Digital Guidelines

Content Capture Overviews*

Content Capture Overviews are due **July 10th** and should include the following:

- **Social Media Plans**
  - A general overview of the type of content you plan to post during the LLWS (both on your brand's and Little League's channels) and approximate dates if possible, particularly if you would like Little League® to post or share on our channels
  - Your brand's preferred handles, hashtags, and platforms
    - Please ensure that you have approved @LittleLeague to utilize your brand's handles using the Branded Content Tool
  - If you anticipate requesting images from Little League, particularly images from games, Little League will require 24 hours notice, so we can prepare to pull the images for you
  - All copy and creative **must** have prior approval from Little League Marketing before going live. Little League requires a minimum of 4 hours to approve posts during LLWS, but more advanced notice is appreciated
- **Video/Filming plans & needs**
  - All game footage requests must be coordinated through ESPN/ABC licensing **(requires advance notice and planning)**
    - **IMPORTANT: Posting *or capturing* game footage is strictly prohibited** and is in violation of our agreement with ESPN
  - Video and film crews require additional credentials and approval from Little League communications and security teams and are subject to access guidelines.
    - Your plans must include the dates you plan to film onsite, as well as the location and content you plan to capture (e.g. B-roll shots of complex player interaction, etc.)
  - If you would like to utilize non-game footage captured by our Little League team, please share these requests with us prior to the start of the LLWS
    - Little League will have video teams capturing content at both the LLBWS and LLSWS
- **Photography plans & needs**
  - Anyone taking photographs *of in-game action* **must** be a credentialed member of the media. Photographers capturing images around the complex may also require credentials. Little League will determine whether a credential is necessary based on your plans
    - If you believe a member of your team will require a media credential, please contact **marketing@littleleague.org**

**Please note that this overview will replace the Social Media Planning and Video Planning forms requested in previous years*

Content Capture Guidelines

It is the responsibility of each sponsor to obtain permission attendees if posting photographs and/or video from their booth locations. A waiver form should be obtained for image/likeness use

- If attendees are participating in the LLBWS RFID program (wearing a wristband from Thuzi), they have likely met this requirement via Thuzi registration process

- **Additional Resources**
  - Players, coaches, and umpires in photos must be equipped to Little League® safety standards. Please pay attention to rules for safe play such as correct standards for patches, helmets, etc. For example, a player at bat should not be photographed without a helmet
  - Full guidelines can be found at https://www.littleleague.org/media/ under the *"Appearance of Little Leaguers in the Media"* section as well as on the Sponsor Portal. Little League reserves the right to alter or revise photos or posts in order to adhere to these guidelines.
  - The official 2020 LLBWS Media Guide can also be provided upon request and will be available on LittleLeague.org/Media in late June

- **LLBWS Opening Ceremonies**
  - There are additional guidelines and regulations surrounding the LLBWS Opening Ceremonies, which differ from some of the typical content capture guidelines (e.g. the ceremony can be captured by sponsors as it is not currently broadcast by EPSN/ABC)
    - These guidelines will be provided upon request/if your content capture plans indicate an intent to film during the ceremony

- **Player Filming Opportunities**
  - Little League has strict policies and guidelines around content capture of players during all LLWS
  - Should you wish to capture content involving players, **extensive planning prior to the start of LLWS is required**. Please indicate any plans to work with players in your Content Capture Overview and Little League Marketing will contact you to discuss whether plans can be accommodated. Not all requests can be fulfilled.

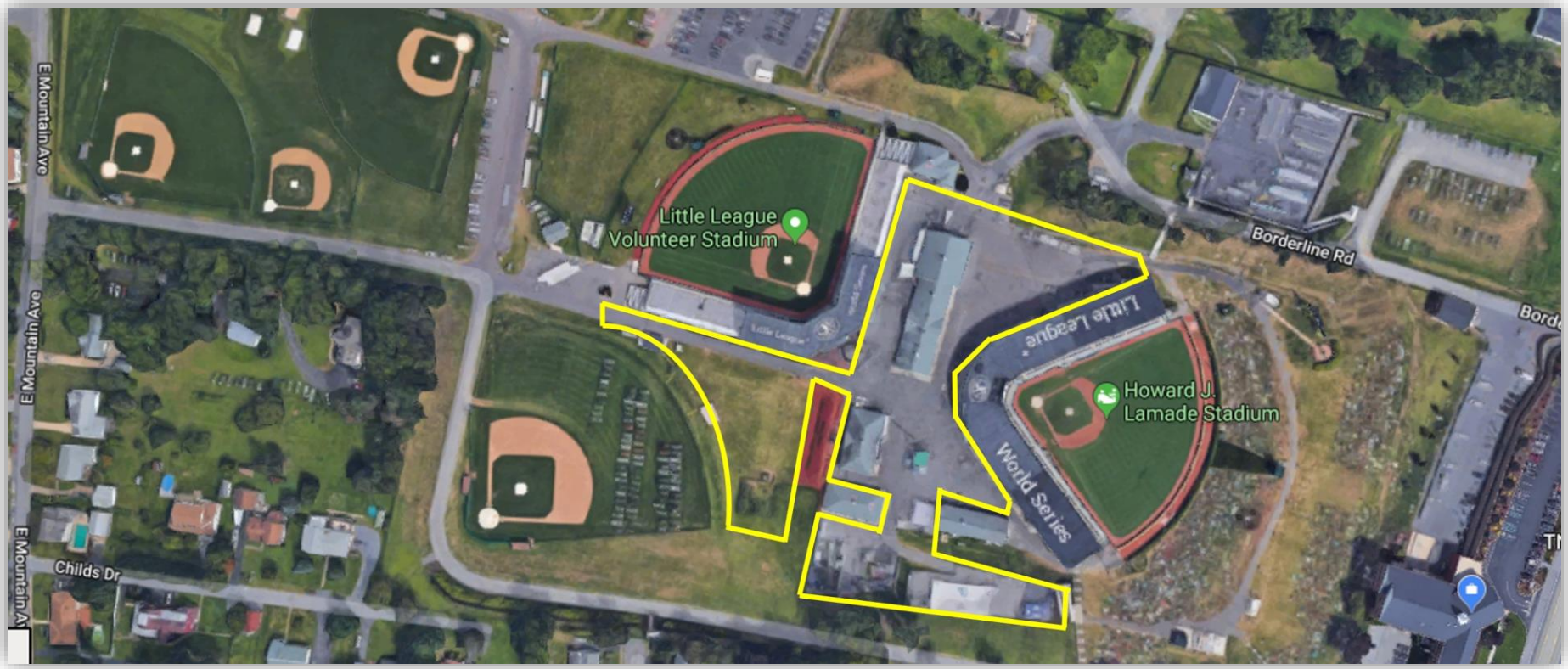
Social Media Guidelines

- Each official Little League® social media channel is listed in the chart below
- A list of platform specific guidelines for use when creating/publishing World Series posts is also included
- The official hashtag of the Little League World Series is #LLWS
  - #LLWS should be used when referencing any LLWS tournament (including softball or other divisional tournaments)
- We encourage sponsors to use LLWS imagery whenever possible
  - Little League can provide access to LLWS images upon request, though we ask that you please provide us **at least 24 hours notice** if you intend to request photos from our photographers
- Please reference the *Little League Style Guide*, located on the Sponsor Portal, for proper use of registration and trademarks
- Please ensure that you have approved @LittleLeague to utilize your brand's handles using the Branded Content Tool

Facebook	Twitter	Instagram
• Please tag @LittleLeague in your Facebook posts • Photos can be cropped anywhere in the 9 x 16 to a 16 x 9 ratio range, including squares • While you may use a hashtag or two, hashtags are not as common on Facebook • There is no character limit, but 125 characters or less is recommended	• Please tag @LittleLeague in your Twitter posts • During the World Series, use #LLWS in your tweets • Photos should be cropped to a 2 x 1 ratio or 1 x 1 ratio • Twitter has expanded its character limit to 280 characters, but shorter, concise messaging is recommended	• Please tag @LittleLeague in your Instagram posts • During the World Series, use #LLWS on your posts • It is common to utilize multiple hashtags in a post on Instagram • Photos can be cropped anywhere in the 9 x 16 ratio to a 16 x 9 ratio range, but 1 x 1 ratio is still preferred • We prefer that you do not use a location tag when posting photos on Instagram

On-Site Filming Map

- The space outlined in yellow depicts the **only** permittable filming area on our complex and are subject to Little League® guidelines.
- This area is clear of all broadcast camera views and mindful of ESPN's production schedule.
- Please note that all film/video crews <u>must still have prior approval</u> from Little League to capture content in the area outlined in yellow
  - Little League may approve other areas for content capture (e.g. the hill, batting cages, etc.). All requests must be submitted to Little League *prior to the start of the LLWS*



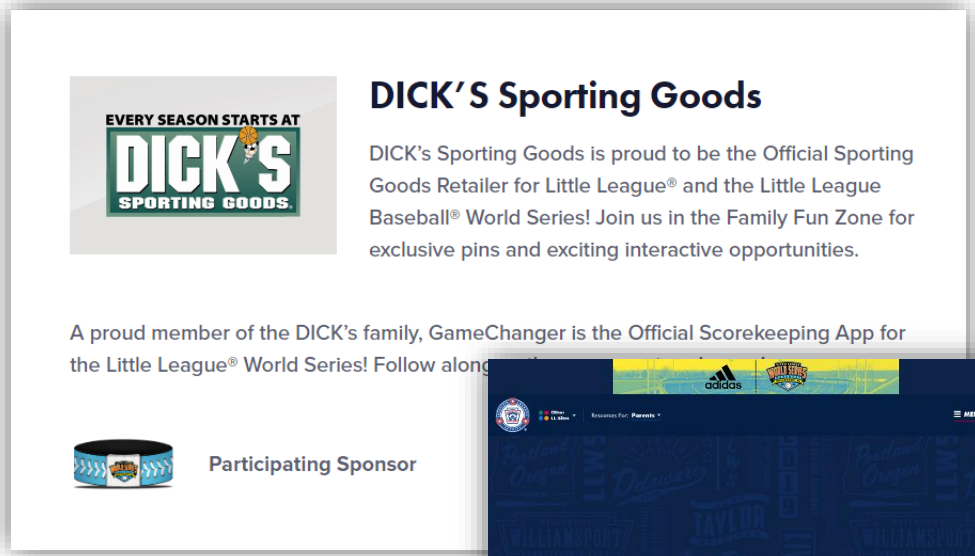
LittleLeague.org Content

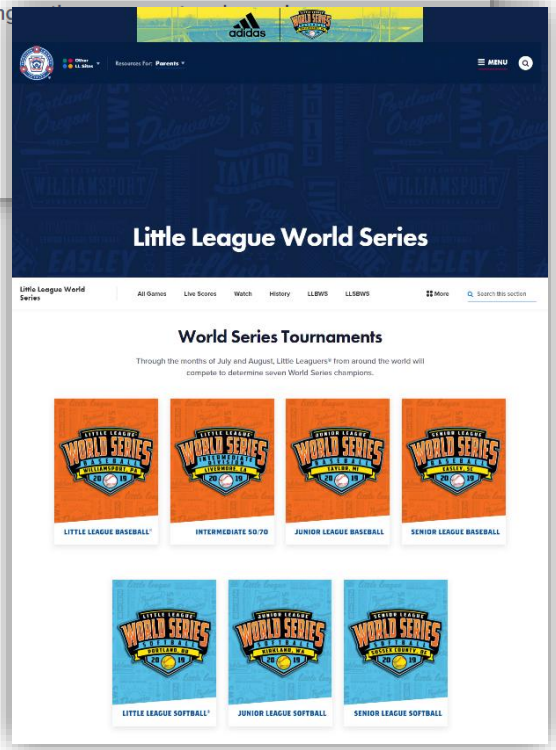
LittleLeague.org World Series Banner Ads due **June 1st**

Family Fun Zone Activation write up due **July 10th**

We encourage partners to update their banner ads with **LLWS specific content** from May – August. These banner ads will run across all Little League® channels including, but not limited to, LL.org, LLWS pages, LLU, and local league websites operated through Sports Connect.

- Banner Ad Specs (please submit all sizes)
    - Desktop: 728px (wide) x 90px (high)
    - Mobile: 300px (wide) x 50px (high)
    - Square: 300px (wide) x 250px (high)
    - File format: jpeg, or .gif file at 72dpi





Additionally, there is a specific page within LittleLeague.org highlighting sponsor activities in the Family Fun Zone, or general contests and promotions. The page provides information about sponsor booth activities, giveaways, as well as on-site special events and offers available to attendees of the LLBWS in Williamsport. Your copy for this page should include the following:

- Preferred Sponsor Logo
- Brief paragraph about on-site activities and giveaways (max 300 characters)
- Photo and logo files should be a high resolution .jpg

Lamade & Volunteer Scoreboard Opportunities

LLBWS Scoreboard Opt-Ins due **June 26th** (custom features, video content for concourse boards {see next page})

Final Scoreboard Assets due **July 24th** (logos, thank you message brand designation preference, files for custom features as requested)

- Little League® will rotate sponsor logos on both scoreboards throughout the tournament
  - Sponsors should provide their preferred logo in **all white**
- Sponsor logos will appear simultaneously with in-stadium "Thank You" messages
  - Your preferred brand designation (e.g. "American Honda") will be used during in-game *and ESPN/ABC broadcast* thank you messages
- Custom Features
  - Custom between-inning and/or pre/post-game features such as Dance Cam, matching and/or guessing games, video features (e.g. "What's in the Box)
  - Little League will provide suggested opportunities to sponsors in early spring
  - Little League will create and size all assets for the scoreboard features
  - Sponsors are welcome and encouraged to provide Little League with additional thoughts or ideas for consideration

Lamade Dimensions

- Left Video Board – 540px (W) x 330px (H)
- Sponsor Blocks – 154px (W) x 102px (H)
- Full Video Board – 1080px (W) x 330px (H)

Volunteer Dimensions

- Left Video Board – 370px (W) x 224px (H) *
- Sponsor Block – 154px (W) x 102px (H) **
- Full Video Board – 540px (W) x 330px (H)

* The same aspect ratio as Lamade Left Video Board (creative will scale down accordingly)
** The same size for both stadium boards

Concourse Videoboard Opportunities

LLBWS Scoreboard Opt-Ins due **June 26th** (custom features, video content for concourse boards {see next page})

Final Scoreboard Assets due **July 24th** (logos, thank you message brand designation preference, files for custom features as requested)

- The Concourse videoboard is mounted on the back of Lamade Stadium and faces the main concourse area of the Little League® complex
- **Custom Video/ Ad Opportunity**
  - :15 - :30 seconds
  - No sound
  - Sponsors will be responsible for creating content
  - Videos should be upbeat, fun and LLWS themed
  - Sponsors must notify Little League of their intent to provide content for this board by **June 26th**, and final assets are due **July 24th**
  - Sizing specs for this asset will be available in early Spring
- **Social Media Aggregator**
  - Little League utilized Tagboard to aggregate hashtags (#LLWS) from social media platforms
  - Little League will occasionally share sponsor posts to the concourse board
    - If you would like a specific posts shared to the board , please contact Little League Marketing in advance and be sure to use #LLWS in your copy

* The same aspect ratio as Lamade and Volunteer Left Video Board (creative will scale down accordingly)

Additional Opportunities*

*Please refer to your Sponsorship Agreement for digital highlight rights

As Little League continues to create custom content and features, there is the continued opportunity to amplify your relationship with the use of digital assets that accompany this content.

Please see the specifications below for each component:

- **Video Highlight & Features Pre-Roll**
  - Creative should be tailored to highlight the relationship between the sponsor and Little League®, the sponsor's activation, campaign, or theme during the LLWS
  - File format: .mp4, .mov
  - Dimensions: 1920 x 1080
  - Duration: No longer than :10
  - Companion Ad Specs:
    - File format: .jpg, .gif, .png
    - Dimensions: 300 x 250
    - Resolution: minimum 72 dpi
    - File size: maximum 400k
- **Custom Social & Highlight Franchises**
  - Custom social assets can be designed and themed to support campaign goals and will be discussed as digital concepts are finalized
  - Posts may include:
    - A mention of your preferred account
    - Use of a custom or brand-specific hashtag
    - Use of the branded content tool (Facebook and Instagram only)
  - Little League Marketing will contact you in early spring with specific opportunities