

# Divisional World Series Tournament Marketing & Communications Playbook

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## MARKETING

Little League® International understands that sponsorship and fundraising are crucial to the success of each Little League Divisional World Series tournament.

Currently, Little League International supports the following:

- Housing/Lodging Costs/Travel
- Uniforms, other Team Apparel and Player Cleats/ Coaches Footwear (adidas)
- Caps/Visors/Headbands (New Era Cap)
- Balls (A.D. STARR)
- Sideline Sports Drink Product and Associated Equipment (Gatorade)
- Souvenir Product (adidas, New Era and Little League International approved licensees and vendors)
- Other Donation & Support: Limited Equipment Donations – other sponsors (Easton)

In order to help organize and track information and updates surrounding your events, Little League Marketing and Communications will use a combination of live Microsoft Office suite documents and an online Divisional World Series Information Center, where additional files, documents, etc. will be uploaded for your review and use. More information about use of the Information center will be shared with you separately.

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### Official Sponsorship / Fundraising Considerations

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As Little League continues to focus on marketing the program year-round, the need to appear unified from a tournament perspective is paramount.

**Little League will provide a donation of \$25,000 on behalf of its Official Sponsors to each tournament to offset expenses and to protect the categories of these official partnerships. Little League will also provide increased support for uniform and equipment distribution as well, creating unique experiences for teams and coaches on behalf of its Official Sponsors.**

Official sponsors should be viewed as sponsors and supporters of your event. Therefore, **you should NOT** include any local sponsors in competing categories at your event. Please consult Little League Marketing with all local sponsorships that you are seeking. As a reminder, we also ask that there are **no conflicting program advertisers in categories** occupied by our Official Sponsors.

Please refer to the sponsor document: **Official Sponsors Designations and Exclusivities** which outlines our most current Official Sponsors and their categories and exclusivities.

We are always seeking new sponsors as relationships change over time. Sponsorship sales are currently handled by Major League Baseball (MLB) and we foresee new sponsors being added over time to further benefit Little League both locally and internationally. As these changes occur, we will provide a new document to reference as you consider which local organizations to reach out to for support of your tournament. Included in the sponsor list below, you will find reference to pending sponsors. Little League Marketing will confirm when partnerships are final and any impacts they have on your tournaments.



In recent years, we've asked you to support our efforts with Official Sponsors by displaying signage, including their advertisements in your tournament programs, selling their product at concessions and allowing them to have a display and/or activation area on-site at the tournament, among other requests.

| Sponsor  | Category  | Examples of Competing Brands NOT permitted – including but not limited to  |
|--|---|--|
| adidas   | Uniform / Cleats / Coaches Footwear   | Nike, Under Armor, New Balance, Puma, Champion, Wilson, Rawlings, etc.   |
| A.D. STARR   | Ball  | Rawlings, Spalding, Dudley, Wilson   |
| Ball Park Buns & Rolls   | Hot Dog and Hamburger Bun (bun only)  | Pepperidge Farm, Martins, Arnolds, Wonder, Natures Own, Kings Hawaiian   |
| Capital One  | Banking, Credit Cards   | Visa, Mastercard, Bank of America, Wells Fargo, Citibank, Citizens Bank, USAA<br><i>**This includes local and regional banks</i>       |
| DICK'S Sporting Goods / GameChanger  | Sporting Goods Retail, Official Scorekeeping, Team Management   | Academy Sports, Bass Pro, Fanatics, Big 5, Cabela's, Dunhams, Hibbett Sports, Modell's, Gander Mountain, Sports Chalet, Target, Amazon |
| Easton   | Team Equipment including Bats, Catcher's Gear, Fielding Gloves, Batting Gloves  | Wilson, Rawlings, Spalding, Dudley, All-Star, Mizuno, Evoshield, Louisville Slugger, Damari, Franklin, Worth                           |
| Gatorade   | Sports Performance Beverage   | Powerade, Dasani, Sprite, Vitamin Water, Arizona, Coca-Cola products, juices, teas   |
| Lance Sandwich Crackers (Campbell's Snacks)  | Snacks (chips, popcorn, nuts, cookies, pretzels, Goldfish, etc.)<br><br>*Note: Sunflower seeds should not be present at any tournaments | Nabisco, Frito-Lay, General Mills, Kellogg, Nestle, Unilever, Hershey, Mars, Utz   |
| Major League Baseball  | PLAY BALL   |  |
| Musco Lighting   | Sports Lighting System  | Sentry Sports Lighting, Qualite Sports Lighting  |
| New Era Cap  | Headwear  | Nike, UA, adidas, Richardson, Zephyr, Pacific, '47 brand   |
| T-Mobile   | Mobile / Wireless / Telecommunications  | AT&T, Verizon, Comcast, Cricket  |
| Topps  | Trading Card  | Upper Deck, Panini   |
| <b>Pending Sponsors: Confidential – not released; final categories / exclusivities pending</b> |   |  |
| Pending Sponsor  | Quick Service and fast-casual restaurant  | Taco Bell, Dunkin, Chik-fil-a, Chipotle, McDonalds, Arbys, KFC   |
| Pending Sponsor  | Designations pending- Cloud Services  | Microsoft  |
| Pending Sponsor  | Eggs  | The Happy Egg Co, Backyard Eggs, Just Egg  |

Please provide a preliminary list by April 1, 2023, and a complete list of businesses or companies that you are targeting for sponsorship donations by June 1, 2023. This is to ensure there are no conflicts with our sponsorship sales efforts within your local list of businesses or companies. Please also indicate if any of the businesses or companies you are working with will have signage commitments prior to signing these sponsorships.



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## Signage (Outfield and Complex)

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In support of each Divisional World Series event, Little League will provide various pieces of signage to brand your facility including outfield fence banners, backstops, video / filming posters, and other various branded items. In the *Signage* portion of your *Information Questionnaire*, you have noted which signs you will need replaced prior to your event – we will send new banners per your requests listed there. Please note that new outfield fence banners will be provided for any new Official Sponsors.

You also have noted in the *Signage* portion of your *Information Questionnaire* any preferred branded items for your event. LL Marketing will follow up with more information and questions for design planning and ordering of these items.

**Please Note: in 2023, there should be NO old logos present at your complex during the Tournament, including field stencils.**

### Outfield Layout

We will provide you with an outfield layout. We ask that you please place Official Partner banners **exactly as instructed, per the layout provided by LL Marketing**. We will leave space on the for any local partners. Please share any concerns with Little League Marketing. We would prefer local banners not be intermixed with Official Sponsorship banners in the lineup. A layout will be provided to help aid you with banner placement. We will request that you take pictures of complex signage and share back with the Little League Marketing team prior to the start of your tournament.

**All banners should be kept after the event unless damaged. Please inventory banners after the event as part of the post-event checklist.**

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## GameChanger (by DICK'S Sporting Goods)

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GameChanger is the Official Scorekeeping App for the Little League World Series. GameChanger provides powerful, free scorekeeping tools, advanced statistics, live updates, and team management solutions for Little League Baseball and Softball teams. Little League will provide assets, training sessions, and any other updates/support needed per your notes in the *GameChanger* portion of your *Information Questionnaire*. Please ensure you note your technology needs on this questionnaire.

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## Gatorade

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As the Official Sports Beverage of Little League Baseball and Softball, Gatorade will provide each Regional and Divisional Tournament with Gatorade product (powder) and Gatorade premiums (coolers, carts, cups, etc.). No other brands of drinks or foods or branded bottles should be permitted in the team dugouts. All drinks should be in a Gatorade branded bottle or cooler.

The **Gatorade Order Form** will be provided to you prior to the World Series Tournament season. 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 to avoid any issues of running out during your divisional tournament.

**Please note that ONLY Gatorade coolers should be used around the complex, especially around the field of play. This would include dugout coolers, volunteer hydration stations, athletic training/medical coolers, etc. Keep this in mind when ordering new coolers or other premiums for 2023.**



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## Sponsor Logos and PA Thank You Announcements

Official Sponsor logo download will be made available via a link on your Information Center under the Logos tab. Please check with Marketing@LittleLeague.org before use of Official Sponsor logos. Your specific tournament logos will be available for your use in that location as well.

Appropriate sponsor “Thank You” messaging for PA announcements will be available for your reference in June.

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## Uniform and Equipment Distribution (Position Sports Support)

In 2023, we will once again be partnering with Position Sports to lead Uniform and Equipment Distribution at all Divisional World Series events. Position Sports will use their learnings from 2022 and partner with each of you to elevate the experience for players and coaches. Event leads from Position Sports will be contacting you to engage in the early planning of Uniform and Equipment Distribution for your event. Position will collaborate with tournament directors on event planning and will lead all aspects of Uniform and Equipment Distribution including the following:

- Create a schedule for uniform and equipment distribution
- Move uniforms to distribution location (if needed)
- Organize and sort uniform items prior to distribution
- Create a distribution flow plan and lead team distribution
- Identify a number of volunteers needed and task them with specific distribution roles
- Track and record uniform and apparel sizes of players and coaches
- Inventory uniform items at the end of distribution
- Organize and prepare return items for adidas
- Oversee the logistics of product returns to adidas

While Position will be leading distribution during the event, we will still need help from tournament volunteers to inventory and record all product that is received leading up to the tournament. This process will be the same process we used in 2022, with anticipated product delivery timing in June 2023 for the majority of the items. Some items may arrive earlier and we will plan to communicate delivery timing as we receive it from vendors and sponsors.

### *Inventory Received Tracking – Pre-Tournament*

- You will receive a link to a [\*live\*](#) Microsoft Excel document with details on items ordered for your tournament
  - o Little League Marketing/Purchasing will be responsible for inputting **order quantities**, for Divisional WS Tournament Committee/Director to track against
  - o There will be a separate tab for each of the following items (as applicable)
    - Player Jerseys
    - Player Jacket/Outerwear
    - Player Base layers
    - Player Pants
    - Player Belts
    - Player Socks
    - Player Wristbands
    - Player Cleats
    - Caps
    - Coaches’ Polos
    - Coaches’ Jackets/Outerwear
    - Coaches’ Footwear

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## Order Tracking and Inventory Reporting

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**Each Divisional WS Tournament Committee/Director is expected to consistently track and report all incoming shipments as they arrive at your facility. Marketing and Purchasing will provide a live tracker to note all incoming items including souvenirs, sponsor giveaway items, and sponsor uniform and equipment items.**

- Little League Marketing/Purchasing will work with sponsors and vendors to provide as detailed tracking information as possible, however, it is likely shipments will arrive sporadically over the course of several weeks

It is essential that Divisional WS Tournament Committee/Director update the *live* tracker and input any rec'd items within two weeks of their delivery. This will ensure that any missing items/shortages are tracked in real time.

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## Trademark Usage / Prohibited Sponsors & Advertisers

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Little League Baseball®, Incorporated has the exclusive right to use and allow others to use the trademarks and logos or any colorable simulation of the emblem. As you are developing materials for this year's tournament, we ask that you utilize our registered trademark symbols as noted below.

- Little League trademarks and logos should not be modified in any way or incorporated into another name or mark.
- Little League trademarks should not be provided to other businesses unless approved by Little League International and should not be used in any manner that suggests or implies Little League endorses another organization, company, product, service, political party or view, or religious belief.
- All uses of Little League trademarks and logos should incorporate the appropriate trademark designation symbol. Designs should include (® or TM) dependent upon the class the logo or word mark is registered. Little League Baseball, Incorporated maintains ownership and exclusive right to use the following registered trademarks:
  - Little League®
  - Little Leaguer®
  - Little League Baseball®
  - Little League® Baseball and Softball
  - Senior League Little League Baseball®
  - Little League Softball®
  - LLB®
  - LL®
  - Little League Challenger Division®
  - Girls With Game®
- Little League trademarks and logos should not be used by private and/or corporate businesses in the sale of products or advertising unless they are an Official Sponsor of Little League Baseball, Incorporated.

Little League does not permit the use of trademarks in conjunction with certain types of products or advertisements. These include but are not limited to:

- Alcohol, tobacco or firearms
- Electronic Cigarettes and Vaping
- Energy drinks such as Red Bull or Monster
- Herpes relief products
- Casinos, gambling references
- Tourist advertising for areas (such as Las Vegas and Atlantic City) and/or hotels or establishments focused on casinos and gambling, even if there is no depiction of gambling in those spots.
- Websites featuring card playing, gambling and other mature themes, such as poker websites
- On-line dating services
- Sexual enhancement or sexual performance products (male or female)
- Contraceptive products

- Non-FDA-approved nutritional supplements
- Other youth organizations substantially engaged in organized youth sports (e.g., AYSO, Babe Ruth or Cal Ripken Baseball Leagues, Pop Warner Football, USSSA, AYSO, etc.)
- Movies rated PG-13, R under current ratings guidelines; videogames rated E10+ or Teen, Mature or above and unrated movies and video games
- Advertising and promotional messages containing sexual references and innuendos, references to drugs, alcohol, gambling and other mutually agreed upon material deemed inappropriate for children.
- Any current or future “recreational” drugs or controlled substances (e.g., marijuana, cannabidiol (CBD) oil, hemp plant derivatives or products) even if the marketplace permits such advertising.
- Advocacy Groups or involvement with advocacy campaigns or messages
- Gun manufacturers, firearms dealers and retailers, gun-related marketing or general violence-themed content
- Political advertisements, candidate campaigns or political messages of any sort

The trademark or World Series logo should be used ONLY in combination with your tournament/event name. The logo should only be given to specific vendors who are fulfilling services to support your event such as banner production, program printing, merchandise fulfillment, etc. **At no time should the use of our trademarks and logos be given to a business/organization to use in advertising or promotion.**

For items sourced from non-Little League Purchasing vendors, a record should be kept of vendors who receive the logo and for what use. Vendors should also complete a Single Use Agreement stating their use of the logo. This helps control the distribution and use of such logos. Please contact [licensing@LittleLeague.org](mailto:licensing@LittleLeague.org) for a copy of the Single Use Agreement. Once you complete the Single Use Agreement with trademark usage and vendor information, please submit the agreement, along with a mockup of the product/usage (if applicable). The tournament may “thank” tournament sponsors in programs, announcements or other relevant initiatives surrounding the event using the respective tournament logo.

If producing pins, a Little League vendor must be used. A list of approved licensed partners and further information can be found here: [LittleLeague.org/partnerships/licensing/](http://LittleLeague.org/partnerships/licensing/)

Any members of the media looking to utilize the World Series logo are required to email [WSMedia@LittleLeague.org](mailto:WSMedia@LittleLeague.org) with details on how they are planning to use it.

## Concessions

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With respect to our Official Sponsors as it pertains to concession products (Ball Park Buns & Rolls, Gatorade, and Lance Snacks and its other products listed in Sponsor Categories and Designations) we can provide you with local contacts in order to source these products if you do not already. Please provide us with your existing product menu in the *Concessions* portion of your *Information Questionnaire* to allow us to best suit your needs.

If you have a concessionaire handling your sales, please work with [Marketing@littleleague.org](mailto:Marketing@littleleague.org) to add protections to your agreement for Little League Sponsor products.

## Retail / Souvenirs

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Little League purchasing and retail teams will continue to provide support to your tournament’s souvenir efforts. We will provide recommended products, designs and quantities based on our retail experience year-over-year. Our team has tremendous experience working with sourcing items for today’s families and we look forward to sharing that insight.

We will provide a specific recommendation on products, designs and quantities based on past year’s sales and successes.

We also request that you follow our pricing model for all items, which will be consistent across all events. The Retail team will provide the retail pricing for your tournament purchases. No changes to these prices should be made.

**Please plan to provide post-event inventory of products remaining.** so that we can assess sales and make further recommendations for future purchases for your event. Included in this process, we ask that you provide feedback on the products that sold well and those that didn't. We will provide a post-event inventory / feedback document for you to complete.

As more visitors expect credit card friendly transactions, we ask that you let us know how you will be handling these needs. For 2023, should you need assistance with technology in order to process credit card transactions, please let us know. In the future, we may look to utilize our point-of-sale transaction technology at your events.

## Shipping and Deliveries

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Leading up to your event, we understand that many deliveries will need to be made to your mailing address and tournament facility. To avoid any confusion when it comes to the shipment of any support items, verify your preferred mailing AND shipping address in the *Shipping and Deliveries* portion of your *Information Questionnaire* and list any special shipping instructions including, but not limited to, delivery dates and timelines, delivery instructions, current inventory/storage capability and product review as well as any additional instructions. In order to accommodate the numerous amounts of shipments you receive; we suggest looking into contracting a location that can accept and store these deliveries.



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## COMMUNICATIONS

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### Television Coverage / Digital / Video Highlights

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ESPN and its family of networks make a tremendous commitment to Little League each year as they air hundreds of games from all over the country. In 2023, ESPN and its family of networks anticipates once again broadcasting more than 350 games, including all games from our World Series events.

As our relationship with ESPN evolves, we've invested in the opportunity to showcase our televised events using video highlights on LittleLeague.org and Little League social media channels. The highlights are posted in-game and a post-game recap is also shared within a few hours of the game's conclusion.

**Please note that neither Little League nor ESPN can provide DVDs or any personal copies of the games to parents, coaches, or fans.**

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### Form Release and Waiver

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**ALL** teams advancing to the World Series are asked to submit a Form Release and Waiver, giving permission that their image may be used by ESPN and Little League International. These releases will be collected digitally and organized centrally by Little League International via the electronic Player / Parent Portal.

Should a player, manager/coach, umpire, or otherwise affiliated person deny Little League the ability to utilize their image, please contact Brian McClintock, Little League Senior Communications Executive, immediately by emailing [bmcclintock@LittleLeague.org](mailto:bmcclintock@LittleLeague.org). A list of all players, coaches, umpires or otherwise affiliated persons who ask for their images not to be used will be stored on Little League's servers in perpetuity.

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### Questionnaires

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Player and Manager/Coach questionnaires are extremely important to us, as both ESPN and Little League look to tell unique stories about the players, volunteers, and communities involved with your event. Collecting this information and distributing it to all necessary parties as soon as possible is very important. This process will be completed digitally with support from Little League International via the Player / Parent Portal.

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### Photography

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Photos of your tournament are extremely important, not just for you and your promotion locally, but for Little League International as we look for ways to show the breadth of our program and celebrate your tournaments and champions. Once again in 2023, we will utilize Libris by Photoshelter to be able to share these photos in throughout the tournament.

Tournament Directors are asked to send information about the individual photographers that will be covering the event, including their name, organization, contact information, and any contracts and/or agreements that have been signed to Brian McClintock, Little League Senior Communications Executive ([bmcclintock@LittleLeague.org](mailto:bmcclintock@LittleLeague.org)) to help coordinate the photo gathering and sharing process. We will then coordinate directly with your photographers on the upload and sharing process.

**Championship Banner Photo:** It is imperative to capture a posed photo of your Champion holding the Championship Banner. This photo should be taken and immediately emailed to [wsmedia@LittleLeague.org](mailto:wsmedia@LittleLeague.org), **as soon as possible**, after your Championship Game. This photo can be taken with a smartphone, using the phone's highest capabilities. High-quality championship banner photos are used throughout our communications efforts and should be taken annually. Please **shoot photos in a landscape orientation (horizontal)** and be careful not to cut off the heads or feet of the participants. When emailing the photo, please choose "Actual Size" or "Original Size" if prompted to ensure the photo sent is the highest resolution possible.

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## Media Relations

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As one of the premier events in the world, a variety of different media outlets will be covering your event. For those members of the media that will be covering your event on-site, please provide a list of guidelines and regulations to the media to ensure all rules are followed throughout the event. As each event will have to tailor their media guidelines based on their facilities, we encourage you to review the guidelines that are outlined for the Little League Baseball World Series (found at [LittleLeague.org/WSMedia](http://LittleLeague.org/WSMedia)) and utilize them as a foundation for your event's media guidelines. Kevin Fountain, Little League Senior Director of Communications, will assist in establishing and/or reviewing media guidelines for your specific event ([kfountain@LittleLeague.org](mailto:kfountain@LittleLeague.org)) as well as helping to identify if a member of the media should be permitted on site to cover your event.

Your local news media will also likely be interested in covering the event and may reach out to tournament directors and/or volunteers directly for interviews. We encourage you, if comfortable, to talk with the media, which can help promote your event. Remember to keep your answers about the positive aspects of the event, opportunities for fans to visit, thanking volunteers, etc. Please refrain from discussing any hardships, obstacles, or negative aspects that you're experience with the media, as you work directly with Little League International staff to help overcome those challenges.

Among those guidelines should absolutely include:

- **Player Interview Requests:** Members of the media wishing to conduct one-on-one interviews with players must first obtain the consent of the team manager or coach, who must be present throughout the interview. At any time that a player is being interviewed, a parent/coach/manager/or staff member must be present at all times.
- **Photo Solicitation:** Solicitations/sales of World Series photographs of any kind by photographers or their agents on or off Little League property is prohibited, unless approved in writing by Little League International and for editorial purposes only. At no time are credentialed photographers or their agents permitted to offer, provide, or present any "courtesy" photos of World Series game action or related World Series events. Such actions are grounds for revocation of media credentials.
- **Photo/Logo Usage:** Photos and logos may be used for editorial purposes for coverage pertaining to Little League International and/or the Little League World Series. They should not be transformed, distributed, or resold in any way and may never be used for promotional, commercial, and/or personal purposes. Any logo requests must be submitted to [wsmmedia@LittleLeague.org](mailto:wsmmedia@LittleLeague.org).
- **Crisis Communications:** In the event that a major issue arises at your tournament, which is receiving additional attention outside of game coverage, please forward all inquiries to [media@LittleLeague.org](mailto:media@LittleLeague.org) so that Kevin Fountain ([kfountain@LittleLeague.org](mailto:kfountain@LittleLeague.org); 570-295-7728) and/or Brian McClintock ([bmcclintock@LittleLeague.org](mailto:bmcclintock@LittleLeague.org); 570-772-2431) may assist in handling those issues.
- **Story Ideas:** If any great story ideas come up throughout the tournament, we encourage you to share those, and any photos/videos, to [wsmmedia@LittleLeague.org](mailto:wsmmedia@LittleLeague.org)
- **Additional Questions:** Any inquiries regarding Little League rules, regulations, policies, and principles, as well as specific inquiries regarding the Little League International Tournament, should be sent to [wsmmedia@LittleLeague.org](mailto:wsmmedia@LittleLeague.org).

We request that you provide Kevin Fountain, Little League Senior Director of Communications, with the primary contact responsible for handling media credentialing and media relations for your event by emailing [kfountain@LittleLeague.org](mailto:kfountain@LittleLeague.org).

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## Social Media

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When using your specific social media pages to promote your tournament, we ask that you keep the following considerations in mind when determining content before, during, and after the event:

- The official hashtag for all Little League International Tournaments is #LLWS, and we encourage you to use this hashtag in all posts. Tagging @LittleLeague on Facebook, Twitter, TikTok, and Instagram is a great way for

your content to get noticed by our team. Also, be on the lookout for an increased presence on our YouTube channel.

- Social media posts should highlight family-focused, child-centric ideals/activities, and be related directly to your tournament. Posts must avoid off-color and inappropriate topics, including foul or indecent language.
- When involving Little Leaguers, posts should also attempt to highlight the team's effort rather than that of a single, specific player.
- Use the Little League Style Guide as a reference for proper use of registration and trademarks.
- Players, coaches, and umpires in photos must be equipped to Little League safety standards, with images displaying game action that is in full compliance of Little League's rules and regulations. Full guidelines for depicting Little League in advertising can be found at [LittleLeague.org/llersinthemedia](http://LittleLeague.org/llersinthemedia).
- Posts should be engaging and should attempt to fit within the general Little League voice. Some examples are:
  - Quotes with pictures
  - Questions with pictures
  - Interesting photos with an associated link
  - Ask Little League fans their opinion
- Posting video of game action footage from televised games of the Little League World Series is strictly prohibited and is in violation of our agreement with ESPN. If you are interested in pursuing use of game footage, contact ESPN to discuss arrangements. For clarity, you are free to share posts from official @LittleLeague accounts that may feature your World Series.
- Little League will house highlights from all televised games at [LittleLeague.org/Videos](http://LittleLeague.org/Videos). You are encouraged to share highlights and links from this site.
- Local sponsors are welcome to like, share, and otherwise engage with posts from your specific tournament and Little League handles. Game highlights, photos, written content, schedule updates, and other information may all be posted from the LL accounts and available for sharing at your discretion.
- No content from posts should be repurposed or appear as native posts in local sponsor feeds.
- Messages should be supportive of the players, coaches, umpires, and volunteers.
- Post should avoid offers or promotions in connection with the event and should refrain from using any LL Intellectual Property.
- Wishes of good luck, celebration, references to the local community as home of your specific tournament, or other references to the facility are permitted.

In the *Communications* portion of the *Information Questionnaire*, we requested that you provide us with the primary contact responsible for handling your social media accounts as well as the log-in credentials and handles or account names for each of your pages.

## Website

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Websites continue to be the most important tool in communications efforts of your tournaments. Again, this year, all of the World Series websites are hosted by Little League International on [LittleLeague.org/WorldSeries](http://LittleLeague.org/WorldSeries) and feature tournament information, schedules, news, video highlights, and more. Tournament Directors will have the ability to edit and update their tournament's website, and Little League International's staff is available for support and training to assist. More information on how to access, edit, and update your event's website will be communicated to you from Little League International closer to your event. Additional training on the website is also available for those who are interested.

## Filming Guidelines

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**For your fans:** As all games are televised by the ESPN family of networks, it is **prohibited** for anyone, including fans, to capture video of game action. We ask Tournament Directors to utilize the signage provided, and to ask PA announcers and/or ushers to monitor and kindly ask fans **not to capture** video during these televised games, or if instructed by Little League International.

- We would encourage you to incorporate the following P.A. read into your games:
  - Don't worry about missing a great play from today's game, visit [LittleLeague.org/Videos](http://LittleLeague.org/Videos) to see video highlights, game recaps, and great video features from all our Little League World Series action. As a reminder, video recording or live streaming of any game action is prohibited.

**For the media:** Television and video crews are welcome to cover your World Series Tournaments, however, it must be understood that Little League (and ESPN) has the right to restrict or prohibit any camera crews from operating at any game-related activity. Restrictions and guidelines on what are permitted can be found below.

During any game, under no circumstances, will microphones be permitted to be attached to any manager, coach, or umpire, except by ESPN. **Please note:** Cameras/crews must cease operating and vacate any area immediately upon request by a Little League Tournament official or a member of ESPN. All media must be credentialed and approved to be on site to cover the event by the Tournament Director.

## Television & Video Crew Restrictions at Regional and World Series Tournaments

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### ESPN Broadcast Games

B-Roll footage may be obtained, subject to Little League approval and adherence to the following guidelines:

- The B-Roll footage may not be televised until after the game is completed.
  - After the conclusion of ESPN or ABC's live coverage of each game, you may, for news purposes only, televise excerpts of the event, to a maximum of two (2) minutes of 2023 Little League World Series highlights per day, in the aggregate.
  - Limited to five (5) minutes of filming per game. When the five (5) minutes is completed, the camera must be turned off and moved to another location at least 50 feet away. **NOTE:** While it is permitted to film five minutes, only two minutes of footage may be used, as outlined below.
  - Such uses are limited to regularly scheduled; bona fide news programs distributed within the first 48 hours after the conclusion of each telecast solely as part of
    - A linear television network or station distributed via over-the-air terrestrial broadcast, cable television, and/or direct broadcast satellite and
    - Within the simulcast of the applicable programming as part of that television network or station distributed, on an authenticated basis, via any audio/video means or medium now known or hereafter devised.
  - Other than as part of such live simulcasts, any use of excerpts during the news-access window on the Internet or other online service, wireless device/service or interactive multimedia distribution transmission, is strictly prohibited.
  - Excerpts may only include highlight footage of the games, not interviews, features, or audio material (including voices of on-air talent) and must be recorded off-air.
  - ESPN and ABC's graphics, network logo, or scoreboard included in the off-air highlights may not be blocked or covered.
  - You must provide appropriate audio and video courtesy credit to ESPN or ABC, as applicable, on any program so using event highlights.
- Segment may not be sponsored by any commercial entity.
- Must not restrict the view of spectators.
- Must not utilize facilities reserved for use by ESPN (i.e. camera stands).
- No video footage may be obtained from inside the stadium seating areas.
- Must not interfere with any ESPN camera crews, including hand-held camera crews (Interference includes being visible by ESPN in any location in which ESPN cameras are/likely to be operating).
- Must not be used to record any game in its entirety.

Brief, live reports are permitted, subject to Little League approval and adherence to the following guidelines:

- No reports are permitted on the action taking place, except a brief update on the score or previous action that has already occurred.
- The camera must be located at a minimum of 50 feet from the playing field.
- The reporter must be in the shot at all times.
- No more than four (4) live reports are permitted during one game.

- Each report must be one (1) minutes or less.
- Camera lights may not be used where they may be visible by players on the field (this applies to both day and night games).

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## Parents Information

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Ensuring that parents have an enjoyable experience is essential to a successful tournament.

Little League International will be working directly with all tournament directors to update your parents' information packets to provide information and tools available for parents to help them better understand our tournaments, fundraising information, and how to support their teams and players. This information will also be available through your tournament webpages, mobile applications, and will be shared with tournament directors.

Please encourage your teams' parents to conduct themselves with the same level of sportsmanship that we expect from our players, coaches, managers, and umpires. It's also a good idea to encourage parents to be positive and supportive on their personal social media accounts, as well, and to bring any questions or misunderstandings to your attention, or to someone on your tournament staff.

**DotCom Therapy Support:** Little League International will work with DotCom Therapy to support the mental health and wellbeing of Little League Baseball and Softball Regional and Divisional Tournament participants. Additional information will be available to all Little League participants and their families. DotCom Therapy will also provide information to all tournament directors to help any tournament participants who are in need of additional support.

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## ADDITIONAL MARKETING & COMMUNICATION NEEDS FROM YOUR EVENT

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As in past years, we will be contacting you for the following as the tournament approaches:

### Urgent:

- **If you have not already done so, please complete your *Information Questionnaire* as soon as possible**
  - Please share any updates or amendments with us as needed
- Gatorade product and equipment needs (complete 2022 order form)
- Manager's Tournament Booklet
- Local partner Information

### Post-Event:

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- Program samples and distribution information (1 all inclusive) to [marketing@littleleague.org](mailto:marketing@littleleague.org) by 9/9
- Relevant concessions considerations and sales data (e.g., Ball Park, Gatorade, Campbell's Snacks, etc.) to [marketing@littleleague.org](mailto:marketing@littleleague.org) by 9/9
- Attendance counts by day to [marketing@littleleague.org](mailto:marketing@littleleague.org) by 9/9
- Photographs
  - Please utilize the shot list outlined in your contract for preferred images.
  - If you have any questions, we can send/provide the list
  - Please upload all photos to **Photoshelter** by 9/9
  - Championship banner photos should be sent **immediately** to [WSmedia@LittleLeague.org](mailto:WSmedia@LittleLeague.org)
- Confirmation of deliveries during tournament to [marketing@littleleague.org](mailto:marketing@littleleague.org) upon receipt
- Please complete the 2022 Gatorade Post Tournament Inventory Form and send to [marketing@littleleague.org](mailto:marketing@littleleague.org) by 9/9
- Postliminary list from 2022 of businesses or companies that you targeted for Sponsorship donations to [marketing@littleleague.org](mailto:marketing@littleleague.org) by 9/9

## CONTACT INFORMATION

Should you find yourself needing additional clarity, have a question or a unique discussion you would like to discuss, please do not hesitate to contact us:

Little League Office Phone: (570) 326-1921

| <b>Department:</b>    | <b>Email:</b>                | <b>Ext:</b> | <b>Cell:</b>   |
|-----------------------|------------------------------|-------------|----------------|
| <i>Marketing</i>      | marketing@LittleLeague.org   |             |                |
| Liz DiLullo Brown     | ebrown@LittleLeague.org      | x 2262      | (570) 974-8350 |
| Kevin Feinberg        | kfeinberg@LittleLeague.org   | x 2330      | (301) 305-3775 |
| Michael Jacobs        | mjacobs@LittleLeague.org     | x 2360      | (570) 540-8341 |
| Mikayla Arnold        | marnold@LittleLeague.org     | x 2303      | (570) 772-2428 |
| Nick Mengle           | nmengle@LittleLeague.org     | x 2335      | (240) 688-0436 |
| Lance Lovett          | llovet@LittleLeague.org      | x2274       | (570)-326-1921 |
| <i>Communications</i> | wsmedia@LittleLeague.org     |             |                |
| Brian McClintock      | bmcclintock@LittleLeague.org | x 2252      | (570) 772-2431 |
| Kevin Fountain        | kfountain@LittleLeague.org   | x 2325      | (570) 295-7728 |
| Dallas Miller         | dmiller@LittleLeague.org     | x 2331      | (570) 217-1007 |
| Mike Weslosky         | mweslosky@LittleLeague.org   | x 2273      | (570) 367-3200 |
| Matt Walter           | mwalter@LittleLeague.org     | x2276       |                |
| Hannah James          | hjames@LittleLeague.org      | x2302       |                |