

Williamsport Event Activation

ACTIVATION PLANNING

Along with the opportunity to activate on-site at the five *Little League® Baseball and Softball Regional Tournaments* in addition to the six *Divisional World Series Tournaments*, there are numerous activation opportunities in Williamsport for the Little League Baseball® World Series including, but not limited to:

- On-site branding opportunities
- Enhancement of the fan and player experience
- *RFID* integrations

New for 2020, activation plans (PowerPoint or .PDF with appropriate visuals) will be accepted in two phases to allow for further development of ideas:

Activation Concept due **June 1st** should include:

- General Overview
- Footprint Request*
- Dates Attending
- Giveaways Items
- Activity Ideas
- Booth Games
- Fan Experience
- Sweepstakes Plans

Final Activation Plan due **July 10th** should include:

- Creative Visuals (booth design, signage, etc.)
- Staffing Plans (event operations, set-up, agency, etc.)
- Mascot Involvement
- Storage Needs
- Special Guests

*Footprint sizes are contractual and vary by sponsor. Additional space requests will be considered based upon availability. Footprint sizes from previous years are NOT guaranteed.

THUZI (RFID) OVERVIEW

For the sixth consecutive year, we are excited partner with Thuzi, a Patron Technology company, to provide RFID technology during the Little League Baseball® World Series. The integration of RFID technology into activation footprints allows sponsors to:

- Build deeper engagement
- Create digital experiences
- Award prizes
- Track attendance/participation
- Conduct surveys

Base package information and other information for your review will be shared by April 2020.

For more information please contact marketing@LittleLeague.org



THUZI (RFID) CHECKLIST

Early April

- ☐ Thuzi Packages Available

June 1st

- ☐ Participation Confirmation Deadline

June 12th

- ☐ Centralized Waiver Reviewed and Finalized (by all parties)
- ☐ Sponsor to share Activation Creative with Thuzi

June 26th

- ☐ Creative Assets due to Thuzi

July 13th

- ☐ RFID Pre-registration Promotion Begins

July 24th

- ☐ Sponsor Creative Finalized

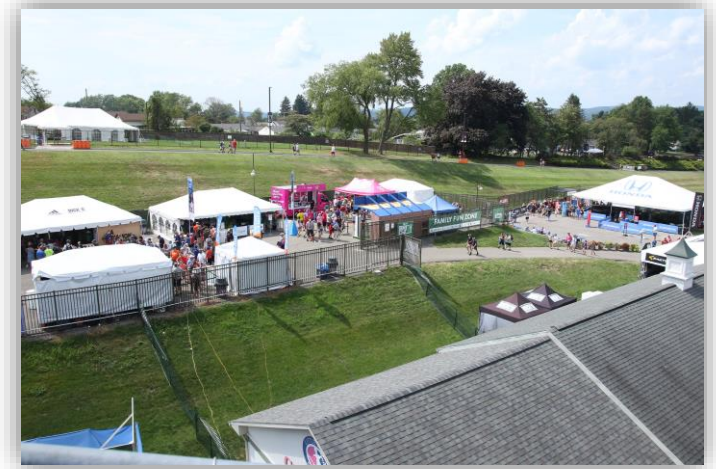
August 17th - 19th

- ☐ Little League Baseball® World Series On-Site Staff Training

ON-SITE DETAILS

Little League® will provide each sponsor with the following resources:

- Tables and Chairs*
 - (2) Chairs
 - (1) 8' x 30" undraped table
 - (1) Highboy pedestal table
- (1) Oscillating Fan
- Electricity and Internet**
- Water and Gatorade for on-site working staff ONLY



It is strongly recommended that sponsors bring a branded tent to cover their activation footprint. Tents may be company-owned or sourced locally, but will need to abide by the following tent safety guidelines:

- Tents must always be properly secured using 55-gallon water barrels (minimum) throughout the event
- Tents should have a manufacturer's tag attached detailing instructions including fire rating, etc.
- Tent flaps/walls are recommended due to potential inclement weather conditions
- Little League® and the local authorities reserve the right to inspect each tent installation at any time

*Additional items, including tents and water barrels, can be rented from Grand Rental Station. Please reference the *Preferred Vendors* page for other sourcing needs.

The *Power and Internet Requirements Form* is due **July 10th

ON-SITE DETAILS CONT.

Little League® reserves the right to close the Family Fun Zone in the event of, but not limited to, the following circumstances:

- Inclement weather (e.g. lightning within 25 miles)
- Other conditions that pose a risk to spectators

If such closures become necessary, a text message will be sent via Little League's alert system. Please designate an on-site emergency contact(s) who will receive these updates by sending the following information to marketing@LittleLeague.org by **August 1st**:

- Full Name
- Phone Number
- Dates On-site

Multiple contacts may be submitted if one person will not be on-site for the duration, but please ensure that there is always at least one person on-site who is listed in Little League's database.

FAMILY FUN ZONE HOURS

Load-in Date/Time Request due **July 10th** | Finalized by **July 24th**

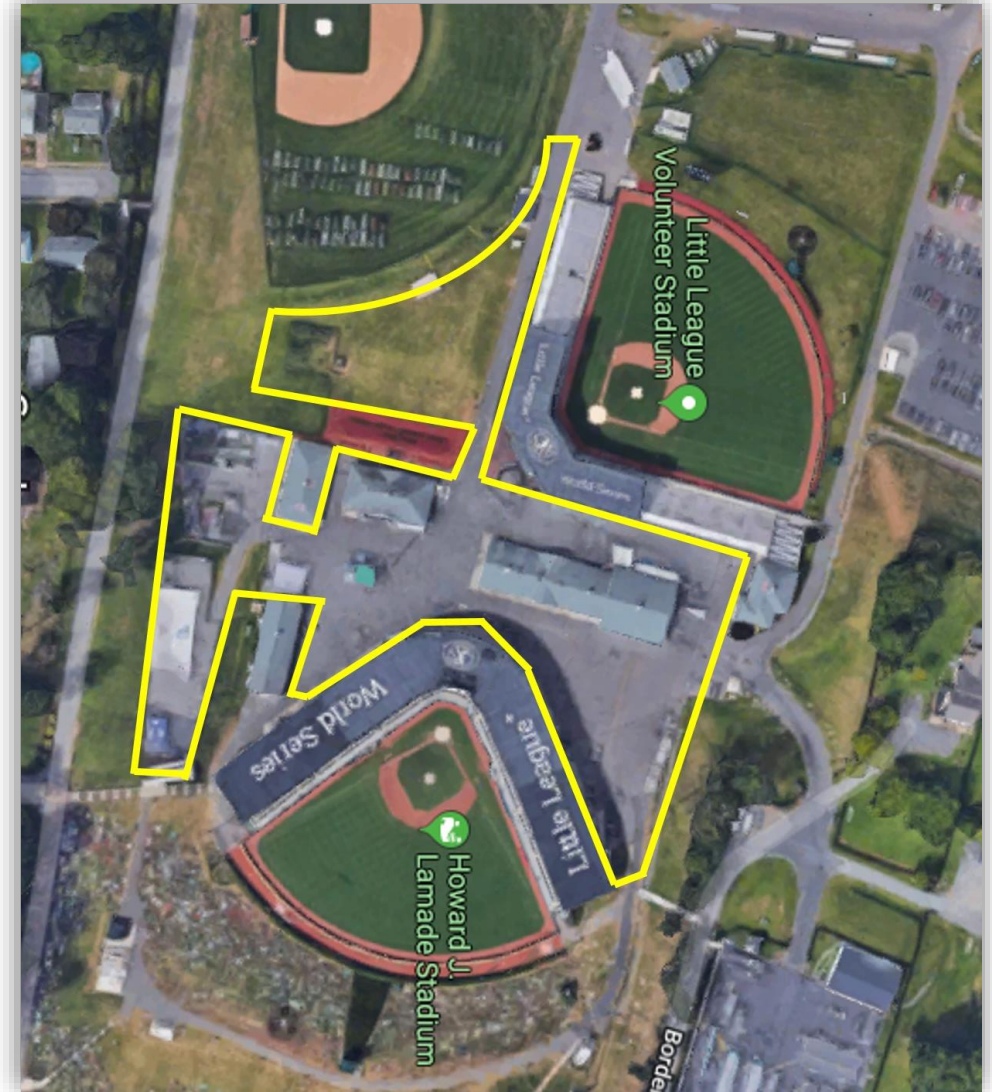
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
August 16 th	August 17 th	August 18 th	August 19 th	August 20 th	August 21 st	August 22 nd
Set-Up	Set-Up	Set-Up	Set-Up	Opening Day <i>Opening Ceremonies</i> 11:00am 10:00am - 7:00pm	Game Day 11:00pm - 8:00pm	Game Day 11:00am - 8:00pm
August 23 rd	August 24 th	August 25 th	August 26 th	August 27 th	August 28 th	August 29 th
MLB Little League® Classic 8:30am - 3:00pm	Game Day 10:00am - 7:00pm	Game Day 12:00pm - 7:30pm	Game Day 1:30pm - 7:30pm	Game Day 1:30pm - 7:30pm	Rain Day <i>No Games Scheduled</i> Closed	Championship Weekend 9:00am - 3:30pm
August 30 th	August 31 st	<div>All times are tentative and subject to change.</div> <div>*Vehicles are not permitted on the complex until at least 1 hour after the Championship Game ends.</div>				
Championship Weekend <i>Booths Open</i> 9:00am - 3:00pm <i>Tear Down*</i> 3:30pm - 9:30pm	Tear Down					

STADIUM/CONCOURSE ACTIVITIES

On-field/In-Stadium: Any sponsor representative, including mascots, will not be permitted on the field at either stadium while a game is being played. On-site distribution at entrances to stadiums requires pre-approval (e.g. handing out pins). Access of any kind, when stadiums are not in use, needs to be approved and the sponsor should be accompanied by a Little League® representative.

Camera View: Per Little League’s policy, banners, mascots, or other branded displays will not be permitted in the outfield spectator area or in “camera” view without prior approval. This included the presence of any mascots or brand ambassadors.

Concourse: The “concourse” (outlined in yellow) or area around and between each stadium, pavilion, restrooms, and merchandise are designated for our fans to mingle, trade pins and enjoy the event. Mascots may visit fans and sponsors may conduct activities in these areas only with prior approval.



SECURITY CHECK POINTS & PROHIBITED ITEMS

Sponsors will be required to enter through metal detectors before accessing the complex each day. All bags and backpacks will be inspected upon arrival.

Prohibited Items:

- Alcoholic beverages
- Aerosol containers
- **Bags larger than 16" x 16" x 8**
- Baseball bats/Poles
- Beach umbrellas
- Bicycles
- Cannabis or cannabis related products
- **Coolers (any size)**
- Containers of liquid (unless TSA approved size)
- Flammable materials or incendiary devices
- Fireworks
- Guns, self defense items, or weapons of any kind
- Illegal drugs
- Laser pointers
- Noisemakers
- Pets
- Plastic saucers/Sleds
- Pocket knives
- Roller blades
- Scooters
- Selfie sticks
- Skateboards/Hoverboards
- Drones
- Solicitation
- Tarps, tents, or canopies
- Utility tools with blades longer than 3"

Permitted Items:

- Backpacks/Fanny Packs
- Pin Bags
- Small Bags/Purses (all bags must be smaller than 16" x 16" x 8)
- Umbrellas
- Non-aerosol sunscreen**

Complex Reminders:

- Smoking and the use of smokeless tobacco products or vapor/e-cigarettes is prohibited
- All items brought into the complex are subject to search and inspection.
There will be no claim check for prohibited items at the entry points.
- All blankets, chairs, and personal items of any kind must be removed daily.
There will be no claim check for prohibited items at the entry points
- Little League® reserves the right to remove or deny access of any item, individual, or group whose actions are deemed inappropriate
- Security gates open daily at 9:00am and 8:00am on Championship Weekend
- Stadiums will open 1 hour prior to game time unless noted otherwise by signage or LittleLeague.org*

*All times are subject to change.

**Must be in its original container and is subject to inspection.

CREDENTIAL REQUESTS – WILLIAMSPORT ONLY

The online Background Check Authorization Form and the Credential Request Portal will be available **June 1st**

In addition to an approved Background Check (page 4), a credential is required for anyone working on-site in Williamsport. Credentials are the physical badge used to identify those authorized to work on-site and will allow you certain accesses while on-site (e.g. ability to enter the complex before it opens to prep your booth in the Family Fun Zone)

In order to receive a credential, you must:

- Complete an online background check authorization form *and pass your background check*
 - The information from your background check authorization form will be used to auto-populate information on the credential request portal including name, email, phone number, and background check approval status)
- Designate a main contact responsible for monitoring and updating the *Credential Request Portal*. This includes ***manually***:
 - Confirming dates & location where for staff will be working
 - Adding any names who have not yet submitted a Background Check (if Background Checks are not completed by the deadline)
 - Removing any names who will no longer be working on-site

All background checks and credential requests must be submitted **2 weeks** prior to the start of the respective event. Additional information will be available on the [Sponsor Portal](#)

While other sites may not issue a credential, it is essential that the background checks are also completed for all tournaments.

CREDENTIAL ACCESS

- A sponsor credential permits early access to the complex, along with the following areas:
 - Public Concourse
 - Sponsor Area
- Additional media credentials* will be required for content capture:
 - Filming
 - Photography
- Credentials, of any type, do not serve as a substitute for a stadium ticket
- Minors will not be issued a credential unless they receive the proper parental consent
 - Otherwise, they should be accompanied by an adult who has been issued a credential



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- Grove access is restricted to players and coaches only. Access to the Grove must be requested and approved with reason along with the mandatory submission of the following checks clearances ** (in addition to the standard background check):
 - Pennsylvania Criminal History Check
 - Child Abuse History Clearance
 - Federal Criminal History Report

*If interested in securing a media credential, please contact marketing@LittleLeague.org.

**Please check expirations on these clearances if completed in the past.

TICKET & MEAL PASS REQUESTS

Ticket & Meal Pass Request due **July 10th** | Finalized by **July 31^{st*}**

Tickets:

- From August 20th - August 27th, stadiums are primarily open seating
 - Little League® will provide passes to Section 1 of both stadiums
 - Section 1 seating is open, on a first-come, first-served basis
 - All other sections will be first-come, first-served seating unless otherwise noted
 - No ticket/pass is required for entry
- All sections of Lamade Stadium will be ticketed Championship Weekend (August 29 – 30)
 - One ticket will be distributed for both games on August 29th
- Reminders
 - Only request tickets as needed and return any that will not be utilized
 - Make Little League aware of any special guests that may attending
 - Identify tickets needed for Sweepstakes or Contest winners

Meal Passes:

- Each sponsor receives 5 meal passes for each day of the tournament
 - These are intended to provide meals for on-site activation staff
- Passes can be used at the following locations:
 - Main concession stand on the concourse
 - Tent located beyond right field
- Additional passes are available upon request

*Any changes received after July 31st will be taken into consideration based upon availability but are not guaranteed. Tickets will be distributed by Little League upon arrival or at Will Call, no passes will be mailed.

PARKING & MUSEUM PASSES

Parking

- Two (2) parking passes will be distributed per sponsor
 - If you have special guests or VIPs attending specific days of the tournament, please make Little League® aware – we *may* be able to provide additional day passes in such cases
- Parking passes are valid throughout the tournament, unless dates are specifically noted on the pass
- Please reference the specific lot designation on your parking pass and park only in that designated area
 - Parking maps will be available on LittleLeague.org in the summer
- Parking is available on a first-come, first-served basis – **a pass does NOT guarantee a spot**
 - Should complex lots become full, public parking is available
- Passes are intended for sponsor use, but can be allocated to on-site staff

Museum Passes

- Little League credentials can be used to gain access to the museum by displaying the badge to the staff at the counter
- Passes are available for sponsor guests who are not credentialed

PRE-SERIES STORAGE & SHIPPING POLICIES

Storage:

- Secure storage areas are available for any items related to Little League Baseball® World Series sponsor activations upon request
- Please include any storage needs when submitting Final Activation Plans on **July 10th** to allow for a seamless experiences while on-site

Shipping* Labels:

- An electronic template for labels to ship items to Williamsport will be made available on the [Sponsor Portal](#)
- Be sure to affix the shipping label to the outside of every package sent to Little League®
- If unable to use these labels (e.g. shipment from a central warehouse), please be sure to address shipments exactly as shown below:

MARKETING DEPARTMENT
LITTLE LEAGUE
ATTN: (SPONSOR NAME)
539 US ROUTE 15 HWY
SOUTH WILLIAMSPORT, PA 17702-0485

Direct On-site Delivery:

- Any truck delivering palatized materials is required to have a pallet jack on their trailer
- Forklifts are available to unload any items upon request
- Proper paperwork is required for any delivery

*Every shipment must also include a *Shipping Inventory Form* (available on the [Sponsor Portal](#)) and must be received in Williamsport by **August 12th** to avoid any delays caused by additional security screenings. Please also notify Little League prior to sending. Shipments are unable to be received on the weekend.

POST-SERIES BREAKDOWN & SHIPPING POLICIES

Breakdown:

- Sponsor activation tear down may begin immediately following the closure of the Family Fun Zone on Championship Sunday, August 30th; **however**, vehicles are not allowed on the complex until **at least 1 hour after the Championship game ends** as directed by Little League®
- Little League will be on the complex Monday, August 31st and Tuesday, September 1st for additional tear down as needed

Shipping:

- Prior to departing, please arrange (call trucking companies, etc.) for the pick-up of any items that will need to be shipped out
- Sponsor shipping labels with appropriate account numbers, billing information, etc. must be affixed to packaging prior to departure
 - Little League will not pay for any shipments as this is the responsibility of the sponsor
- Bills of lading are required to be left with sponsor shipments



FedEx does not have regular pick-ups at Little League. It is the responsibility of the sponsor to print packing slips and scheduled their own pick-up.



UPS does have regular pick-ups at Little League. Sponsors must still print their own packing slips.

GRAND SLAM PARADE INFORMATION

Sponsorship Commitments are due **June 26th** to the Lycoming County Visitors Bureau*

The Lycoming County Visitors Bureau hosts an annual parade to celebrate the start of the Little League Baseball® World Series and to welcome the 16 participating teams. The 2020 rendition of the parade will be held the evening prior to the start of the tournament on **August 19th**.

Join over 100 units including the Guest Grand Marshall, marching bands, antique cars, fire trucks, military equipment, and much more by contacting:

Jason Fink

(570) 320 - 4213

JFink@williamsport.org

Detailed information from the Lycoming County Visitors Bureau will be available on the [Sponsor Portal](#).



*This is not a Little League® event and may incur additional costs.