

2023 LITTLE LEAGUE®

# WORLD SERIES ACTIVATION GUIDE



*little league*



3

# REGION AND DIVISION EVENT ACTIVATION



## Activation

# REGION & DIVISION TOURNAMENTS

While Little League Marketing will serve as your main point of contact when planning your activations; on-site coordination will be through Little League Tournament Operators and volunteers.

### Best ways to Activate:

- (1) Giveaway Items for Players and Volunteers
- (2) On-Site Activation
  - 10 x 10 Footprint
  - Grassroots Activation
  - Simple, Engaging, Low Electrical Needs & Minimal Staffing Requirements

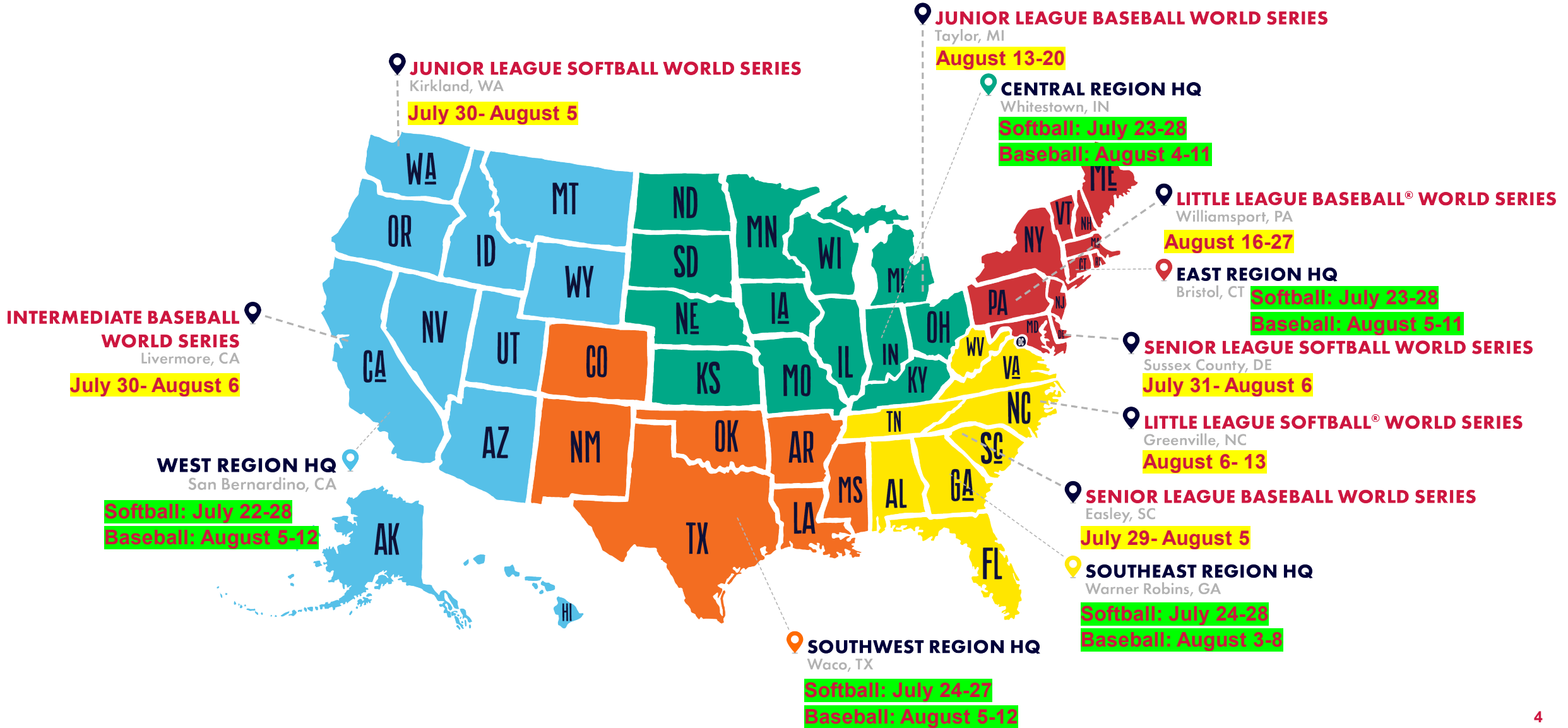
### Things to Know:

- Region and Division tournament participation confirmation is due on **April 28**.
- Every tournament is different, be sure to review shipping, storage, electrical, and other details for the tournaments of interest.
- A Region & Division Activation Plan is due to Little League Marketing by **June 2**, this should include plans for product sales at these events.
- Consider the same tent guidelines used in the Fan Zone in Williamsport and in Greenville. (see **Guidelines** on slide [31](#) or [42](#))
- Any/all representatives on-site on behalf of the sponsor are required to complete and successfully pass a background check.
- Region Tournaments are run by a limited number of full-time Little League staff while Division Tournaments are run entirely by volunteers.



# Division World Series Tournament Dates

## Region Tournament Dates



## General Tournament Information

# REGION TOURNAMENTS

	<b>East</b> <i>Bristol, CT</i>	<b>Southeast</b> <i>Warner Robins, GA</i>	<b>Central</b> <i>Whitestown, IN</i>	<b>Southwest</b> <i>Waco, TX</i>	<b>West</b> <i>San Bernardino, CA</i>
<b>Tournament Dates</b>	<b>Softball:</b> July 23-28 <b>Baseball:</b> August 5-11	<b>Softball:</b> July 24-28 <b>Baseball:</b> August 3-8	<b>Softball:</b> July 23-28 <b>Baseball:</b> August 4-11	<b>Softball:</b> July 24-27 <b>Baseball:</b> August 3-8	<b>Softball:</b> July 22-28 <b>Baseball:</b> August 5-12
<b>Recommended On-Site Activation Dates</b> ----- <b>Activation Time</b>	<b>Softball:</b> July 23-28 <b>Baseball:</b> August 5-11 ----- 1pm-7pm (Set-up prior to 10am)	<b>Softball:</b> July 23-26 <b>Baseball:</b> August 2-6 ----- 10am – 3pm	<b>Softball:</b> July 22-25 <b>Baseball:</b> August 4-8 ----- 2pm – 5pm	<b>Softball:</b> July 24-26 <b>Baseball:</b> August 3-4 ----- 2pm – 5pm	<b>Softball:</b> July 22-28 <b>Baseball:</b> August 5-12 ----- 2pm – 5pm
<b>Primary Contact Information</b>	Taylor Lipinski <a href="mailto:Tlipinski@LittleLeague.org">Tlipinski@LittleLeague.org</a> (860) 878-1968	Matt Weber <a href="mailto:mweber@LittleLeague.org">mweber@LittleLeague.org</a> (478) 987-7227 x 3314	Stu Hartenstein <a href="mailto:shartenstein@LittleLeague.org">shartenstein@LittleLeague.org</a> (317) 897-6127	Blaine Whitmire <a href="mailto:Bwhitmire@LittleLeague.org">Bwhitmire@LittleLeague.org</a> (570) 295-1162	Kit Golden <a href="mailto:Kgolden@LittleLeague.org">Kgolden@LittleLeague.org</a> (570) 419-6623
<b>Secondary Contact Information</b>	Jason Vereneau <a href="mailto:jvereneau@LittleLeague.org">jvereneau@LittleLeague.org</a> (860) 585-4730	Elyssa Melton <a href="mailto:Emelton@LittleLeague.org">Emelton@LittleLeague.org</a> (478) 987-7227	John Magers <a href="mailto:jmagers@LittleLeague.org">jmagers@LittleLeague.org</a> (317) 691-3406	Jen Colvin <a href="mailto:jcolvin@LittleLeague.org">jcolvin@LittleLeague.org</a> (254) 756-1816 478-987-7227 ex 3313	Andrew Cortez <a href="mailto:acortez@LittleLeague.org">acortez@LittleLeague.org</a> (951) 367-5473
<b>Sponsor Shipping Address</b> ----- <b>Special Instructions</b>	Little League East Region ATTN: (Sponsor Name) 335 Mix Street Bristol, CT 06010 ----- All shipments must be received <b>one week</b> before each tournament, please reach out to Dave Seeger at 203-592-3018 on all shipments and expected arrivals.	Little League Southeast Region Attention: (Sponsor Name) 439 Snellgrove Drive Warner Robins, GA 31088 ----- All shipments must be received by <b>July 14<sup>th</sup></b> , <b>Forklift not available</b> - please plan for lift gate and pallet jack to be included on trucks	Little League Central Region ATTN: (Sponsor Name) 7185 Indianapolis Road Whitestown, IN 46075 ----- All shipments must be received by <b>July 1<sup>st</sup></b> , Morning deliveries preferred between 9am-12pm. Please call Stu Hartenstein at 937-447-9123 to open doors for delivery	Little League Southwest Region ATTN: (Sponsor Name) 3700 South University Park Drive Waco, TX 76706 ----- All shipments must be received by <b>July 15<sup>th</sup></b>	Little League West Region Attention: (Sponsor Name) 6707 Little League Drive San Bernardino, CA 92407 ----- All shipments must be received by <b>July 20<sup>th</sup></b> and can be received M-F 9-5pm



## On-Site Guidelines

# REGIONS

<p><b>East</b> <i>Bristol, CT</i></p>	<p><b>Storage Facilities:</b> On-site storage is limited, and there is no access to a loading dock or forklift. Please contact Taylor Lipinski to coordinate any storage needs.</p> <p><b>Rental Services:</b> Please contact Just Ask Rental LLC at (860) 582-7166 if needed.</p> <p><b>Electric/Internet Accessibility:</b> Access to electricity can be arranged. A generator is recommended. WiFi is available via the press box and recreational space.</p> <p><b>Sponsor Activation Area:</b> 10' x 10' space available per sponsor.</p> <p><b>Additional Information:</b> There is no reserved on-site parking. Parking is on a first come, first served basis.</p>
<p><b>Southeast</b> <i>Warner Robins, GA</i></p>	<p><b>Storage Facilities:</b> Storage is very limited, small boxes only can be accommodated in office. Please contact Matt Weber to coordinate any storage needs. Any shipments requiring a forklift must be coordinated in advance.</p> <p><b>Rental Services:</b> Please contact Macon Tent Rentals (478) 746-8269 if needed.</p> <p><b>Electric/Internet Accessibility:</b> A standard plug-in area is available. WiFi or hardline internet access are not available on-site.</p> <p><b>Sponsor Activation Area:</b> Large area that can accommodate a 10' x 10' or 20' x 20' tent. Set-up should take place the day before.</p> <p><b>Additional Information:</b> Prepare for extreme heat and thunderstorms. Sponsors are responsible for maintaining/supporting tents. Parking passes are available.</p>
<p><b>Central</b> <i>Whitestown, IN</i></p>	<p><b>Storage Facilities:</b> There are no storage accommodations on-site or off-site available.</p> <p><b>Electric/Internet Accessibility:</b> Standard plug-in area is available for the baseball tournament. On-site internet is not available for either tournament.</p> <p><b>Sponsor Activation Area:</b> Large area that can accommodate a 10' x 10' tent. Set-up should take place the day before.</p> <p><b>Additional Information:</b> Prepare for weather and schedule changes via email/phone updates from Central Region Staff. Sponsors are responsible for maintaining/supporting their tents. Central Region Staff can provide a map and directions for sponsors.</p>
<p><b>Southwest</b> <i>Waco, TX</i></p>	<p><b>Storage Facilities:</b> There are no storage accommodations on-site or off-site available.</p> <p><b>Rental Services:</b> Please contact Action Rental Center at (254) 772-8890 if needed.</p> <p><b>Electric/Internet Accessibility:</b> Access to electricity can be arranged. WiFi is available at a low speed (2.5mbps). For higher speeds, a dedicated jet pack is recommended.</p> <p><b>Sponsor Activation Area:</b> 100+ spot parking lot and two 30 sq. ft. grass areas are available for sponsors to set-up.</p> <p><b>Additional Information:</b> Plan for hot weather, as the temperature often exceeds 100 degrees.</p>
<p><b>West</b> <i>San Bernardino, CA</i></p>	<p><b>Storage Facilities:</b> On-site storage is limited, and there is no access to a loading dock or forklift. Please contact Universal Self Storage (909) 880-2211 if needed.</p> <p><b>Rental Services:</b> Please contact Party Plus Rentals (909) 796-3388 if needed.</p> <p><b>Electric/Internet Accessibility:</b> Access to electricity is limited. Plan to bring a generator. WiFi or hardline Internet access are not available on-site.</p> <p><b>Sponsor Activation Area:</b> Large area that can accommodate a 10' x 10' tent or larger. Area is not fenced in.</p> <p><b>Additional Information:</b> Prepare for high winds. Sponsors are responsible for maintaining/supporting tents. Parking is available in the North Lot.</p>



**\*Please notify Little League Marketing prior to sending any shipments to these events**

## General Tournament Information

# BASEBALL DIVISION EVENT ACTIVATION

	Intermediate (50/70) <i>Livermore, CA</i>	Junior League <i>Taylor, MI</i>	Senior League <i>Easley, SC</i>
Welcome Event Date + Description	No Welcome Event	August 12 (Opening Ceremonies)	July 29 (Fan Fest)
Tournament Dates	July 30 – August 6	August 13 – 20	July 29 – August 5
Recommended On-Site Activation Dates ----- Activation Time	July 30 – August 6 ----- 5pm – 8pm	August 13 ----- 2pm – 5pm	July 30, 31 & August 4 – 5 ----- 5pm – 8pm
Primary Contact Information	Bill Aboumrad <a href="mailto:baboumrad@legacyrea.com">baboumrad@legacyrea.com</a> (510) 816-3611	Dan Bzura <a href="mailto:bzura@sbcglobal.net">bzura@sbcglobal.net</a> (313-715-3109)	Kimber Nelson <a href="mailto:sibws.easley@gmail.com">sibws.easley@gmail.com</a> (864) 314-3460
Secondary Contact Information	N/A	Jeff Pizzo <a href="mailto:Pizzojeff@yahoo.com">Pizzojeff@yahoo.com</a> (313) 595-2843	N/A
Sponsor Shipping Address ----- Special Instructions*	<p><b>Mailing:</b> Little League Intermediate World Series ATTN: (Sponsor Name) 41111 Mission Blvd Fremont, CA 94539 Phone: 510-816-3611</p> <p><b>Shipping:</b> Little League Intermediate World Series ATTN: (Sponsor Name) 6248 Preston Avenue Livermore, CA 94551 Phone: 925-606-1087 ----- Shipments can only be received Monday – Friday from 9am – 5pm. Contact Bill at (510) 816-3611 prior to shipping</p>	<p>Junior League Baseball World Series ATTN: (Sponsor Name) 22667 West Mapelawn Taylor, MI 48180</p> <p><b>**Shipping and Mailing address the same**</b> ----- Shipment location is a residential address. All shipments should be received by July 14</p>	<p><b>Mailing:</b> Senior League Baseball World Series ATTN: (Sponsor Name) 230 Lewis Road Williamston, SC 29697 Phone: 864-314-3460</p> <p><b>Shipping:</b> Senior League Baseball World Series ATTN: (Sponsor Name) 2026 Greenville Highway Liberty, SC 29657 Phone: 864-314-3460 ----- Shipments can only be received from 9am – 4pm. All items received by July 21</p>



**\*Please notify Little League Marketing prior to sending any shipments to these events**  
As a reminder, exclusivities at Division events are not guaranteed

## General Tournament Information

# SOFTBALL DIVISIONS

	Junior League Kirkland, WA	Senior League Lower Sussex, DE
Welcome Event Date + Description	July 29 (12-6, Opening ceremonies, sils contest, Challenger game, BBQ)	July 31 (Player pool party with DJ)
Tournament Dates	July 30 – August 5	July 31- August 6
Recommended On-site Activation Dates ----- Activation Time	July 29- August 5 ----- 11am – 5pm	July 31 ----- 2pm – 5pm
Primary Contact Information	Steve Allen <a href="mailto:goldasflyer@gmail.com">goldasflyer@gmail.com</a> (425) 486-3773 (206) 818-8124 (cell)	Martin Donovan <a href="mailto:martinbdonovan@aol.com">martinbdonovan@aol.com</a> (302) 745-0184
Secondary Contact Information	----	Dawn Breasure <a href="mailto:Dawn-llws@comcast.net">Dawn-llws@comcast.net</a> (302) 245-4434
Sponsor Shipping Address ----- Special Instructions*	Please contact <a href="mailto:marketing@littleleague.org">marketing@littleleague.org</a> to confirm best address for your products prior to sending	<p><b>Mailing:</b></p> <p>Senior League Softball World Series ATTN: (Sponsor Name) 105 Spicer Street Georgetown, DE 19947 Phone: (302) 745-0184</p> <p><b>Shipping:</b></p> <p>Senior League Softball World Series ATTN: (Sponsor Name) 24306 Dupont Blvd Georgetown, DE 19947 ----- Please notify Martin prior to delivery. All shipments received prior to July 24</p>



**\*Please notify Little League Marketing prior to sending any shipments to these events**  
As a reminder, exclusivities at Division events are not guaranteed



## On-Site Guidelines

# DIVISIONS

The information below is intended to be a high-level overview to set expectations only. All arrangements for Division World Series must be coordinated with Little League Marketing and the Tournament Director well in advance. As a reminder, all Division Tournaments are run by volunteers.

<p><b>Intermediate Baseball</b> <i>Livermore, CA</i></p>	<p><b>Storage Facilities:</b> On-site storage is limited.  <b>Rental Services:</b> <i>Please source local vendors as needed</i>  <b>Electric/Internet Accessibility:</b> Access to electricity and internet is limited. Generators are recommended and can be rented locally from Cresco Equipment Rentals (925) 456-9750 or Sunbelt Rentals (925) 455-5710.  <b>Sponsor Activation Area:</b> Area is in a public park that is adjacent to a school. Security is not available.  <b>Additional Information:</b> Street parking is available, adjacent to the park</p>
<p><b>Junior League Baseball</b> <i>Taylor, MI</i></p>	<p><b>Storage Facilities:</b> On-site storage is limited, and there is no access to a loading dock or forklift.  <b>Rental Services:</b> Please contact Dan Bzura for any needs. We typically can provide tables and chairs with advance notice. Popular area rental company is Olson's Party Rental  <b>Electric/Internet Accessibility:</b> Access to electricity and Internet are limited. Please contact Dan Bzura to coordinate any needs.  <b>Sponsor Activation Area:</b> Tournament is held at Heritage Park. Police conduct frequent patrols, but on-site 24/7 security is not available.  <b>Additional Information:</b> Lots of available parking in various labeled lots throughout Heritage Park</p>
<p><b>Senior League Baseball</b> <i>Easley, SC</i></p>	<p><b>Storage Facilities:</b> On-site storage is limited. Please contact Kimber Nelson to coordinate any storage needs.  <b>Rental Services:</b> <i>Please source local vendors as needed</i>  <b>Electric/Internet Accessibility:</b> Electric and Internet are available; however, there is limited bandwidth capacity on the WiFi so please plan accordingly.  <b>Sponsor Activation Area:</b> The sponsor activation area is on the first base side of the complex. Please contact Kimber to coordinate any space needs.  <b>Additional Information:</b> Parking is located near the gym on the complex. Vehicles must be moved away from any set ups at least 30 min prior to start of set ups.</p>
<p><b>Junior League Softball</b> <i>Kirkland, WA</i></p>	<p><b>Storage Facilities:</b> On-site storage is not available. Please plan accordingly  <b>Rental Services:</b> <i>Please source local vendors as needed</i>  <b>Electric/Internet Accessibility:</b> Both are available  <b>Sponsor Activation Area:</b> All arrangements must be made in advance. Best to use 10' x 10' pop up tent and tables for activation area.  <b>Additional Information:</b> There is no reserved on-site parking. Parking is on a first come, first served basis.</p>
<p><b>Senior League Softball</b> <i>Lower Sussex, DE</i></p>	<p><b>Storage Facilities:</b> On-site storage is not available. Please plan accordingly.  <b>Rental Services:</b> The site has a limited number of 10' by 10' tents and chairs. Rent Equip is the nearest rental company and sponsor. (302) 537-9797  <b>Electric/Internet Accessibility:</b> Access to electricity is limited. Internet is available.  <b>Sponsor Activation Area:</b> Space is 10' x 10', please contact Martin Donovan if more space is needed.  <b>Additional Information:</b> Plenty of parking is available on-site.</p>

