

2020 - 2021

Little League® Sponsor Summit



January 14, 2021

*little
league*

Creating a turnkey system to
streamline the process of
local league activation for
national partners





PROMOTIONS HUB

Log In To Your Account



gchristenson@littleleague.org



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Log In

[Forgot Password?](#)



Basic Promotion Infrastructure

- Define the audience
- Identify the promotion parameters and what audience will be eligible
- Create communication tools and other support (e.g. sweepstakes rules, shipping and fulfillment processes)
- Allow audiences to opt-in to the promotion
- Transition to implementation –
 - via Little League / MLB agency or preferred sponsor fulfillment methods
- Gather insights throughout process and provide a report post-promotion





T-Mobile® Welcome, T-Mobile

Official Wireless Sponsor of Little League

Opportunities



Market Match - November 2019

[View Market Match](#)

Your Little League® Account Team

Primary Contact

Kevin Feinberg
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Liz DiLullo Brown
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Dustin Solomon
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Welcome, Gatorade

Official Sports Beverage of Little League Baseball and Softball

Current & Upcoming Offers

No current or upcoming offers are available.

Past Offers



Gatorade Fall Offer 2020

[View Promotion](#)



Gatorade Hydration Pack Program 2021 Season

Your Little League® Account Team

Primary Contact

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Welcome, A.D. STARR

Official Ball Supplier of the Little League World Series

Current & Upcoming Offers



A.D. Starr Charter Offer 2021

[View Promotion](#)

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State	Potential Leagues	Potential Teams	Potential Players	Total Population	Average Population
Alabama	11	126	1,512	424,422	38,584
Arizona	81	2,119	25,428	7,359,434	90,857
Arkansas	5	72	864	2,493,706	498,741



Custom Promotion Data & Mapping



Closed October 9, 2020



2021 OFFER

Promotion available September 21, 2020 to October 9, 2020.

1,700

eligible leagues

360

responses

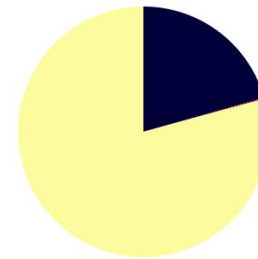
1,400

awaiting response

Download Responses

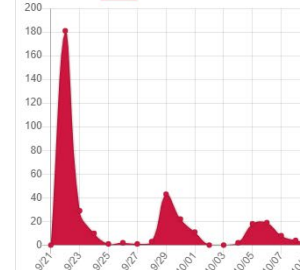
Promotion Participation

Opt-Ins: 354 Opt-Outs: 2
Awaiting Response: 1360



Responses Over Time

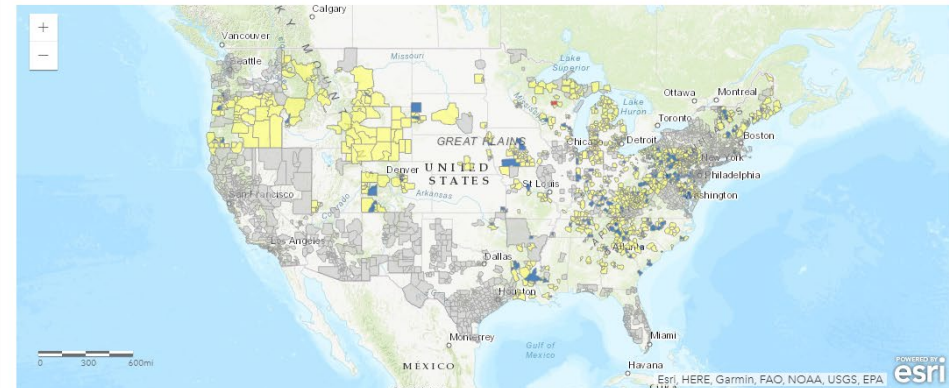
Responses Per Day



43% claimed



View Insights



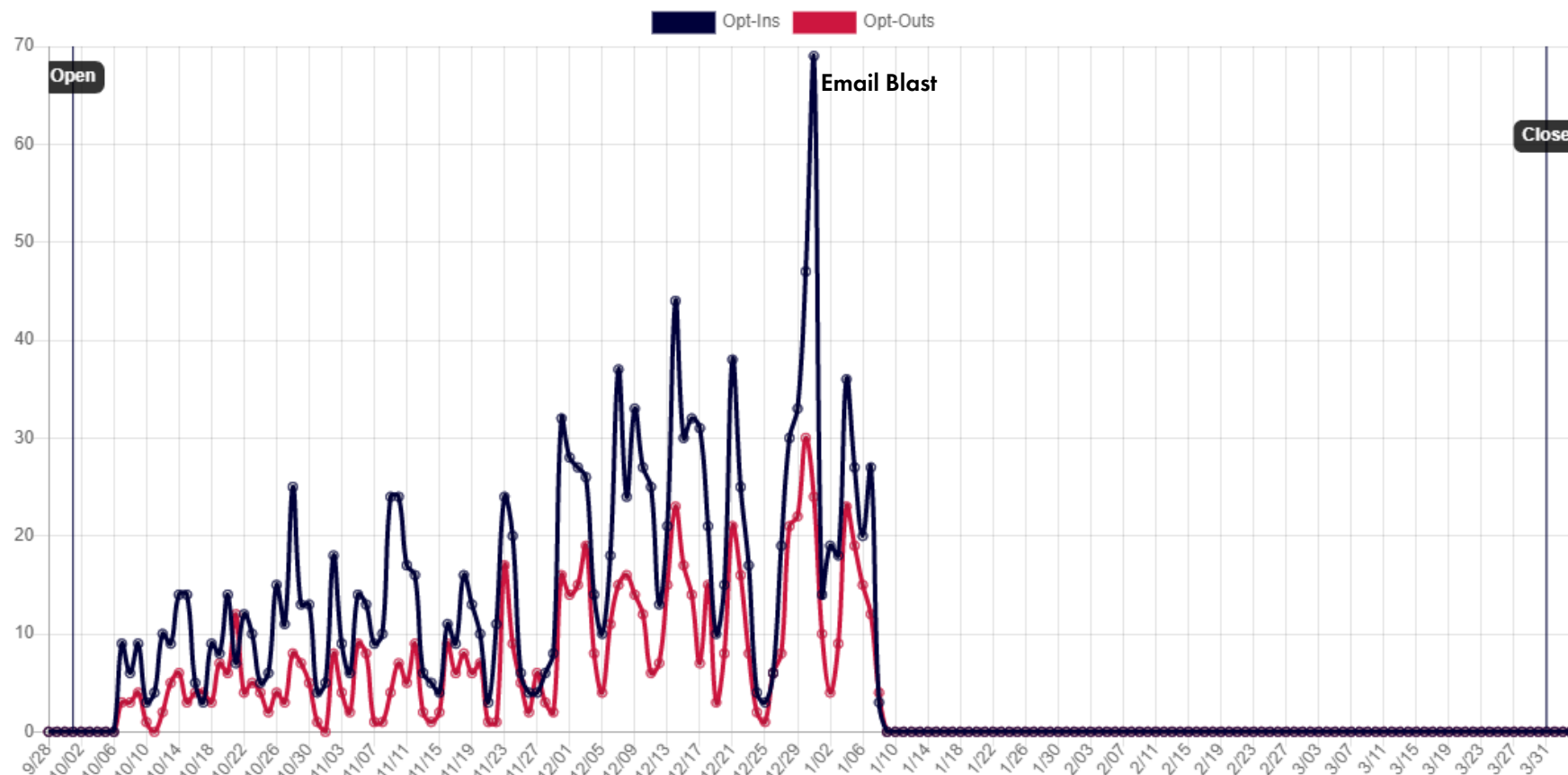


2021 OFFER: INSIGHTS

Custom
insights

Promotion Timeline

[Export Timeline Image](#)



Next Steps

- Brainstorm ideas for how this platform can benefit your team
- Connect with marketing@littleleague.org to schedule a full demonstration
- Collaborate and bring new ideas to life!

