# LITTLE LEAGUE® TELEVISION CONTRACT FOR REGULAR SEASON GAMES

## INSTRUCTIONS

1. A copy of this contract is to be provided first to the DISTRICT ADMINISTRATOR or LOCAL LEAGUE PRESIDENT only, provided by the regional headquarters or Little League International. It is never to be provided to the television station without first being provided to the District Administrator or local league president.

2. This contract applies to commercial and non-commercial television telecasts.

3. The contract must be completed in part by the District Administrator and the local or host Little League President.

4. After the contract is completed in part and signed by the District Administrator and the local or host Little League President, it is forwarded the television station, where it is completed in part, and signed. (Note: The contract is not yet valid at this point.)

5. The television station returns the signed contract to Little League International. (Attn: Communications, 539 US Highway 15, P.O. Box 3485, Williamsport, PA 17701-0485.) A copy can also be emailed to Chris Downs, at: cdowns@LittleLeague.org; or faxed to 570-601-0115.

6. If acceptable to Stephen D. Keener, President and Chief Executive Officer of Little League International, Mr. Keener will sign it.

7. The Little League International Communications Department keeps the original, and copies are returned to the television station, the District Administrator, and the local Little League President. (The contract is valid at this point.)

8. A file will be maintained by the Little League International Communications Department to ensure payment is made and that a copy of the tape is received.

9. This contract is NON-EXCLUSIVE, with regard to the ability and right of the local Little League President to extend the terms of this same contract to another interested party or parties for the same event(s).

## TELEVISION CONTRACT – REGULAR SEASON ONLY

**(Please Print Legibly)**

To: _____ (Name and Title of Station/Network Contact)

of _____ (Company)

Address _____

Phone _____ Fax _____

Email Address _____

RE: _____ (League Name) Regular Season games

**The parties hereto, intending to be legally bound, hereby agree as follows –**

Little League Baseball, Incorporated (aka Little League International), grants to you television telecasting rights to the _____(League Name) Regular Season games to be held at _____(Location) on _____(Date[s]), in the _____ Division(s), (hereinafter referred to as the "sports event"), subject to each of the following provisions:

**Rights** – Little League International has the exclusive right to authorize any and all television telecasting (live or recorded) of all games. As a non-commercial webcast, or with sponsorship limited to those products or services which meet Little League International standards for advertisements (see below and Attachment A), Little League International grants you the rights to record for telecasting and/or to telecast live, the above mentioned sports event. Whether or not the Little League name and/or marks are used to solicit advertising revenues, the rights fee is established at $75 per game for each game to be telecast. The telecast in perpetuity is the property of Little League Baseball and Softball. Game footage posted to a website in its entirety comes with a per month fee (also see Page 4 for complete payment details**). (Note: One hundred (100) percent of the fees will accrue to the local or host Little League to offset expenses.)** This grant of television telecasting rights pertains only to the sports events at the time and place specified herein. This contract is non-exclusive.

**Copies of Telecast –** A high-quality copy (DVD or high definition digital file) of all telecasts covered by this contract must be delivered (by the television broadcasting company) to Little League International at the address on Page 3 within thirty (30) days of the sports event. Little League International maintains the right to use all or part of such footage for promotional purposes. A copy also may be provided to the host league at your discretion, but in no event will copies be sold or distributed by anyone to any party without the expressed written consent of Little League International (separate contract).

**Expenses –** All expenses regarding the recording and televising by your company are the responsibility of your company, including, but not limited to, phone line installation and phone charges, construction of camera platforms and press box construction or improvements, additional lighting, etc.

**Camera/Microphone Placement –** Cameras must not be placed in dugouts at any time, nor anywhere in fair territory. Camera operators must be confined to areas specifically set aside for such operations, and with the consent of the local Little League President. Microphones, earphones and earpieces may NOT be attached to the umpire, managers or players.

**Disclaimer –** At least once during each game telecast, the following statement must be read and telecast aloud: "This game is presented by (station/network name) under the authority of Little League Baseball and Softball, and may not be re-broadcast or re-transmitted without the expressed written permission of Little League International, South Williamsport, Pennsylvania. Visit Little League online at www-dot-Little-League-dot-org."

**Interviews** – The telecast may include interviews, subject to these conditions: 1. Interviews with players must only be conducted in the presence of, and with the explicit permission of, the player's parent, guardian, manager or coach; 2. No interviews of players, managers or coaches will be conducted during games; 3. No interviews with players of the losing teams will be conducted until at least 30 minutes after the conclusion of the game.

**Public Service Announcement –** A 30-second public service announcement (PSA) to be provided by Little League International must be played at least three times during each game/telecast(s) covered by this contract, with all costs involved to be borne by the television company/network. The PSA will be delivered to the television station/network on a DVD.

**Miscellaneous** – Any details or provisions made beyond this agreement in connection with the sports event must be approved by Little League International promptly before the event takes place.

**Payment –** Payments due to the local league shall be made no later than thirty (30) days following the submission of this contract. Page four (4) of this contract must accompany the payment. For any delinquent payment a five (5) percent penalty will be accessed on a monthly basis.

**Cancellation or Postponement** – If the sports event does not take place on the scheduled date or time for any reason whatsoever, Little League Baseball, Incorporated, its directors, officers and employees will be held harmless by you and your company.

**Sponsors and Advertisers** – Your business/company will provide Little League International with the names and products of sponsors of the webcast or publicity of the webcast. Commercial sponsorship must not include any of the categories listed on Attachment A; or other products not consistent with the respectability of Little League International. Little League International reserves the right to deny the opportunity for any individual or company to advertise during or provide sponsorship for the webcast of this event.

**Jurisdiction** – This agreement and all collaterally related issues shall be governed by Pennsylvania law. Venue is in the Lycoming County Courts of Pennsylvania. You warrant that you will not grant to any third party any rights to this sports event. Any provision herein found by a court to be void or unenforceable shall not affect the validity or enforceability of any other provision.

**Appearance of Participants** – Any uniformed players appearing in the webcast must be wearing the Little League official shoulder patch. All players appearing in the telecast must only use equipment that is in good working order, and that meets Little League standards for the correct division. All other aspects of the event, including all facilities, shall meet Little League standards and specifications for the correct division.

**Non-Partnership** – Nothing herein shall make the parties partners or joint venturers; both parties are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner nor to any extent whatsoever, except as provided herein.

**Regular Season Only –** This agreement applies ONLY to regular season games (not tournament games and not Special Games).

**District Administrator**

**Initials _____**

**TV Company Representative's**

**Initials _____**

**Mail Completed Contract to:**

Little League International Communications
539 US Highway 15
P.O. Box 3485
Williamsport, PA 17701-0485

Advance copy may be faxed to Communications, at: 570-601-0115, or emailed to: media@LittleLeague.org.

**This contract is not valid unless, and until, all spaces are filled on all pages and a copy is on file at Little League International.**

## LITTLE LEAGUE BASEBALL, INCORPORATED

By_____ Date _____

STEPHEN D. KEENER

President and Chief Executive Office

Accepted and agreed to:

By_____ Date _____

Television Company Representative Signature

Printed or Typed Name_____

Title _____ Company Name _____

Address _____

Phone Number _____ Email _____

**Make one check payable to:**

_____ Name of Local Little League

_____ Address

I, the President of the local Little League named on this contract, pledge that my league will abide by all provisions contained herein, that all players in the games(s) will be in proper uniform at all times (to include proper equipment and official shoulder patches), and that my league will strictly adhere to all rules, regulations and policies of Little League Baseball and Softball.

_____ _____

Name of local Little League President Signature and Date

_____

Phone Number of Little League President

**District Administrator's Approval**

I, the District Administrator for the league named on this contract, agree that the events named herein should be telecast, that the league named herein has clearly demonstrated strict adherence to Little League rules, regulations and policies, and that such telecasting of the events will reflect well upon the Little League name.

Name _____ District No./State _____

Address _____

Phone Number _____ Email _____

Signature and Date _____

## ATTACHMENT A

### Restricted Advertising Categories

- Alcohol, tobacco or firearms
- Energy drinks such as Red Bull or Monster
- Herpes relief products
- Casinos
- Tourist advertising for areas (such as Las Vegas and Atlantic City) and/or hotels or establishments focused on casinos and gambling, even if there is no depiction of gambling in those spots.
- Websites featuring card playing, gambling and other mature themes, such as poker websites
- On-line dating services.
- Feminine hygiene products
- Sexual enhancement or sexual performance products (male or female).
- Contraceptive products
- Nutritional supplements
- Other youth organizations substantially engaged in organized youth sports (e.g., AYSO, Babe Ruth or Cal Ripken Baseball Leagues, Pop Warner Football, USSSA, etc.).
- Movies rated R or above under current ratings guidelines (or the equivalent of 2013 standards should the ratings system be changed in the future).
- Video games rated Mature or above under current ratings guidelines (or the equivalent of 2013 standards should the ratings system be changed in the future).
- Movies rated PG-13, videogames, apps rated E10+ or Teen, and unrated movies and videogames will be reviewed by Little League on a case-by-case basis and the parties will mutually and reasonably agree whether the content of the ad or the product itself is appropriate for advertising within Little League Programs (or the equivalent of the current standards should the ratings system be changed in the future).
- Advertising and promotional messages containing sexual references and innuendos, references to drugs, alcohol, gambling and other mutually agreed upon material deemed inappropriate for children.
- Any current or future “recreational” drugs (e.g. marijuana) even if the marketplace permits such advertising.

## ITEMIZED LIST

**(Return copies to Little League International and the local or host league**)

**Payment is due within 30 days of signing contract**

ITEMIZED LIST OF GAMES AIRED AND AMOUNT DUE FOR: _____

Company Name

**Telecasts/Webcasts**

| | |
|---|---|
| Per Game Fee | $75 |
| Number of Games Televised | X _____ |
| | = _____ |

**Re-Air Options (Add one to total listed above)**

| | |
|---|---|
| Up to 5 re-airs **($325)** | _____ |
| 5 to 10 re-airs **($650)** | _____ |
| 10 to 15 re-airs **($780)** | _____ |
| 15-20 re-airs **($1100)** | _____ |
| Website Re-Airs (Note: This is for games posted in their entirety) | |
| Posted for one month **($100)** | _____ |
| Posted for up to three months **($300)** | _____ |
| Posted for up to six months **($600)** | _____ |
| Posted for up to a year **($1200)** | _____ |

**Total -- Amount to be paid to local/host Little League (100%)** (_____)

Please make check payable to the District Administrator per their instructions. They will provide you with the correct address to submit payment.

**All payments due by:** _____