

# Annual Digital Promotions



# Overview

- In order to maintain a communications plan for official sponsors, Little League has developed a standing promotional plan that is rebranded quarterly to align with key seasonal timelines.
- These demographics show the average audience from these quarterly promotions.
  - Most views came from the age range of 25-54
    - 35-44 holding the majority
  - 60% Female, 40% Male
  - Top performing states: California, Texas, Florida
- A timeline of these assets can be seen below:

**On-Deck**  
*Fall Timing*

Leagues are participating in fall ball programming and chartering for the next regular season.

**Batter Up**  
*Winter Timing*

Leagues have completed chartering and are beginning/playing in the regular season.

**Sponsor Summer Offers**  
*Spring Timing*

Leagues are concluding their regular seasons and transitioning into tournament season.

**LLWS Newsletter**  
*Summer Timing*

Leagues are participating in Regional then Divisional Tournaments including the LLBWS.

# Timeline

## On-Deck (Fall | Little League Chartering)

- Draft Deliverables Due: October 14<sup>th</sup>, 2022
- Final Deliverables Due: October 28<sup>th</sup>, 2022
- Webpage to go live: Mid-November

## LLWS Newsletter (Summer | Tournament Season/LLWS)

- Deliverables Due: Late July
- Newsletter Send Dates: Mid-August

## Batter Up (Winter | Start of Season)

- Draft Deliverables Due: January 18<sup>th</sup>, 2023
- Final Deliverables Due: February 1<sup>st</sup>, 2023
- Webpage to go live: Mid-February

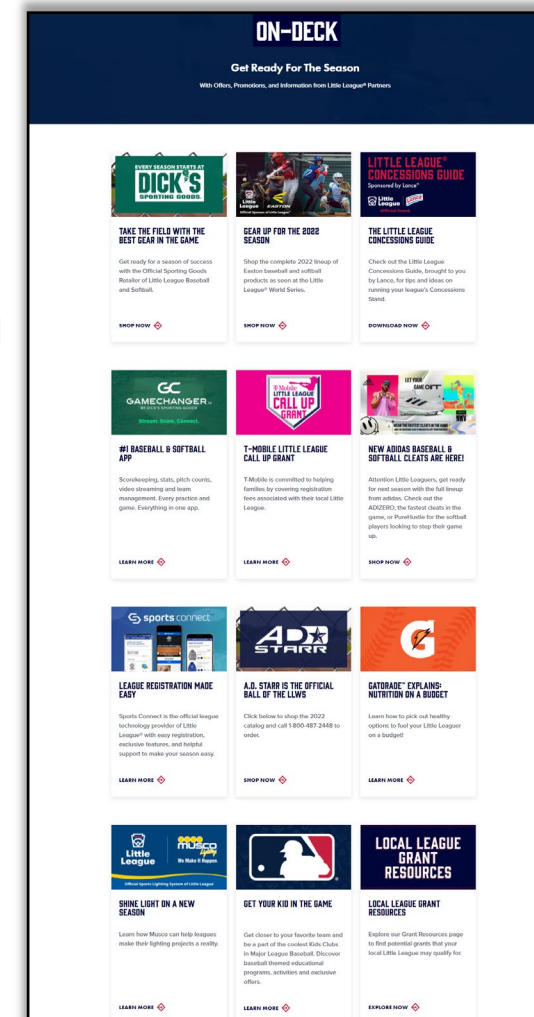
## Sponsor Summer Offers (Spring | End of Regular Season\Start of Tournament Season)

- Draft Deliverables Due: April 14<sup>th</sup>, 2023
- Final Deliverables Due: May 28<sup>th</sup>, 2023
- Webpage to go live: Mid-May

# On-Deck Specs

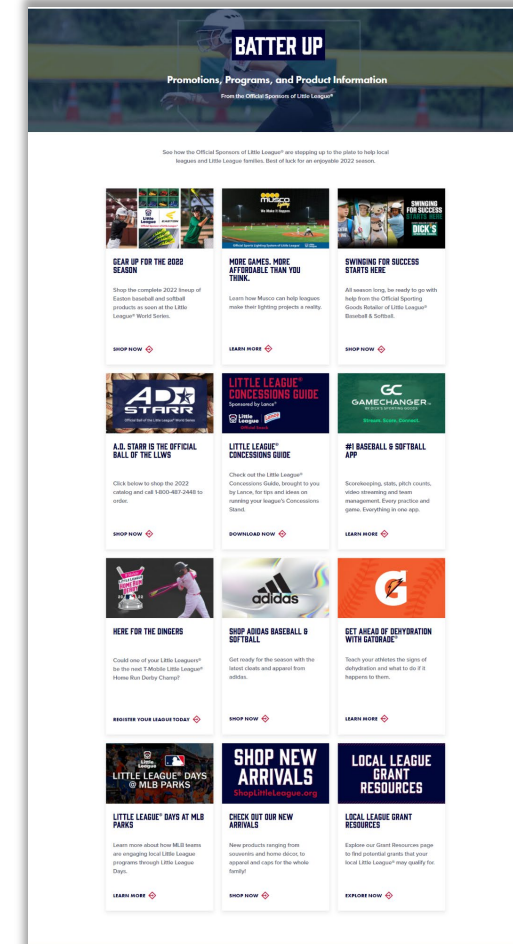
- Content should provide value to the entire Little League® audience (1.9M+) and be tailored for fall/winter timing, whether that be in the form of an offer/promotion\*\*, or league programming/educational resource.
- Promotion of this page will include; but not be limited to, Little League email(s), banner ad(s), social post(s), and hero image(s)
- Please reference the Creative Guidelines section of this guide (slides 35-42) for additional directions.
- Specs:
  - 855 x 480 image
  - Offer Title [ < 50 characters including spaces]
  - Offer Details [ < 120 characters including spaces]
  - CTA Button (e.g., Shop Now)
  - URL or .pdf
- **Draft due October 14th, 2022. Final deliverables due October 28th, 2022. Page will go live mid-November\***
- **If an offer is utilized, it should remain live through February 15th, 2023.**

\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.



# Batter Up Specs

- Content should provide value to the entire Little League® audience (1.9M+) and be tailored for winter timing, whether that be in the form of an offer/promotion\*\*, or league programming/educational resource.
- Promotion of this page will include; but not be limited to, Little League email(s), banner ad(s), social post(s), and hero image(s)
- Please reference the Creative Guidelines section (slides 35-42) of this guide for additional directions.
- Specs:
  - 855 x 480 image
  - Offer Title [ < 50 characters including spaces]
  - Offer Details [ < 120 characters including spaces]
  - CTA Button (e.g., Shop Now)
  - URL or .pdf
- **Draft due January 18th, 2023. Final deliverables due February 1st, 2023. Page will go live mid-February**
- **If an offer is utilized, it should remain live through May 15th, 2023.**

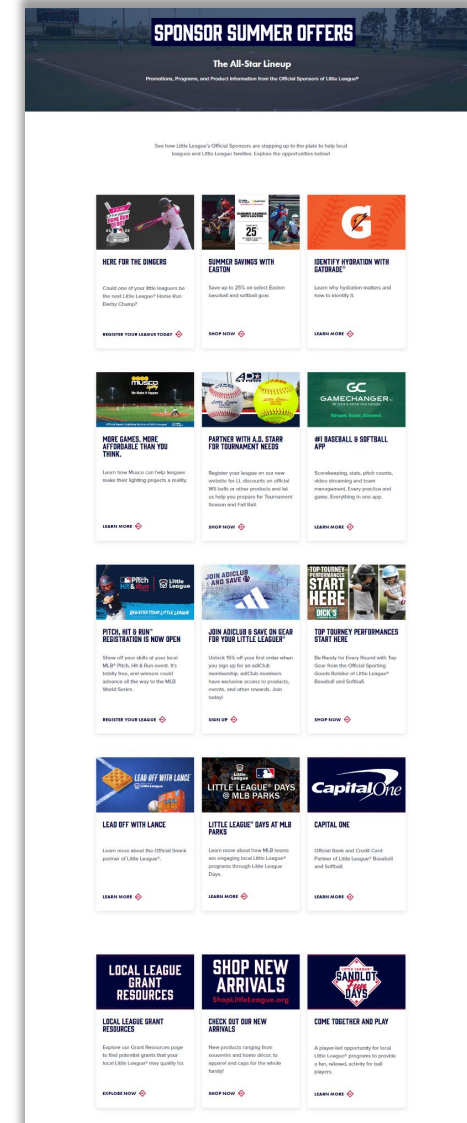


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# Sponsor Summer Offers Specs

- Content should provide value to the entire Little League® audience (1.9M+) and be tailored for spring timing, whether that be in the form of an offer/promotion\*\*, or league programming/educational resource.
- Promotion of this page will include; but not be limited to, Little League email(s), banner ad(s), social post(s), and hero image(s)
- Please reference the Creative Guidelines section (slides 35-42) of this guide for additional directions.
- Specs:
  - 855 x 480 image
  - Offer Title [ < 50 characters including spaces]
  - Offer Details [ < 120 characters including spaces]
  - CTA Button (e.g., Shop Now)
  - URL or .pdf
- **Draft due April 14th, 2023. Final deliverables due April 28th, 2023. Page will go live mid-May\***
- **If an offer is utilized, it should remain live through July 17th, 2023**



\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.

# LLWS Newsletter

Little League will notify partners of placements early in the summer\*

- A World Series Newsletter sent to an active segment of our Little League database, highlighting games, special events, and other LLWS related news
- Newsletters run for the entirety of the Little League World Series (including Softball and Baseball tournaments) and provide opportunity for partner branding
- Placements Include:
  - Ownership of newsletter banner ad placements
  - Banner Ads (Top & Bottom – 728 x 90)
  - Partners may also be included in Top Stories features when relevant story telling/news opportunities arise



Presenting Sponsor

Top Banner Ad



Bottom Banner Ad

\*Refer to sponsorship agreement for contractual commitment. May incur additional costs.