



East Region Information Questionnaire

Due to Marketing@LittleLeague.org via email by February 18, 2022

Designated Tournament Contacts

Primary Contact Name: _____ Secondary Contact Name: _____
Primary Contact Email Address: _____ Secondary Contact Email Address: _____
Primary Contact Phone Number: _____ Secondary Contact Phone Number: _____

Shipping and Deliveries

Preferred Mailing Address:

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

*Preferred Shipping Address:

Check if same as mailing address

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

*This address will be able to receive packages and other large shipments that are too big for regular delivery mail, i.e. pallets

Please specify the latest date that you can receive shipments before your tournaments begin (e.g. giveaways, etc.): _____

Special Shipping Instructions (All Shipments) – Please include dates/timelines as to when packages can be received as well as any additional instructions including what you would like sent to each address:



On-Site Activation Guidelines

Should any of our Official Little League Sponsors plan to participate in on-site activities, we will provide them with guidelines regarding on-site activation opportunities at your tournament. These guidelines will help sponsors prepare for on-site activation before they arrive. Please note, we have requested that sponsors confirm interest by early April.

Giveaway Quantity (Total): _____

Recommended Daily Giveaway Item Quantity: _____

	Softball	Baseball
Welcome Event Date		
Tournament Dates		
Suggested On-Site Activation Dates		

*Best Activation Time (Pick One):

- 10 am – 1 pm
- 2 pm – 5 pm
- 5 pm – 8 pm
- Other: _____

**Please note, we will work with sponsors to schedule their activation times on the suggested on-site dates.*

Storage Facilities:

Rental Facilities:

Electric/Internet Accessibility:

Sponsor Activation Area:

Additional On-site Guidelines/Notes (Parking, etc.):

Map of Activation Area/Facility: Please verify the attached map of your activation area/facility.



Signage

Use the checklist provided below to indicate the condition of each and confirm the size of the banners at your venue. If you have any questions regarding the appropriate banner artwork for any sponsor, please let us know and we can confirm. **ALL banners should be the same size – if the dimensions of your banners vary per banner, please make a note below.**

Size: 3 x 8 This size is correct This size is **NOT** correct, banners should be sized: _____

	Good	Needs Replaced	Wrong Size
adidas			
A.D. STARR			
Ball Park			
DICK'S Sporting Goods			
Easton			
Gatorade			
Lance			
MLB (PlayBall)			
Musco Lighting			
New Era Cap			
Spectrum Solutions			
T-Mobile			
Topps	*New Partner – will send		
LittleLeague.org			
Little League Store			
MLB Little League Classic	*New Logo – will replace		

Please discard any Chick-fil-A or 2021 MLB Little League Classic banners.

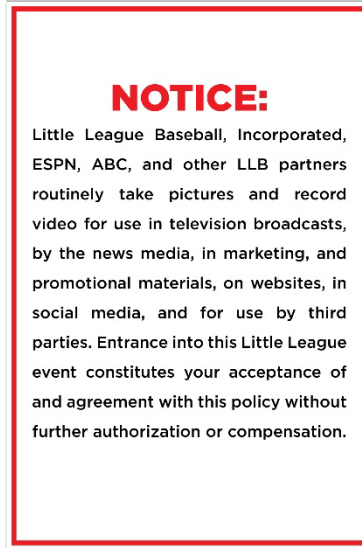
How many fields are used for TV games? _____ How many fields are used total? _____

Preferred delivery date of new sponsor banners: _____

Do you have any restrictions on hanging signage at your venue? Yes No

If yes, our restrictions are:

Do you need either of the following posters reprinted? If yes, please check the box to the left of the appropriate image and provide the desired quantity in the blank provided.

 _____ _____

Sponsor Products

Please share any relevant equipment/product information, activation, equipment distribution or feedback to help us improve our processes moving forward:

If any future issues arise, please share with the Little League Marketing Department.



2022 Information Center

New for 2022, Little League Marketing and Communications have created a Marketing and Communications Information Center for each Regional Tournament. The main goal of the Information Centers are to help aid in your organization and help you stay on track with important updates, sponsor information and assets, resources, and much more that will prepare you for your tournament. Little League Marketing is also continuing the use of a shared Live Document with each Regional Director for 2022 specifically for sponsor activation and shipments, and this will be available to you on your Information Center.

Gatorade Order Form

The 2022 Gatorade Order form will be sent to you separately via a GoogleDoc. We ask that you carefully reassess your current inventory and previous request, and that you plan to err on the side of caution when ordering Gatorade premiums (coolers, carts, drip bins etc.) to avoid any issues of running out during your divisional tournament.

Gatorade will determine the amount of product (Gatorade powder) and cups you will receive based upon the number of expected participants.

Please share your current storage arrangements for your remaining Gatorade premiums: