



Appendix

2020 LLWS LOGO USAGE GUIDELINES

General Guidelines:

- Each event logo can be used on promotional giveaways, packaging, advertising, and other marketing materials
- Please use the event logo that corresponds to the appropriate event (e.g. Little League Softball® World Series logos for Little League Softball events)
- The following copyright and trademark registration notice must appear on all products, packaging, advertising, and marketing materials when using any of the Little League® logos:

© 2020 Little League Baseball, Incorporated. All Rights Reserved.

- Media requests for the use of logos should be directed to Little League Communications (media@LittleLeague.org)
- Official Sponsor designation should be included on the creative

Usage Limitations:

- All creative featuring Little League marks must be **reviewed and approved by Little League®**
- The logos cannot be altered without prior approval from Little League
- Logos should be placed on inactive areas of creative or imagery
- Logos may not be provided to non-Little League affiliated vendors who are fulfilling services to support your participation in the events without prior approval from Little League

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Trademark Guidelines:

- All trademarked phrases should be formatted to remain on the same line of copy and followed with a registration mark in superscript “®” as noted in the following:
 - Little League®
 - Little Leaguer®
 - Little Leaguers®
 - Little League Baseball®
 - Little League Softball®
 - Little League® Baseball and Softball
 - Senior League Little League Baseball®
 - Little League Challenger Division®
 - LLB®
 - LL®
- When using any of the above Little League trademarks multiple times in text, please use the superscript “®” once in its most prominent form for each trademark used.
- The appropriate trademark should be used with the corresponding logo (e.g. Little League Softball should be used with Little League Softball logos)

HOTEL ACCOMMODATIONS

- **It is extremely important to arrange your hotel needs as soon as possible.** We have room blocks at several hotels in the area, but space is limited, especially during the first weekend of the tournament.
- While we fully understand that your finalized plans will not be complete for a few months, we ask that you please share estimates with Grace Christenson (gchristenson@littleleague.org) as soon as possible.
- Please be aware many hotels in the area have deposit cut off dates as early as May, due to the high demand for rooms during that time. Little League® cannot hold any rooms in our name past the deposit cut off dates.
- Rooms will need to be under your company name and all payments must be completed through your own billing processes. Please ensure that you fully understand hotel policies and procedures when completing your reservations.
- If you generally make your own arrangements, we encourage you to confirm your blocks with your contacts now. If you plan to lower the number of rooms you typically use, please notify Little League Marketing. Little League may be able to utilize the rooms and will ensure that your room numbers are not lowered in subsequent years.
- *A complete list of hotels in Williamsport and the surrounding area are available on the [Sponsor Portal](#).*



PRODUCT SOURCING

For any sourcing needs, please utilized the following vendors:

adidas:

- Products: apparel and footwear
- Contact: Tim Jackowski tim.jackowski@adidas.com and Erin Guzy erin.guzy@adidas.com

A.D. STARR:

- Products: baseballs and softballs
- Contact: Greg Huff (Gregory.Huff@dcsq.com) and Ashley Bezilla (Ashley.Bezilla@dcsq.com)

Easton:

- Products: team equipment
- Contact: Calin Thomas (calin.thomas@easton.com) and Aaron Hassel (aaron.hassel@easton.com)

New Era Cap:

- Products: caps and visors
- Contact: Nick Fermani (Nick.fermani@neweracap.com)

Grand Rental Station:

- Products: tables, chairs, and tents
- Contact: Stan and Courtney (grandrentalofwmspt@yahoo.com)

