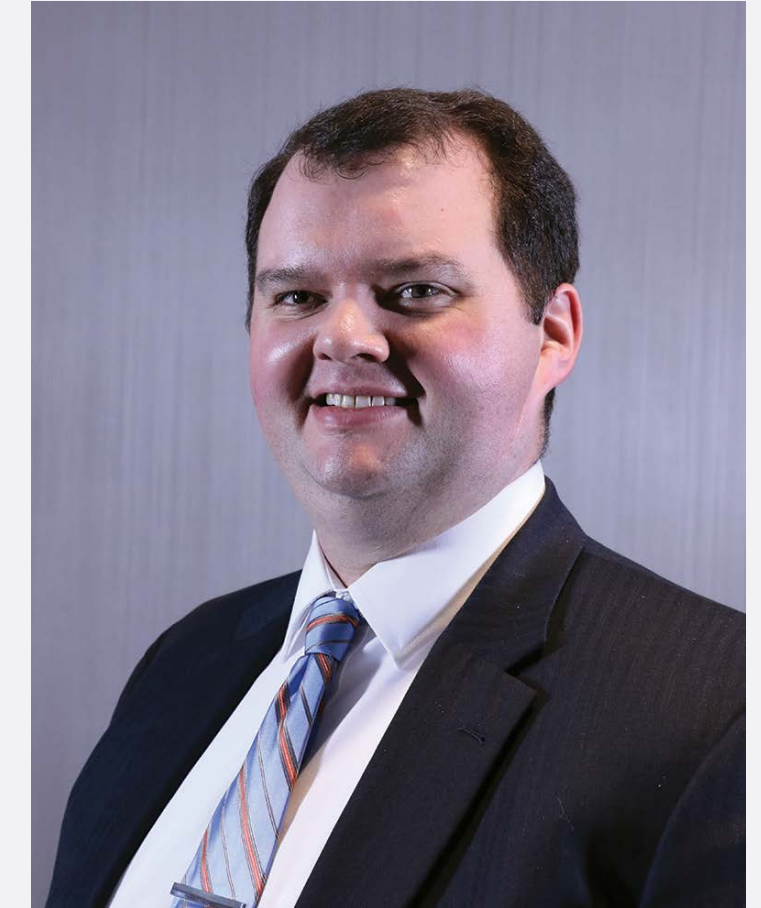


objectives

- | Discuss best practices for conducting registration
- | Provide an overview of the capabilities available through Little League's official technology partner, DICK'S Sporting Goods
- | Share ideas for promoting and marketing your league



Dustin Solomon
Senior Director
of Marketing



Brian McClintock
Senior Director of
Communications

pre-season planning

conducting registration

| Well-organized registration events make good first impressions

| Conduct multiple dates

- o No limit on the number of dates and locations



pre-season planning

conducting registration

Online registration encouraged

- Recommended to still provide in-person registration
- Ensure residency/school documents can be provided during online process
 - Make sure the Board of Directors has a review process in place to review eligibility and residency documents
 - This same information will be used to verify tournament eligibility



pre-season planning conducting registration

Provide an assortment of information at Registration

- If online, provide same information on website

Printed map to help plot residency or school location

- If Internet is available, use [League Finder](#)

Station to review residency/school documents



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conducting registration

- | Allow individuals to sign up to volunteer
- | Have printed materials available for parents/guardians
 - o Constitution
 - o Local Rules
 - o Tryout and Draft Plan and Procedure
 - o Rate of practices and games
 - o Schedule of Events



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registration costs

Leagues determine how much it will charge per player

- May differ per division of play or age
 - Recommend lower fees for younger players

No league may turn away a player meeting eligibility requirements

- Leagues may use payment plans, scholarships, volunteer requirements and more for those unable to pay due to financial hardships

An option may be available to participate in fundraising to allow for lower registration costs

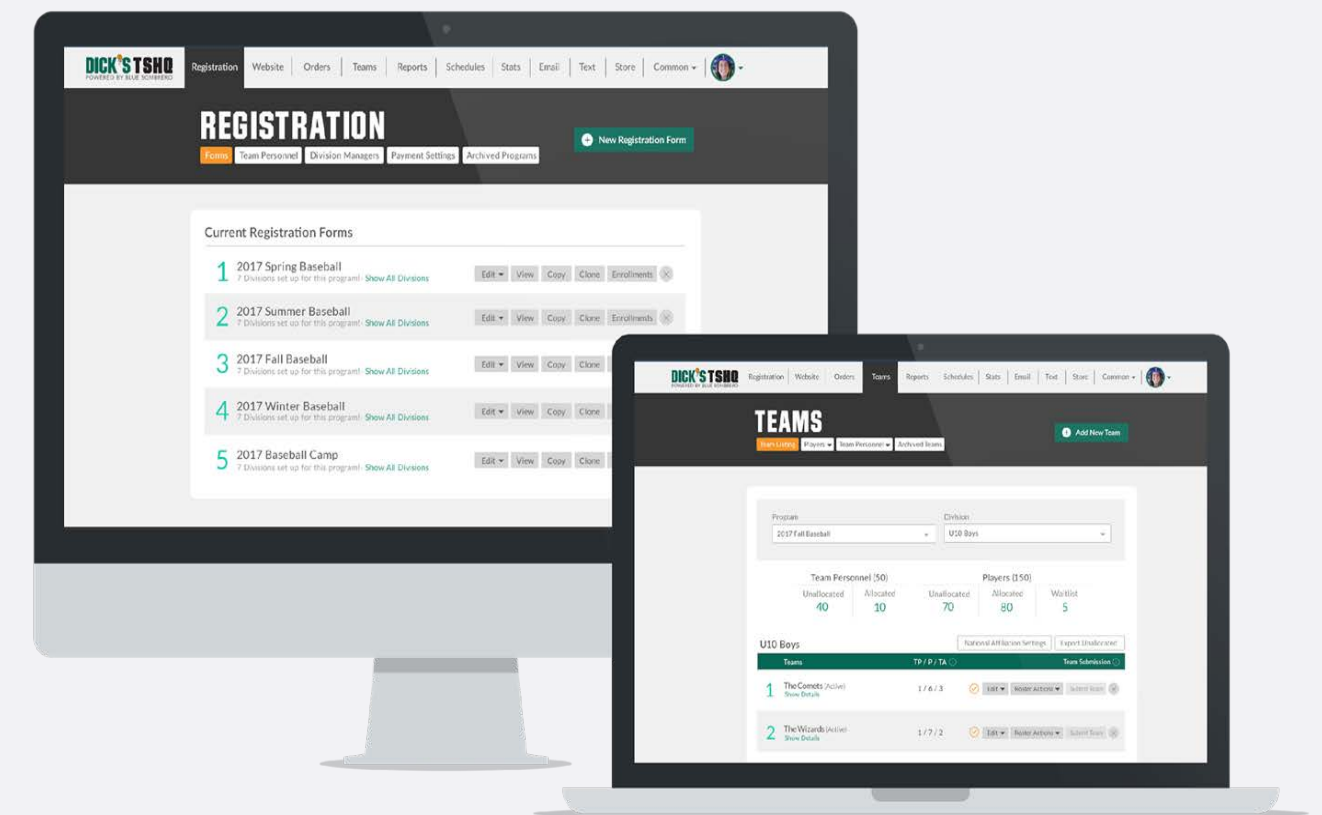
- Players cannot be punished due to parents inability to participate in fundraising or volunteer

pre-season planning league management software

League management software provides tools to help manage the administrative tasks of the league

Services are available for specific tasks such as:

- Hosting a league or district website
- Managing online registration for players
- Conducting signups for volunteers
- Managing roster assignments post-draft
- Generating schedules and managing game results
- Collecting electronic payments online securely
- Communicating with parents and families
- Recognizing local sponsors



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Little League partners with DICK'S Team Sports HQ

Little League has partnered with DICK'S Team Sports HQ powered by Blue Sombrero as the recommended league technology platform for use by local leagues and districts. Blue Sombrero offers free websites, free online registration services and league management tools to support local Little League programs.

DICK'S TEAM SPORTS HQ



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Little League partners with DICK'S Team Sports HQ

- | 100% Free Offering, no hosting or support cost- only cost is the flat credit card processing rate for online registration processing (which can be built into Registration Fee if league chooses)
- | Automatic Player Registration Data Sync with the Little League Data Center – No more csv. uploads
- | Committed to integrate with Little League Administrative processes to ease volunteer pain points

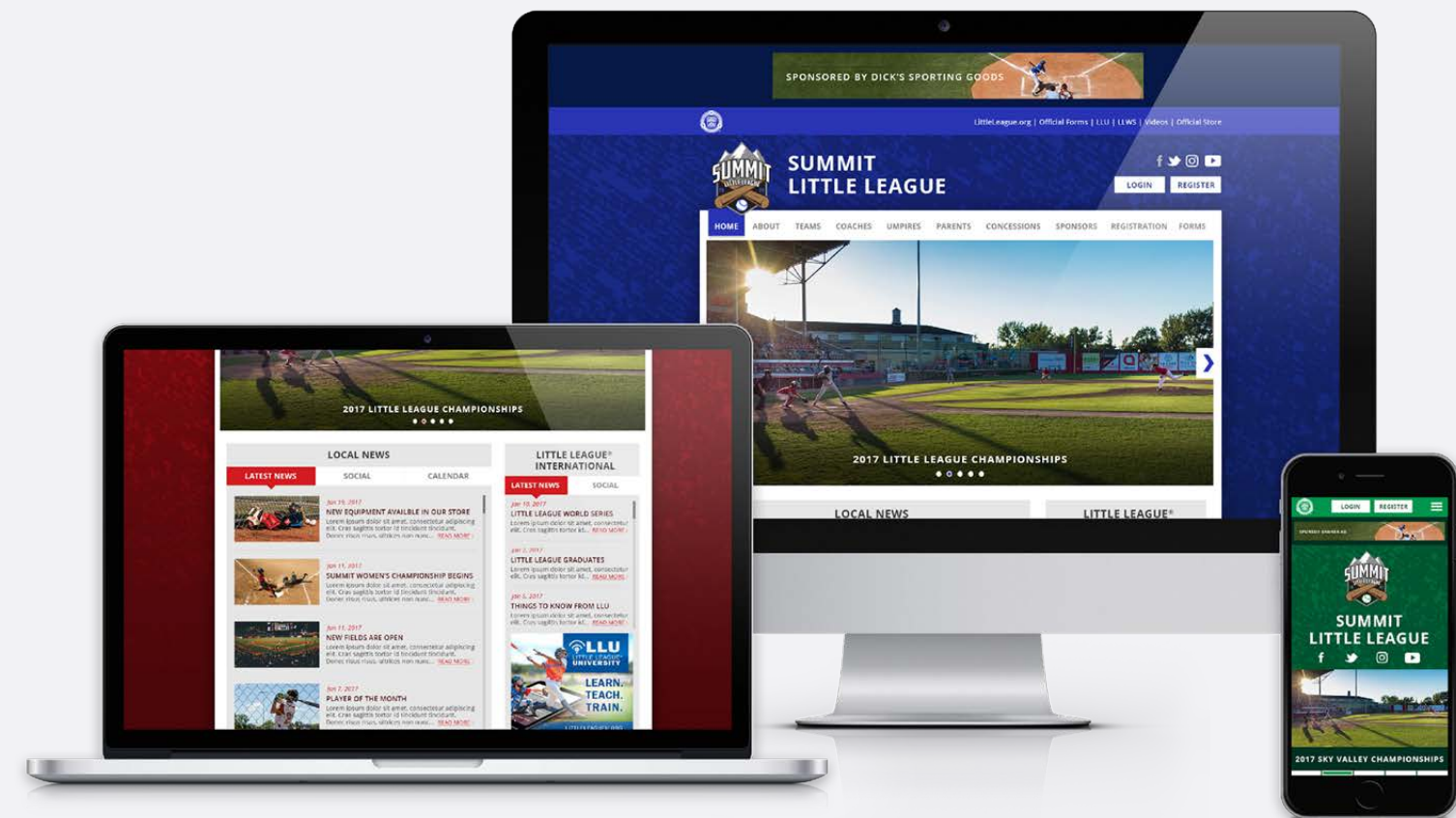


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Little League partners with DICK'S Team Sport HQ

Little League branded website theme

- 7 Color Options - Red, Blue, Green, Grey, Purple, Yellow and Orange
- Get important updates directly from Little League International on your website automatically
- Modern design, easy to update, unlimited pages
- Post Schedules, league information, highlight local sponsors and more



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Little League partners with DICK'S Team Sport HQ

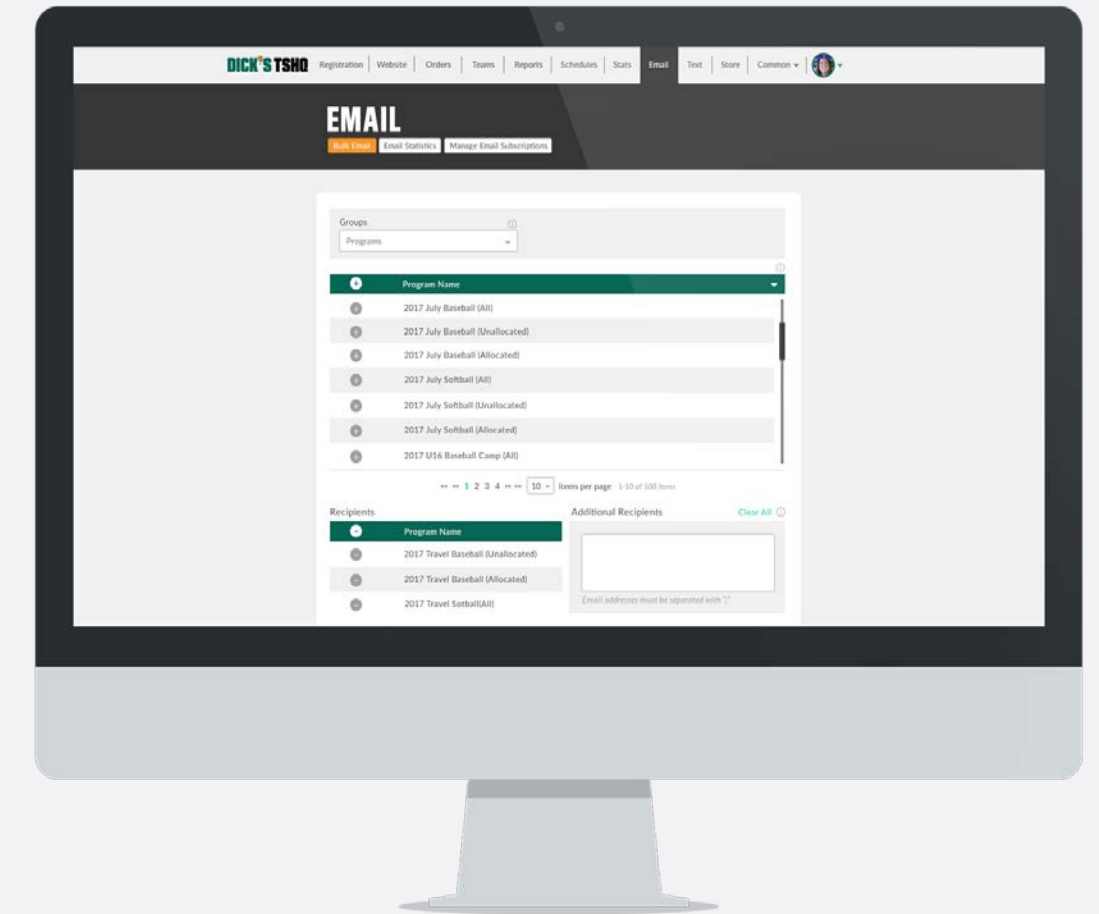
Enhanced Communication - Bulk Email Tool

- Save custom email lists
- Schedule future emails - set a future time for your emails to automatically go out
- Create / save templates
- View stats

Automated Game and Practice Scheduling (Regular Season)

Pitch Count Tracking and Reporting

Live Training Webinars and Dedicated Support - Phone and Email



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Little League partners with DICK'S Team Sport HQ

| New features for 2019!

- Little League boundary map integration with local league online registration
- OPTIONAL residency & school enrollment document upload
- JDP Quick App Report to assist with background checks



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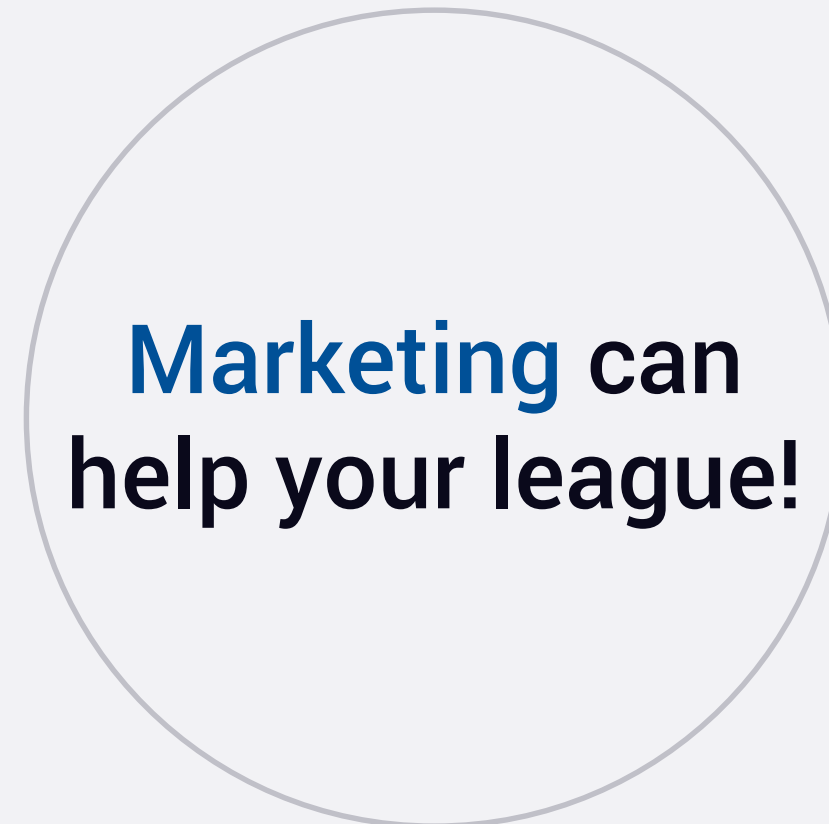
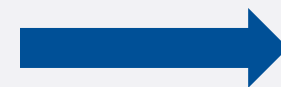
choosing a technology service provider

When choosing a provider for your league, please consider the following:

- Identify the tasks of the league administration process that you would like to make easier
- Research all fees associated with service providers; often contracted providers have varying fee structures tied to use
- Review and understand the terms of the contract and the length of the term
- Ask questions about the security of data and understand their policies
- Ask questions about reporting and downloading of information; if you change providers you will want to ensure that you can download the information on players/families

pre-season planning marketing

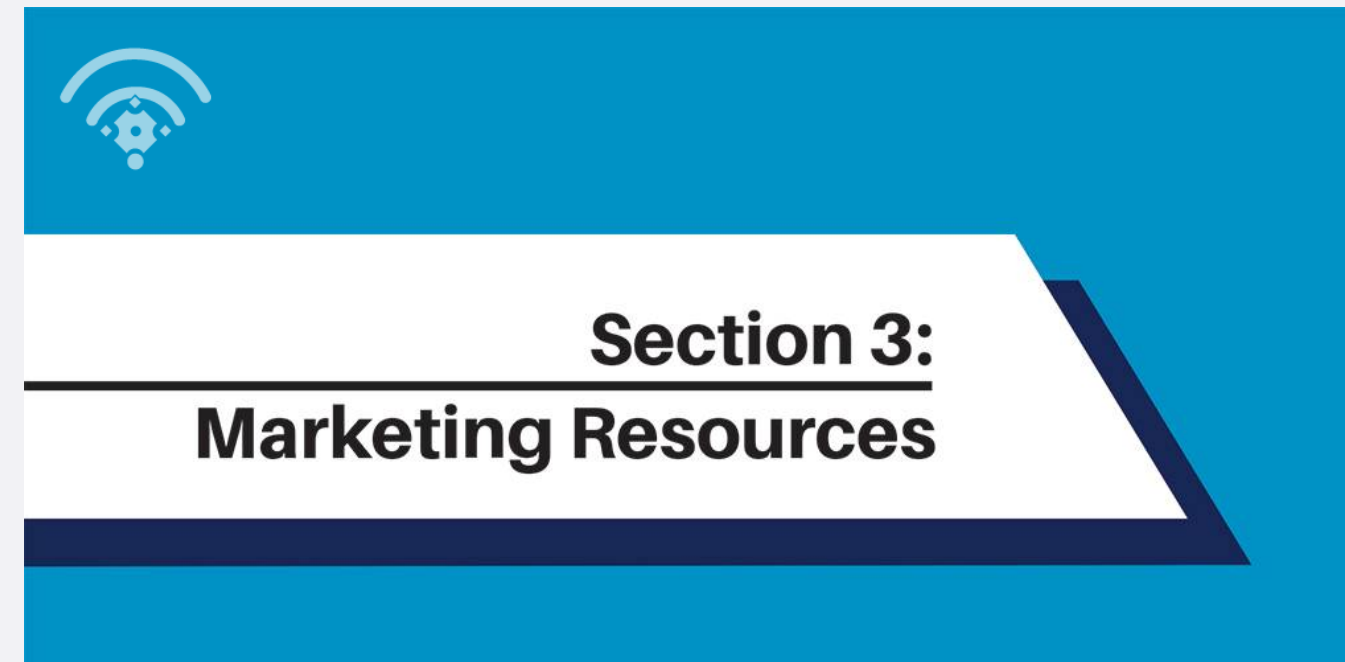
- Drive Player Registration
- Encourage Volunteerism
- Secure Sponsorships and Donations
- Build Community Awareness



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marketing basics

- ✓ Who are you trying to reach?
- ✓ What is your message?
- ✓ Is there an online strategy
- ✓ Your league is your brand
- ✓ Time is highly important asset
- ✓ The basics are most important



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social media use

Social Media presence is necessary to communicate with parents and volunteers

- Facebook and Twitter are best channels to reach the right people
- Use the channels to promote league events and activities



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social media

Develop the use of social media

- Consider having one or multiple volunteers who work directly with social media and marketing
- Only use photos and videos of individuals that league has permission for
- Post on consistent basis
- Posts should be in the most positive light
- Identify ways social media can support the league and its programs

pre-season planning Registration and Marketing

Join us Next Month...

When:

January 9, 2018 at Noon Eastern

Topic:

Fundraising and Sponsors

Questions?

Thank you!



Liz Brown
Senior Vice
President and
Chief Marketing
Officer