


**Little League® University**  
**Live Webinar Series**  
***Sponsorship and Fundraising***



# objectives

- | Discuss sponsorship best practices
- | Discuss effective fundraising
- | Discuss proper logo usage



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**Senior Vice**  
**President and Chief**  
**Marketing Officer**



# pre-season administration sponsorship – best practices

- | Set an annual sponsorship goal at the fall board meeting
- | Create different levels of sponsorship
- | Draft a letter to be mailed, and place information on your website that explains the role of Little League in your community
- | Organize an engaging Opening Day event that includes activities available for children of all ages





# pre-season planning

## sponsorship – best practices

- | Work with the local organizations to gather resources on local business owners and managers
- | Create a list of sponsors and contacts each year
  - Provide existing sponsors with first opportunity/priority to sponsor your league for the upcoming season.
- | Encourage sponsors to sign on early by providing a discount for early sponsorship. Get creative with opportunities for supporting the league.
- | Create a sponsor section of your website, include sponsor logos and links to their websites for more information
- | Hang outdoor signs at your field entrances during the off season, encouraging support of your league

# pre-season planning fundraising

Board of Directors is to develop annual fundraising plan

- Recommend creating a Fundraising Committee
  - Includes Board officers, volunteers, and members of the community

Be aware of state and local laws for specific fundraising events

Set a goal for fundraising based on operating budget

- A well-established plan, with an attainable goal can greatly offset league expenses



# pre-season planning

## fundraising

### Develop a Fundraising Plan with Established Committee

- Types of sponsorships and the requirements for each
- List of donations provided to the league
- Fundraisers that will be conducted
- List of businesses and organizations that will be contacted
- Timeline of efforts
- Donation documentation
- Consider donation recognition



# pre-season planning

## fundraising

- | A league can generate revenue to support local league operations in a variety of ways
- | There is no limit to fundraisers per year/season
- | Players, however may only participate in ONE fundraiser per year
  - o Regulation XIII (b)
- | There shall be NO requirement for any player to participate in a fundraiser



# pre-season planning

## fundraising

- | League should carefully review the Operating Policies for fundraising and use of Little League trademarks
- | Let volunteers and community members know what their contribution is going towards
- | Fundraising goals should be set at the time of the annual budget, consider how much money may be raised by implementing a fundraising plan instead of charging higher registration fees



# pre-season planning

## logo usage

- | Limited permission provided to League through annual charter
- | Logos available from Data Center
- | Can be used for promoting league and its programs
- | Leagues may not permit an entity other than itself to use the logos

# pre season planning new rules and regulations

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Questions?



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