

Little League®

Virtual Sponsor Summit



little
league



January 20, 2022

Topics

Welcome & Introductions | Liz Brown, Senior VP & CMO

Thank You & Key Updates | Steve Keener, Little League International President & CEO

Little League Strategic Plan Updates | Nina Johnson-Pitt, Senior Strategy Executive

Youth Sports Landscape Overview | Jennifer Lerner, Aspen Institute

Little League Softball World Series | Grace Christenson, Account Manager and
Mark Phillips, LLSWS Volunteer Committee

- Activation & Sponsorship Opportunities
- LLSWS Impact on Greenville Community
- Greenville, NC Volunteer Experience

ESPN Broadcast Overview & Opportunities | ESPN

Little League Marketing & Sponsorship Updates & Reminders | Kevin Feinberg, Director of Partnership Marketing

- General Reminders
- Upcoming Events
- 2022 Little League World Series
- Future Planning
- New Opportunities

Closing Remarks



Virtual Summit

Little League® Reminders



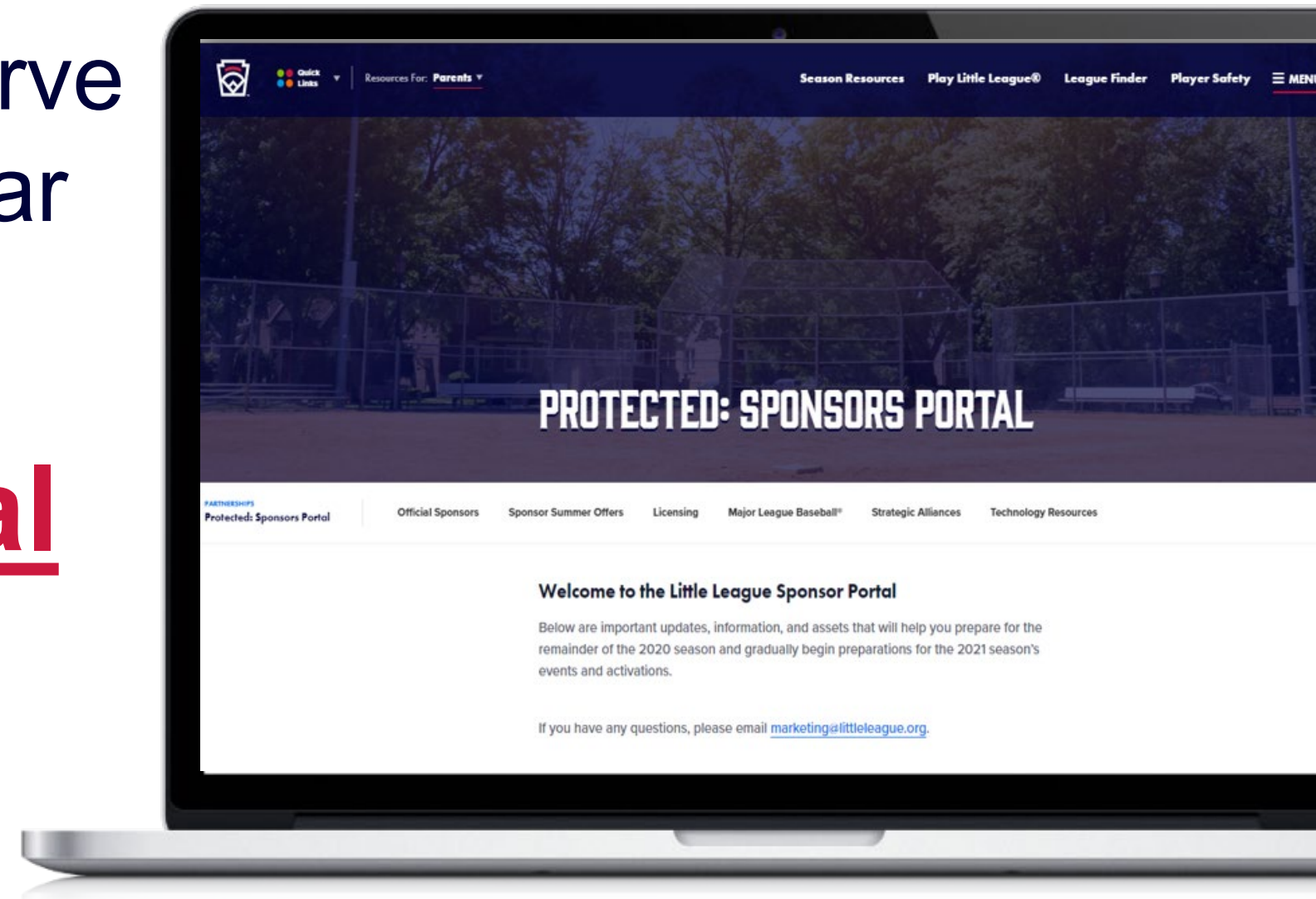
General Reminders

Sponsor Portal

Online resource for official sponsor information that contains various resources, logos, information, and other downloads that can serve as a resource in planning throughout the year

LittleLeague.org/SponsorsPortal

Password: LittleLeague1939



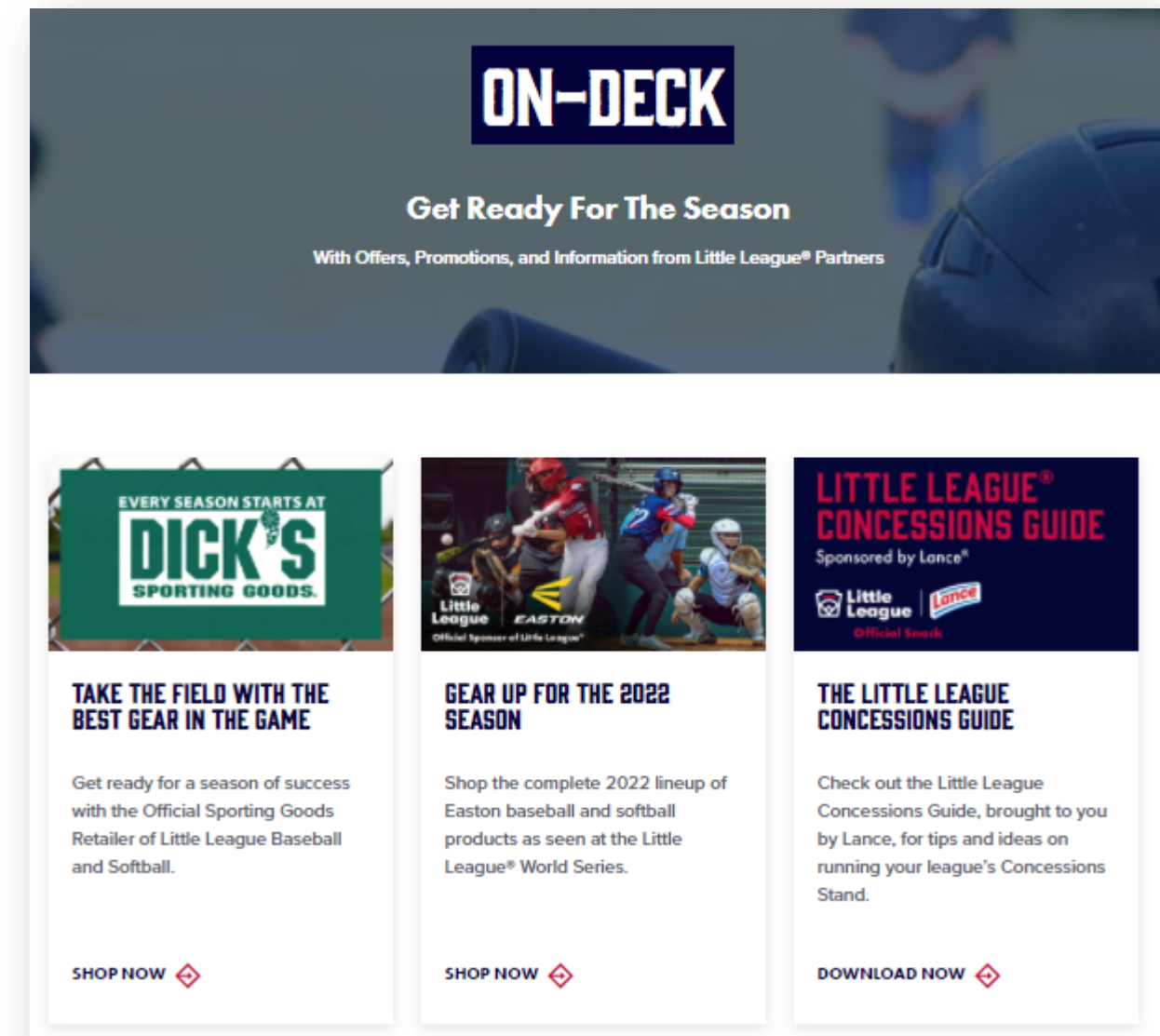
2022 TIMELINE

- Full [Checklist & Deadlines](#) currently on Sponsor Portal
- Assets can be scheduled/updated as they align with campaigns and promotions
 - Email Blasts
 - Newsletter Banner Ads
 - LittleLeague.org Banner Ads
 - Partner Content Pages
 - Social
- Secure hotel room arrangements for the 2022 LLBWS as soon as possible
- Share Brand Guidelines/Style Guide/Logos/Banner Ad updates as needed
- World Series Packet available by early March



Annual Key Touchpoints

- Standing promotional webpage
- Rebranded quarterly to align with key seasonal timelines
- Create year-round connections to the entire Little League audience



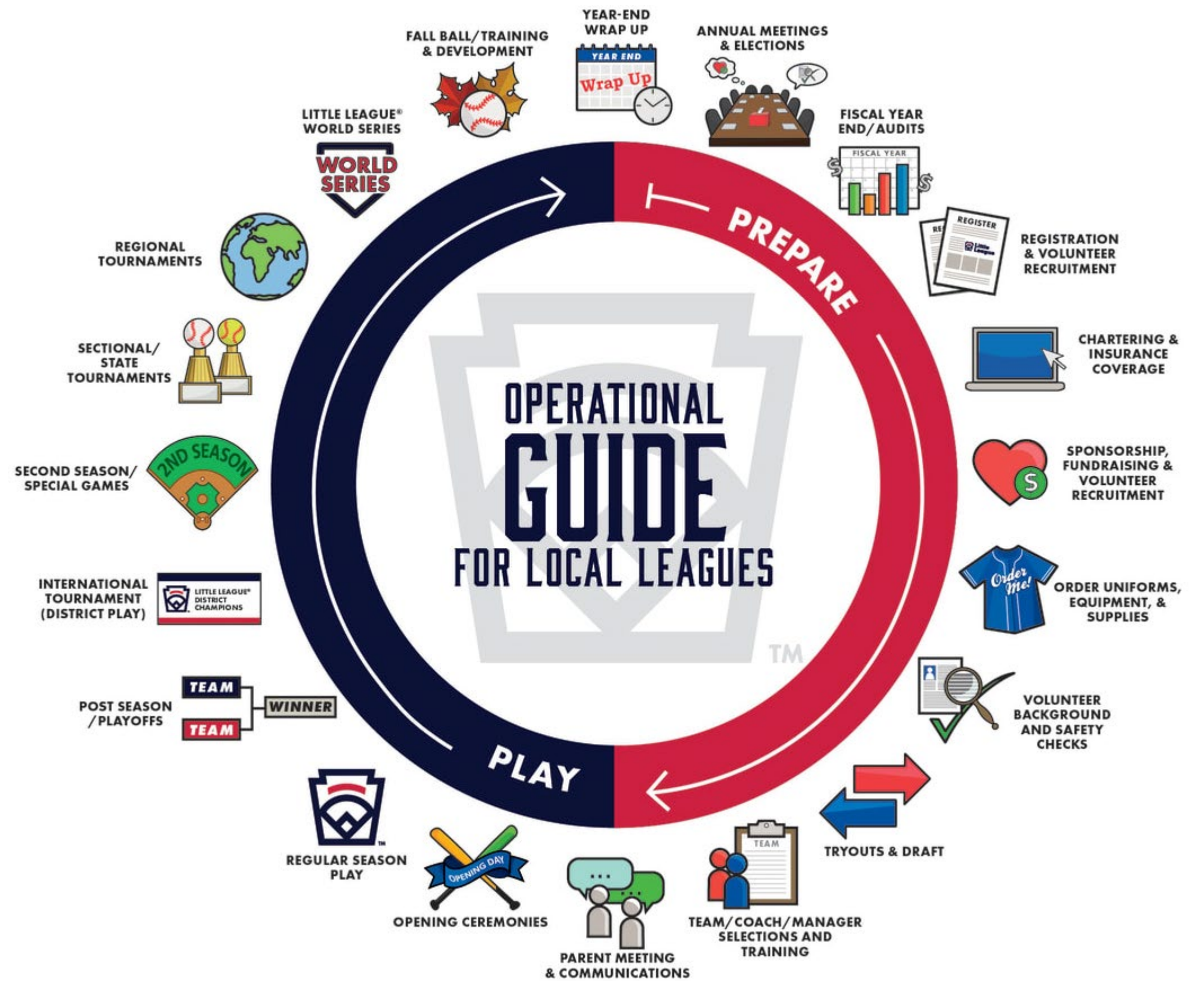
On-Deck
Fall

Batter Up
Winter

**Sponsor
Summer
Offers
Spring**

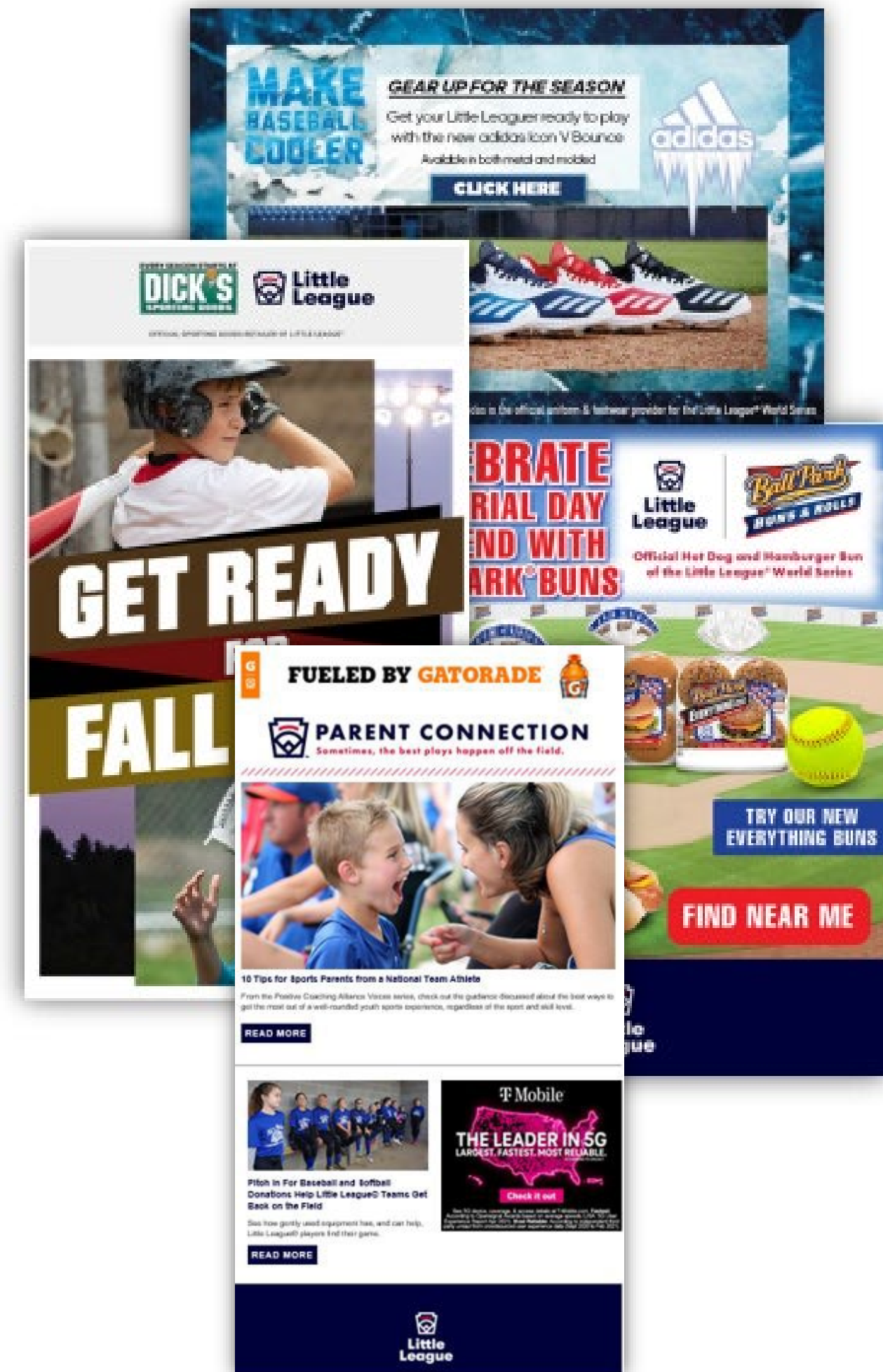
**LLWS
Newsletter
Summer**

Content



Types

- Email
- e-Newsletters
- Website(s)
- Social
- Print Assets
- Special Events
- Paid Advertising
- EVI (pending w/ ESPN commitment)
- Congress App



Activation



OVERVIEW

- There are numerous avenues to activate on-site during the LLWS
 - Little League Baseball® World Series
 - Little League Softball® World Series
 - 5 Divisional Tournaments
 - 5 Regional Tournaments
- Additional opportunities include:
 - On-site branding
 - Enhancement of the fan and player experience
 - Fan Experiences with data capture integrations
 - Giveaways





TOURNAMENTS

Regional

- Staffed by Little League employees along with dedicated volunteers
- Attendance is heavily influenced by local teams that are present
- Evening games historically draw the largest crowds
- Opening Days are typically the highest trafficked days

Divisional

- Run by a key group of volunteers (Host Committee)
- Core tournament expenses funded by Little League International; local sponsor support
- Hosted at local league facilities in different markets across the US
- Welcome Event opportunities
- Community-based events

PLANNING

Activation plans will be accepted in two phases to allow for further development of ideas:

Activation Concepts due 4/13

- General Overview
- Footprint Request
- Dates Attending
- Giveaways Items
- Activity Ideas
- Regional & Divisional Interest

Final Activation Plans due by 7/1

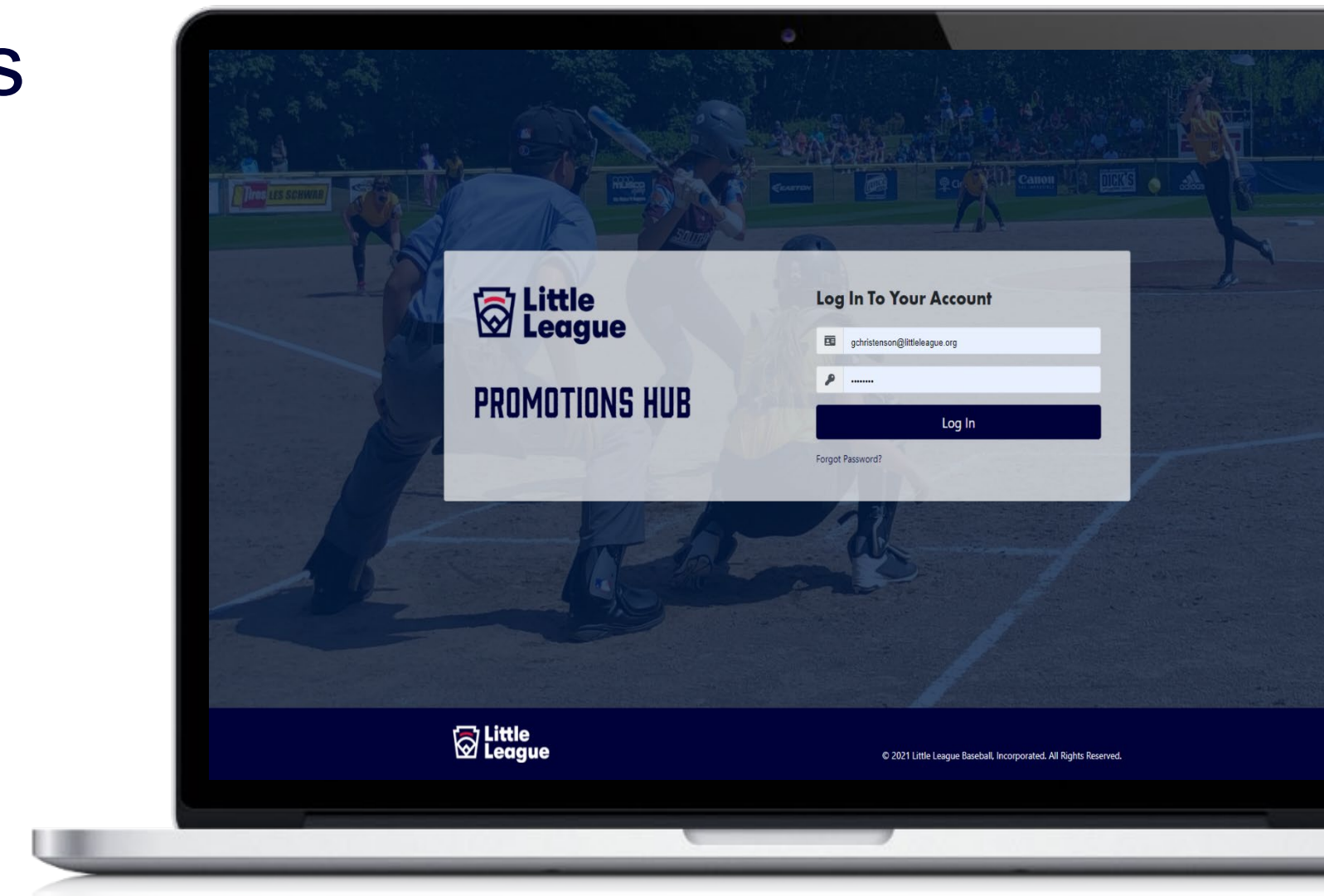
- Creative Visuals
- Staffing Plans
- Mascot Involvement
- Storage Needs
- Special Guests

Promotions Hub



Overview

- Turnkey system created to streamline the development, implementation, and fulfillment of local league activation for national partners
- Provides a way for partners to make meaningful connections with local leagues
- Many leagues still need support as we navigate through the pandemic



Capabilities

- Customizable based on audience
- League Matching
- Custom Promotion
 - Email
 - Social
- Data Mapping
- Insights





Welcome, A.D. STARR

Official Ball Supplier of the Little League World Series

Current & Upcoming Offers



A.D. Starr Charter
2022

[View Promotion](#)

Your Little League®
Account Team



Welcome, Gatorade

Official Sports Beverage of Little League Baseball and Softball

Current & Upcoming Offers



Gatorade
Pack Pro
Se

[View P](#)

Your Little League®
Account Team

T-Mobile Welcome, T-Mobile

Official Wireless Sponsor of Little League

Current & Upcoming Offers



T-Mobile Partnership
Opportunities 2022

[View Promotion](#)

Your Little League®
Account Team

Primary Contact
Kevin Feinberg
Account Manager
kfeinberg@littleleague.org
570-326-1921 x2330



EXAMPLES



Virtual Summit

Upcoming Events



OVERVIEW

- June 10-13, 2022 in Williamsport, PA
- First launched in 1956 and held once every four years
- Allows DAs to give voice and authoritative sanction to representation
- More than a thousand volunteers from around the globe attend
- Excellent opportunity for partners to engage with highest level of Little League volunteers and build understanding of who our volunteer base is



OPPORTUNITIES

Great opportunity to interact with key volunteers of the Little League program and educate them about partner products/services.

- Exhibit Hall
- Mixer
- Picnic @ LL Complex
- Giveaways
- App

If there is anything of interest that might not be listed, let us know and we can further discuss.







Virtual Summit

Little League[®] World Series

WE'RE BACK!



August 17-28



July 31 to August 7



August 14-21



July 30 to August 6



August 9-15



July 31 to August 6



August 1-7



Expansion



OPERATIONAL IMPACT

Little League Baseball (August 17-28)

- Total Teams: 20 (4 additional)
- Additional Games: 6
- Schedule: One additional day added to the schedule
- Tournament will begin on Wednesday and last 11 days

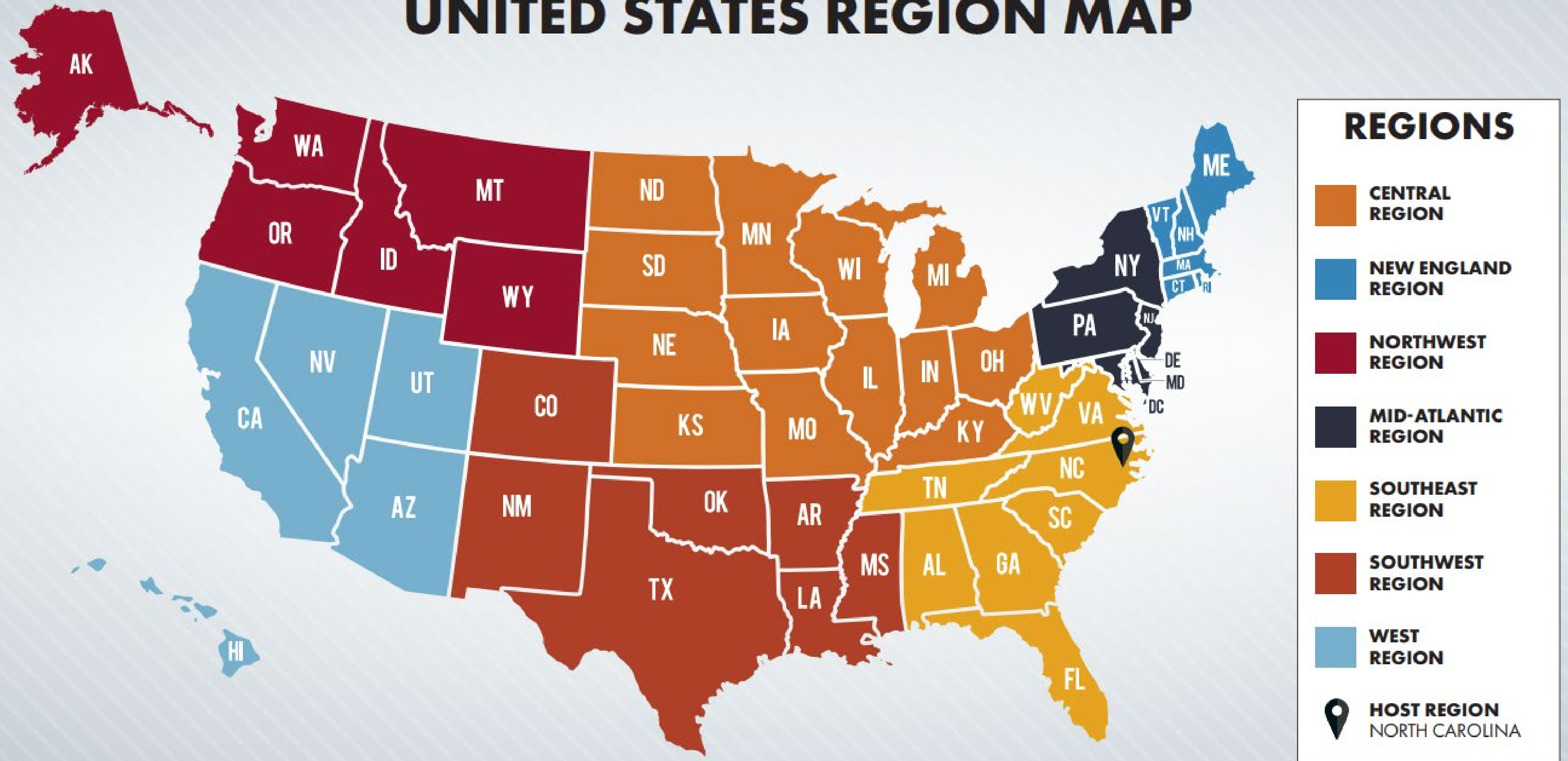
Little League Softball (August 9-15*)

- Total Teams: 12 (2 additional)
- Total Games: Modified double elimination will net six fewer games
- Schedule: No additional days will be added

*Subject to change

LITTLE LEAGUE SOFTBALL® WORLD SERIES

UNITED STATES REGION MAP



LITTLE LEAGUE SOFTBALL® WORLD SERIES INTERNATIONAL REGION MAP

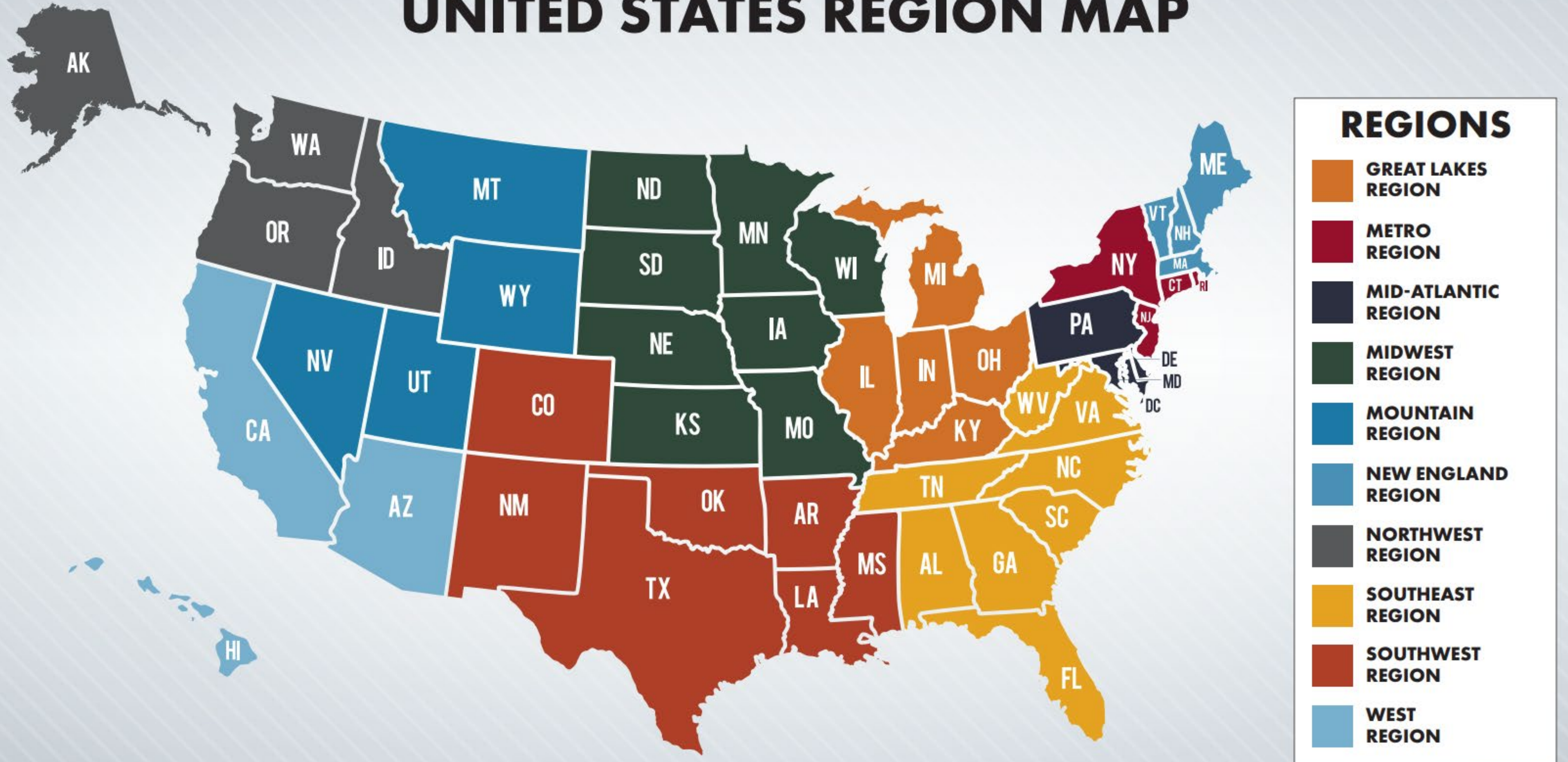


REGIONS

-  ASIA-PACIFIC REGION
-  CANADA REGION
-  EUROPE & AFRICA REGION
-  LATIN AMERICA REGION

LITTLE LEAGUE BASEBALL® WORLD SERIES

UNITED STATES REGION MAP



LITTLE LEAGUE BASEBALL® WORLD SERIES

INTERNATIONAL REGION MAP



REGIONS

-  ASIA-PACIFIC REGION
-  AUSTRALIA REGION
-  CANADA REGION
-  CARIBBEAN REGION
-  EUROPE & AFRICA REGION
-  JAPAN REGION
-  LATIN AMERICA REGION
-  MEXICO REGION

LITTLE LEAGUE BASEBALL® WORLD SERIES INTERNATIONAL REGIONS ROTATION PLAN

2022



PANAMA
REGION



PUERTO RICO
REGION

Included with larger region



CARIBBEAN
REGION

2023



PANAMA
REGION



CUBA
REGION

Included with larger region



CARIBBEAN
REGION

2024



PUERTO RICO
REGION



CUBA
REGION

Included with larger region



LATIN AMERICA
REGION

As decided by a random, blind draw.



New Opportunities

FAN EXPERIENCE TECHNOLOGY

- Administered by Patron
- Virtual Site
 - Gamification
 - Activities
- Data Capture (Fan Scan) - LLBWS & LLSWS
 - Check-in
 - Scan for Info
 - Award Prize
- Mobile App
 - Maps
 - Schedules

