

Regional & Divisional Event Activation

REGIONAL & DIVISIONAL OVERVIEW

- **Timeline**
 - Regional and Divisional Participation Interest Form Due **May 1st**
 - Regional and Divisional Participation Confirmation Form Due **June 1st**
 - Final Regional and Divisional Activation Plan Due **June 12th**
- **General Overview**
 - Regional Tournaments are run by a limited number of full-time Little League staff with the support of many volunteers
 - Divisional Tournaments are run entirely by volunteers
 - Little League® Marketing will serve as your **main point of contact** when planning your on-site activations for both Regional and Divisional events
 - In order to create an LLBWS Family Fun Zone feel at each event, we have listed assigned activation dates and times for both Regional and Divisional events located on the following pages
 - Participation in the player giveaways to each of these events are encouraged
 - Shipping information will vary by Region and Division and will be noted on the following pages
 - Any/all representatives on-site on behalf of the sponsor are required to complete and successfully pass a background check, please reference page 4
 - The sale of products at these events should be included in your Regional and Divisional Activation Plan and will need to be approved by Little League Marketing
 - Facility maps of activation area for each event are on the [Sponsor Portal](#)
- **On-Site Booth Information**
 - Sponsors are responsible for retrieving any supplies from storage unless otherwise noted by Regional/Divisional Director
 - Booth space will be assigned after sponsor submits the Regional and Divisional Participation Form
 - Tents, chairs, tables, etc. are **not guaranteed**
 - All tents **must** be properly secured by 55-gallon minimum water barrels to extreme weather such as heavy winds
 - Contingent on weather and site, tents may be required to be taken down daily and stored overnight
- **Security Guidelines**
 - Regional and Divisional Directors are not responsible for any lost or stolen items
 - Sponsors should expect to take all personal and valuable items whenever booth is unoccupied
 - Security is not always available at these events
 - Sponsors are not allowed to distribute product directly to entire Little League teams unless coordinated by Little League Marketing

Final Activation Plans should include:

- Footprint Request
- On-site Contact
- Dates On-site
- Electricity Needs
- Giveaway Items
- Games/Activities
- Creative Visuals
- Staffing Plans

REGIONAL TOURNAMENTS INFORMATION

	East Bristol, CT	Southeast Warner Robins, GA	Central Carmel, IN	Southwest Waco, TX	West San Bernardino, CA
Welcome Event Dates	Softball: July 24 th Baseball: August 8 th	Softball: July 24 th Baseball: August 6 th	Softball: July 27 th Baseball: August 7 th	Softball: July 25 th Baseball: August 5 th	Softball: July 24 th Baseball: August 8 th
Tournament Dates	Softball: July 25 th – 30 th Baseball: August 9 th – 15 th	Softball: July 25 th – 29 th Baseball: August 7 th – 12 th	Softball: July 27 th – 31 st Baseball: August 7 th – 15 th	Softball: July 26 th – 30 th Baseball: August 6 th – 12 th	Softball: July 25 th – 31 st Baseball: August 9 th – 15 th
Assigned On-Site Activation Dates ----- Activation Time	Softball: July 25 th & 26 th Baseball: August 9 th & 10 th ----- 10am – 1pm	Softball: July 25 th & 26 th Baseball: August 7 th , 8 th , 9 th ----- 2pm – 5pm	Softball: July 27 th & 28 th Baseball: August 8 th , 9 th , 15 th ----- 5pm – 8pm	Softball: July 26 th & 27 th Baseball: August 6 th , 7 th , 9 th ----- 10am – 1pm & 2pm – 5pm	Softball: July 25 th & 26 th Baseball: August 9 th , 10 th , 16 th ----- 8am – 1pm
Primary Contact Information	Amry Shelby ashelby@LittleLeague.org (860) 585-4730	Jen Colvin jcolvin@LittleLeague.org (478) 987-7227	Ashlea Nash anash@LittleLeague.org (317) 897-6127	Kiley Johnson kjohnson@LittleLeague.org (254) 756-1816	April Meehleder ameehleder@LittleLeague.org (909) 887-6444
Secondary Contact Information	Tyler Knopp tknopp@LittleLeague.org (860) 585-4730	Cheryl Miller cmiller@LittleLeague.org (478) 987-7227	Nina Johnson-Pitt njohnson@LittleLeague.org (317) 897-6127	Angela Garcia agarcia@LittleLeague.org (254) 756-1816	Andrew Cortez acortez@LittleLeague.org (909) 887-6444
Sponsor Shipping Address ----- Special Instructions	Little League East Region ATTN: (Sponsor Name) 335 Mix Street Bristol, CT 06010 ----- All shipments must be received one week before each tournament	Little League Southeast Region Attention: (Sponsor Name) 439 Snellgrove Drive Warner Robins, GA 31088 ----- All shipments must be received by July 17th	Little League Central Region ATTN: (Sponsor Name) 360 Ridgepoint Drive Carmel, IN 46077 ----- All shipments must be received by July 10th	Little League Southwest Region ATTN: (Sponsor Name) 3700 South University Park Drive Waco, TX 76702 ----- All shipments must be received by June 26th	Little League West Region Attention: (Sponsor Name) 6707 Little League Drive San Bernardino, CA 92407 ----- All shipments must be received by July 17th

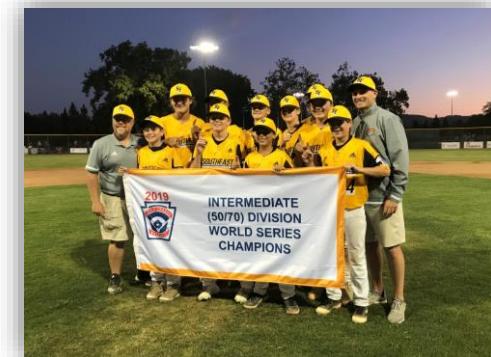
REGIONAL TOURNAMENTS ON-SITE GUIDELINES

East <i>Bristol, CT</i>	<p>Storage Facilities: On-site storage is limited, and there is no access to a loading dock or forklift. Please contact Amry Shelby to coordinate any storage needs.</p> <p>Rental Services: Please contact Just Ask Rental LLC at (860) 582-7166 if needed.</p> <p>Electric/Internet Accessibility: Access to electricity can be arranged. A generator is recommended. WiFi is available via the press box and recreational space.</p> <p>Sponsor Activation Area: 10' x 10' space available per sponsor.</p> <p>Additional Information: There is no reserved on-site parking. Parking is on a first come, first served basis.</p>
Southeast <i>Warner Robins, GA</i>	<p>Storage Facilities: There is no loading dock on-site, but a forklift is available. Please contact Jen Colvin to coordinate any storage needs.</p> <p>Rental Services: Please contact Macon Tent Rentals (478) 746-8269 if needed.</p> <p>Electric/Internet Accessibility: A standard plug-in area is available. WiFi or hard line internet access are not available on-site.</p> <p>Sponsor Activation Area: Large area that can accommodate a 10' x 10' or 20' x 20' tent. Set-up should take place the day before.</p> <p>Additional Information: Prepare for extreme heat and thunderstorms. Sponsors are responsible for maintaining/supporting tents. Parking passes are available.</p>
Central <i>Carmel, IN</i>	<p>Storage Facilities: There are no storage accommodations on-site or off-site available.</p> <p>Electric/Internet Accessibility: Standard plug-in area is available for the baseball tournament. On-site internet is not available for either tournament.</p> <p>Sponsor Activation Area: Large area that can accommodate a 10' x 10' tent. Set-up should take place the day before.</p> <p>Additional Information: Prepare for weather and schedule changes via email/phone updates from Central Region Staff. Sponsors are responsible for maintaining/supporting their tents. Central Region Staff can provide a map and directions for sponsors.</p>
Southwest <i>Waco, TX</i>	<p>Storage Facilities: On-site storage is limited. Please contact Kiley Johnson to coordinate any storage needs.</p> <p>Rental Services: Please contact Action Rental Center at (254) 772-8890 if needed.</p> <p>Electric/Internet Accessibility: Access to electricity can be arranged. WiFi is available at a low speed (2.5mbps). For higher speeds, a dedicated jet pack is recommended.</p> <p>Sponsor Activation Area: 100+ spot parking lot and two 30 sq. ft. grass areas are available for sponsors to set-up.</p> <p>Additional Information: Plan for hot weather, as the temperature often exceeds 100 degrees.</p>
West <i>San Bernardino, CA</i>	<p>Storage Facilities: On-site storage is limited, and there is no access to a loading dock or forklift. Please contact Universal Self Storage (909) 880-2211 if needed.</p> <p>Rental Services: Please contact Party Plus Rentals (909) 796-3388 if needed.</p> <p>Electric/Internet Accessibility: Access to electricity is limited. Plan to bring a generator. WiFi or hard line Internet access are not available on-site.</p> <p>Sponsor Activation Area: Large area that can accommodate a 10' x 10' tent or larger. Area is not fenced in.</p> <p>Additional Information: Prepare for high winds. Sponsors are responsible for maintaining/supporting tents. Parking is available in the North Lot.</p>

DIVISIONAL TOURNAMENTS INFORMATION - *BASEBALL*

	Intermediate (50/70) Livermore, CA	Junior League Taylor, MI	Senior League Easley, SC
Welcome Event Date	August 1 st	August 15 th	July 31 st
Tournament Dates	August 2 nd – 9 th	August 16 th – 23 rd	August 1 st – 8 th
Assigned On-Site Activation Dates ----- Activation Time	August 2 nd , 8 th , 9 th ----- 5pm – 8pm	August 15 th , 16 th , 21 st , 22 nd ----- 10am – 1pm	August 1 st ----- 5pm – 8pm
Primary Contact Information	Dave Wetmore dave@lliws.org (925) 997-3023	Greg Bzura bgregz@att.net (734) 306-3113	Kimber Nelson slbws.easley@gmail.com (864) 314-3460
Secondary Contact Information	Joe Lacono joe@lliws.org 925-202-9595	Dan Bzura bzura@sbcglobal.net (313) 715-3109	N/A
Sponsor Shipping Address ----- Special Instructions*	Little League Intermediate World Series ATTN: (Sponsor Name) 6248 Preston Avenue Livermore, CA 94551 ----- Shipments can only be received Monday – Friday from 8am – 4pm. Forklift is available.	Junior League Baseball World Series ATTN: (Sponsor Name) 22667 West Maplelawn Taylor, MI 48180 ----- Shipment location is a residential address.	Senior League Baseball World Series ATTN: (Sponsor Name) 2026 Greenville Highway Liberty, SC 29657 ----- Shipments can only be received from 9am – 4pm. Loading dock is available.

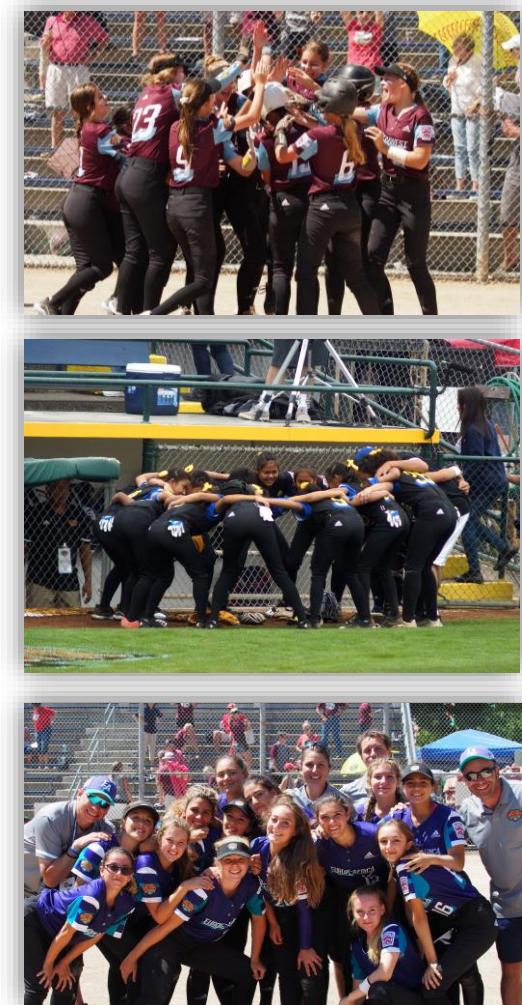
*Please contact Little League Marketing prior to sending any large shipments to these events



DIVISIONAL TOURNAMENTS INFORMATION - SOFTBALL

	Little League Softball® Greenville, NC	Junior League Kirkland, WA	Senior League Lower Sussex, DE
Welcome Event Dates	<i>To Be Announced</i>	August 15 th	July 31 st
Tournament Dates	August 12 th – 19 th	August 2 nd – 8 th	August 3 rd – 9 th
Assigned On-site Activation Dates ----- Activation Time	<i>To Be Announced</i>	August 2 nd , 8 th ----- 10am – 1pm & 2pm – 5pm	August 3 rd , 7 th , 8 th , 9 th ----- 5pm – 8pm
Primary Contact Information	Sara Thompson sthompson@LittleLeague.org (570) 326-1921 ext. 2217	John Chadwick chad98006@comcast.net (425) 641-3276 (425) 241-8811 (cell)	Martin Donovan martinbdonovan@aol.com (302) 745-0184
Secondary Contact Information	<i>To Be Announced</i>	Steve Allen goldasflyer@gmail.com (425) 486-3773 (206) 818-8124 (cell)	David Hare dhare8683@gmail.com (302) 245-2966
Sponsor Shipping Address ----- Special Instructions*	Little League Softball World Series ATTN: (Sponsor Name)	Junior League Softball World Series ATTN: (Sponsor Name) 500 8 th St S Kirkland, WA 98033 ----- Please notify John 24 hours prior to any delivery. Please provide John's contact information to each shipping company.	Senior League Softball World Series ATTN: (Sponsor Name) 24306 Dupont Blvd Georgetown, DE 19947 ----- Please notify Martin prior to delivery.

*Please contact Little League Marketing prior to sending any large shipments to these events



DIVISIONAL TOURNAMENTS ON-SITE GUIDELINES

Intermediate Baseball <i>Livermore, CA</i>	<p>Storage Facilities: On-site storage is limited, but there is access to a forklift. Please contact Dave Wetmore to coordinate any storage needs.</p> <p>Rental Services: Please contact Dave Wetmore if needed.</p> <p>Electric/Internet Accessibility: Access to electricity and internet is limited. Generators are recommended and can be rented locally from Cresco Equipment Rentals (925) 456-9750 or Sunbelt Rentals (925) 455-5710.</p> <p>Sponsor Activation Area: Area is in a public park that is adjacent to a school. On-site security is available for the duration of the event. Four (4) additional 60' diamonds are available for space if needed.</p> <p>Additional Information: Street parking is available. Please visit www.intermediateworldseries.org for additional information.</p>
Junior League Baseball <i>Taylor, MI</i>	<p>Storage Facilities: On-site storage is limited, and there is no access to a loading dock or forklift. Please contact Greg Bzura to coordinate any storage needs.</p> <p>Rental Services: Please contact Greg and Dan Bzura for any needs. A limited number of chairs, tables and tents are available with 2 weeks advance notice.</p> <p>Electric/Internet Accessibility: Access to electricity and Internet are limited. Please contact Greg Bzura to coordinate any needs.</p> <p>Sponsor Activation Area: Tournament is held at Heritage Park. Police conduct frequent patrols, but on-site 24/7 security is not available.</p> <p>Additional Information: The park contains multiple parking lots that are available to use.</p>
Senior League Baseball <i>Easley, SC</i>	<p>Storage Facilities: On-site storage is limited. Please contact Kimber Nelson to coordinate any storage needs.</p> <p>Rental Services: Please contact Tri County Rentals (864) 306-7751 if needed.</p> <p>Electric/Internet Accessibility: Electric and Internet are available; however, there is limited bandwidth capacity on the WiFi so please plan accordingly.</p> <p>Sponsor Activation Area: The on-site area is limited and monitored by security. Please contact Kimber to coordinate any space needs.</p> <p>Additional Information: No parking restrictions and no parking pass needed.</p>
Little League Softball® <i>Greenville, NC</i>	<p style="text-align: center;"><i>To Be Announced</i></p>
Junior League Softball <i>Kirkland, WA</i>	<p>Storage Facilities: On-site storage is limited, and there is no access to a forklift. Please contact John Chadwick to coordinate any storage needs.</p> <p>Rental Services: <i>Please source local vendors as needed</i></p> <p>Electric/Internet Accessibility: Access to electricity is limited. Internet is available.</p> <p>Sponsor Activation Area: The on-site area can accommodate a 10' x 10' tent. The area is not monitored by security nor fenced in. Plan to not leave anything set-up overnight.</p> <p>Additional Information: There is no reserved on-site parking. Parking is on a first come, first served basis.</p>
Senior League Softball <i>Lower Sussex, DE</i>	<p>Storage Facilities: On-site storage is not available. Please plan accordingly.</p> <p>Rental Services: Limited number of tents and chairs are available, please contact Martin Donovan if needed. For additional needs, please contact Braton's Grand Rental (302) 628-6838 or Quillian's Grand Rental (302) 227-7368</p> <p>Electric/Internet Accessibility: Access to electricity is limited. Internet is available.</p> <p>Sponsor Activation Area: Space is 10' x 20', please contact Martin Donovan if more space is needed.</p> <p>Additional Information: Plenty of parking is available on-site.</p>