

LITTLE LEAGUE® BASEBALL & SOFTBALL

Annual Guide to Marketing Assets



2021 – 2022 | Web Assets

All Dates are Subject to Change

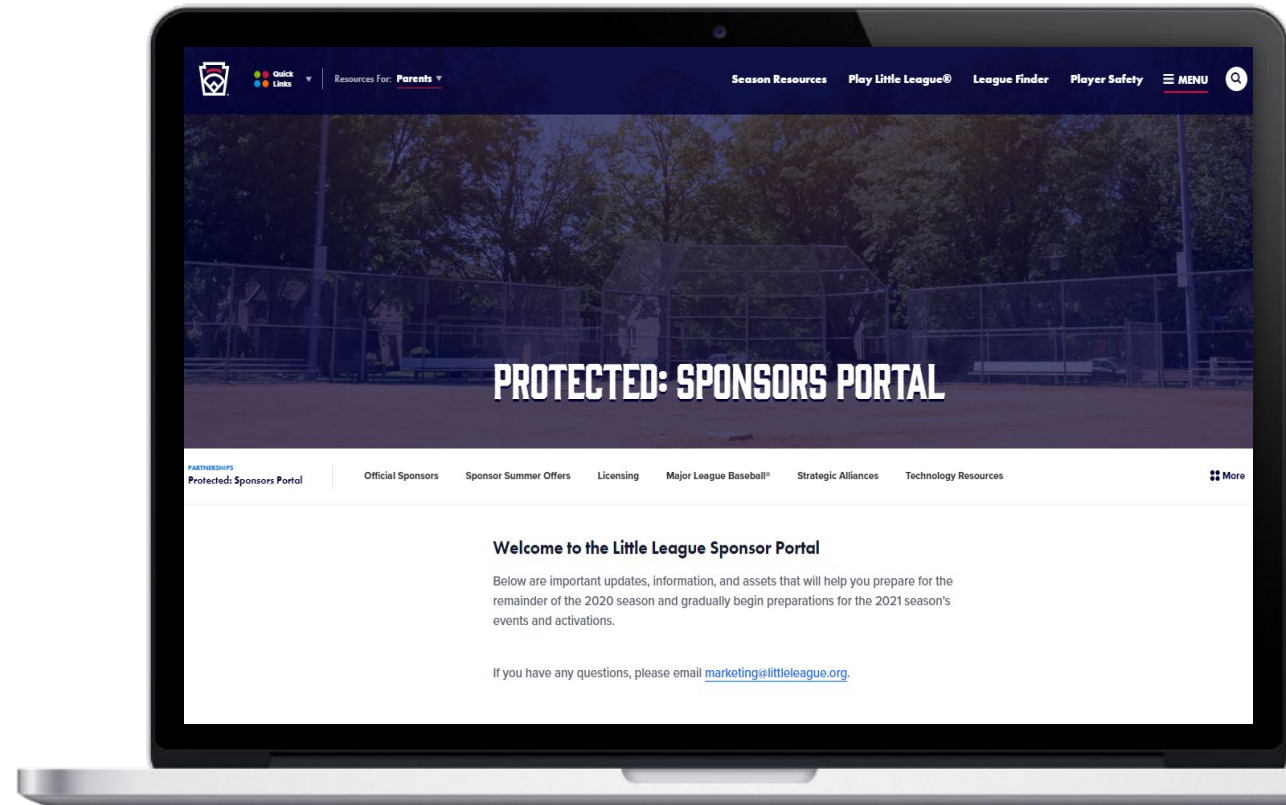
*little
league*

Sponsor Portal

- The Little League® Sponsor Portal contains various files that can serve as a resource in planning throughout the year including:
 - LLWS Activation Guide (“The Packet”)
 - LLWS Forms
 - General Little League Resources
 - Logos (LLWS & General LL Brand)
 - Sponsor Summit Information, etc.
- Please check the Sponsor Portal regularly for updated information on asset, etc.
- Access to the Sponsor Portal can be granted using the credentials below:

LittleLeague.org/SponsorsPortal

Password: LittleLeague1939



Web



Website Banner Ads*

- **LittleLeague.org**

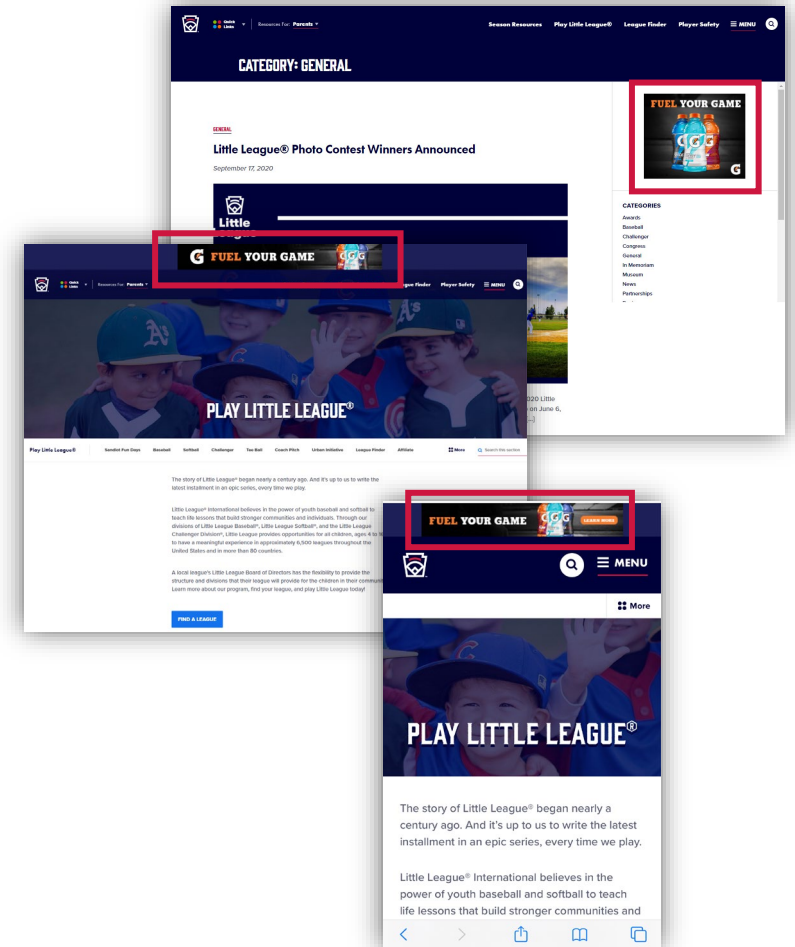
- Pages include Little League® University, Little League Videos, *World of Little League* Museum, Little League World Series, etc.
- Banner ads will run in a rotation with other national partner brands.
- Please reference the Creative Guidelines section (slides 23-28) of this guide for additional directions.
- Specs:
 - 728px (w) x 90px (h)
 - 300px (w) x 250px (h)
 - 300px (w) x 50px (h)
 - .jpg or .psd file
 - URL

- **Local League Sites****

- Sports Connect allows local leagues to build their own websites for online web and registration needs.
- Sites are frequently used by admins and parents to check-in on league information and updates.
- These websites can be populated with banner ads from Little League's national partners.
- Specs:
 - 728px (w) x 90px (h) ONLY
 - .jpg or .psd file
 - URL

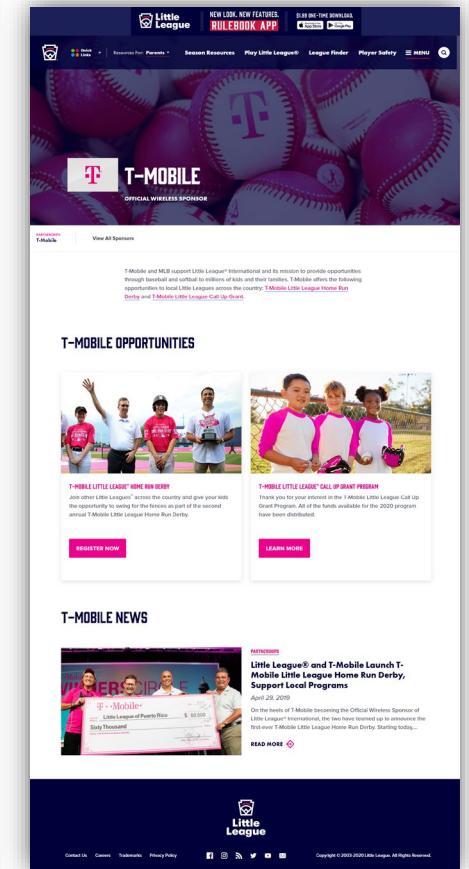
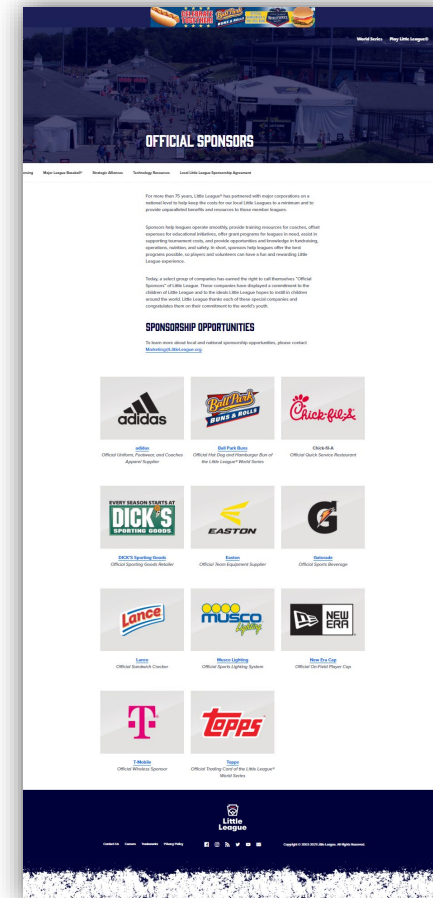
*Can be updated at any time.

**Third-party benefit may be discontinued at any time.



Partner Content Page on LittleLeague.org*

- Logos (high resolution .jpg) on the [Official Sponsors Page](#) can link through to a Partner Content Page on LittleLeague.org or a designated external URL.
- Partner Content Pages should be concise and focus on highlighting/celebrating the Little League® partnership.
- Images and text are encouraged to be included to promote the partnership, league programming & activities, grants, contests, social media campaigns, etc.
- Please reference the Little League example link below as well as the [Partner Content Page Layout Options](#) document on the [Sponsor Portal](#) to get a better understanding of all the different content display options available:
 - [Partner Content Page](#)
 - Password: LayoutOptions2021



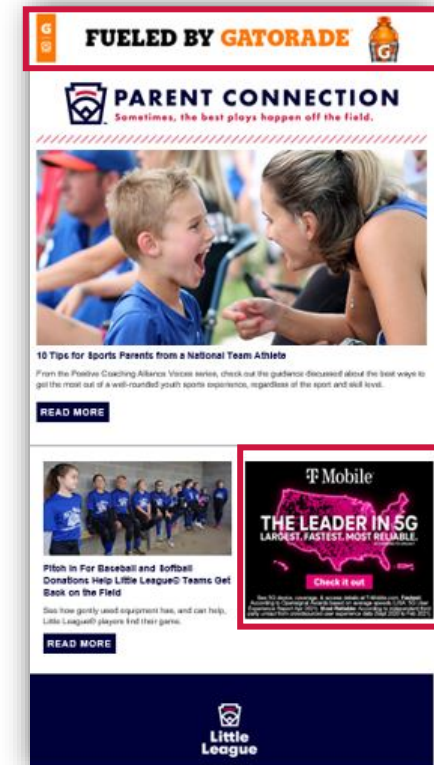
*Can be updated at any time.

Electronic Newsletters

Reserve placement six to nine months in advance. Building out a schedule via an *Asset Tracker* is encouraged

Little League e-newsletters are sent out regularly throughout the year. There are six different e-newsletters sent approximately once a month (resulting in 6 monthly opportunities for placement), each targeting a different audience group.

- Throughout the year, there are various opportunities to request banner ad placement in Little League's monthly electronic newsletters.
- Final creative should be submitted for review at least 5 business days prior to the send date of the newsletter.
- Little League® can provide newsletter dates and availability upon request.
- Please reference the Creative Guidelines section (slides 23-28) of this guide for additional directions.
- Specs:
 - Top Placement: 728px (w) x 90px (h)
 - Bottom Placement: 300px (w) x 250px (h)
 - .jpg or .gif file
 - URL



Newsletter:	<i>D.A. Bulletin</i>	<i>Parent Connection</i>	<i>Fair Ball</i>	<i>Coach's Box</i>	<i>Little Leaguer</i>	<i>Resource Guide</i>
Audience:	DA's/District Officers (3,500)	Parents (1.5M)	Umpires (4,800)	Coaches/Managers (243,000)	Fans/Volunteers (1.8M)	League Officers/DA's (29,300)