

2020 CHECKLIST

Please send deliverables to marketing@LittleLeague.org unless noted otherwise.

General Reminders

- Secure hotel room arrangements for the 2020 LLBWS as soon as possible
- Email marketing@LittleLeague.org to receive the 2020 LLWS Outlook Calendar
- Email Blasts and Newsletter Banner Ads can be scheduled as they align with marketing campaigns and promotions

May 1st

- LLWS Program Ad Participation Form
- Regional and Divisional Tournament Participation Interest Form

May 8th

- LLWS Program Ad Drafts

May 20th

- LLWS Final Program Ads

June 1st

- Activation Concepts
- RFID Participation Confirmation*
- Giveaway Participation Form
- Regional and Divisional Tournament Participation Confirmation Form
- Website Banner Ads and Partner Content Page Summer Updates
- Background Checks and Credential Requests Open

*May incur additional costs

June 12th

- Final Regional and Divisional Activation Plan
- RFID Centralized Waiver Edits*
- Tournament Season Sponsor Email Inclusion

June 26th

- LLBWS Scoreboard Opt-in
- Grand Slam Parade Sponsorship Commitment – Due to JFink@Williamsport.org*
- RFID Creative Assets – Due to Thuzi*

July 10th

- Final LLBWS Activation Plan
- LittleLeague.org Family Fun Zone Copy
- Regional Giveaway Item(s) – Delivered to Tournament Sites
- Contractual Pre-roll Advertising**
- Load-in Date/Time Request
- Ticket and Meal Pass Request
- LLBWS Power and Internet Requirements Form
- Content Capture Overview

*May incur additional costs
**Applicable to select sponsors

July 15th

- Divisional Giveaway Item(s) – Delivered to Tournament Sites

July 24th

- LLBWS Scoreboard Assets
- Load-in Date/Time Finalized
- LLBWS Giveaway Item(s) – Delivered to Williamsport

July 31st

- Final Edits to Ticket & Meal Pass Request

August 12th

- Booth Displays and Premium Items – Delivered to Williamsport

August 20th – 30th

- Little League Baseball® World Series – Williamsport, PA

August 23rd

- MLB Little League® Classic

Fall

- A full listing of deliverables can be found on the [Sponsor Portal](#)

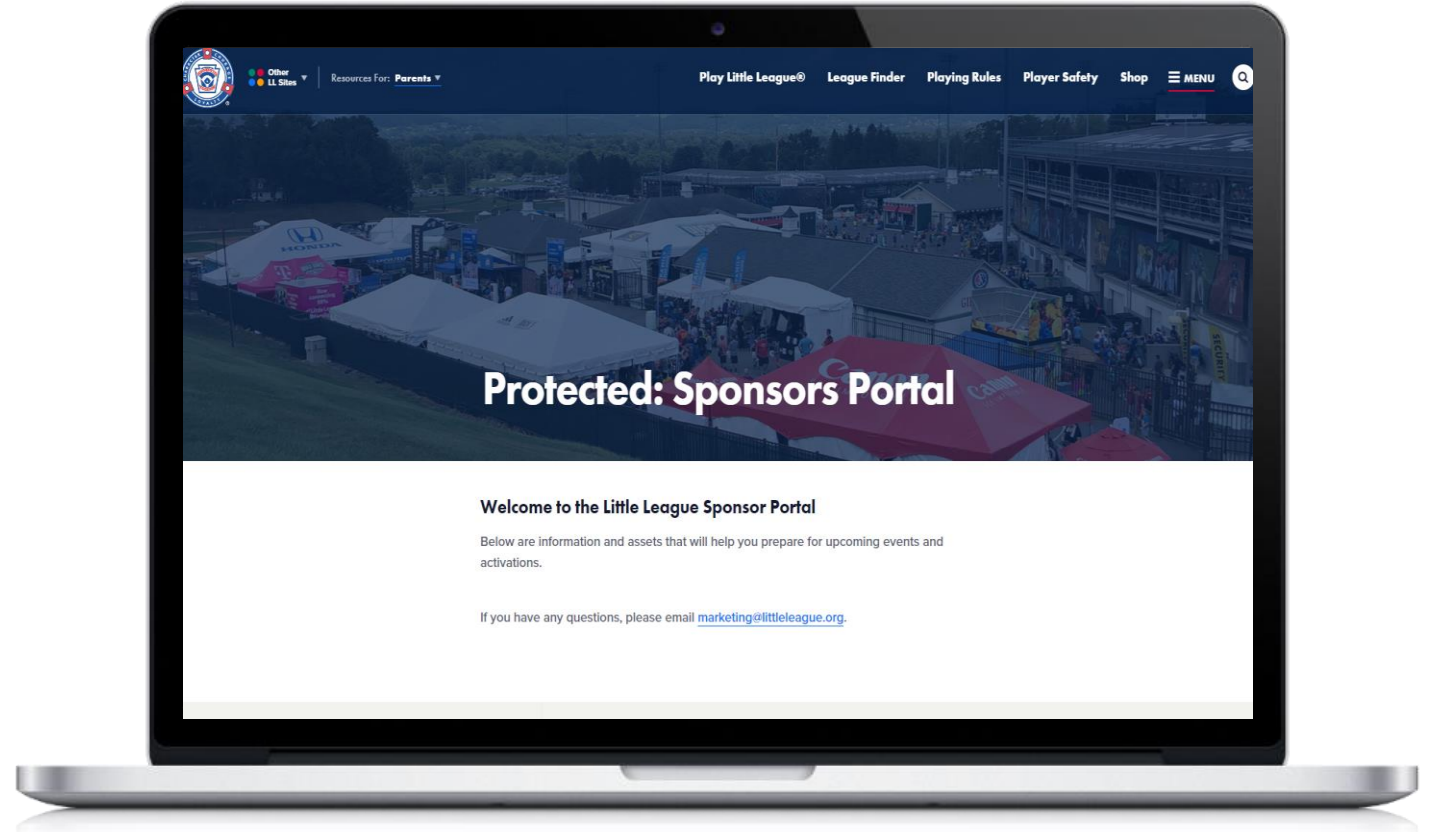
SPONSOR PORTAL

The Little League® Sponsor Portal serves as an important resource that consists of various tools to support planning throughout the year which include:

- 2020 World Series Logos
- Product Sourcing Guides
- Guidelines/Resources
- World Series Planning Forms
- New Brand Guidelines

Sponsor Portal Credentials:

1. LittleLeague.org/SponsorsPortal/
2. Password: llws2020



BACKGROUND CHECKS

The link to the online Background Check Authorization Form will be available June 1st

Background Check Authorization Forms must be submitted a **MINIMUM OF TWO WEEKS PRIOR TO THE START OF EACH RESPECTIVE EVENT**. Forms submitted within two weeks of the event date may not receive clearance in time for the event.

Any person in a **working capacity** present at **any Little League® tournament** site or event, must pass a background check in order to be allowed on-site. **No exceptions will be made.** Little League reserves the right to deny an individual from working at our events.

This includes, but is not limited to:

- Persons working any Little League event where youth will participate.
- Persons working an exhibitor booth during the Little League World Series or related event (including Regional and Divisional LLWS events).
- Persons assisting with load in and set-up of an exhibitor booth (including laborers pre-set prior to the official start of the tournament).
- Persons requiring access to the complex prior to 7am DAILY once the games have begun (e.g. staff arriving for daily booth set-up).
- Persons requiring access to the complex AFTER games have ended (e.g. staff breaking down booth).

It is critical to allow enough time to complete the online Background Check process, as this is performed by a third-party organization, and Little League cannot guarantee how long a check may take to process.

** While credentials may not be issued at Regional or Divisional tournaments, BACKGROUND CHECKS MUST STILL BE COMPLETED FOR INDIVIDUALS WORKING AT THESE EVENTS.*

PLAYER & VOLUNTEER GIVEAWAYS

QUANTITIES & SHIPPING DEADLINES

Participation Confirmation Deadline: June 1st

Regional Tournaments: *Due to Regional Sites no later than July 10th*

Little League® Baseball & Softball players Ages 11-12

- **Central Region** – Indianapolis, IN (375 items)
- **West Region** – San Bernardino, CA (450 items)
- **Southeast Region** – Warner Robins, GA (300 items)
- **Southwest Region** – Waco, TX (275 items)
- **East Region** – Bristol, CT (415 items)

Divisional Tournaments: *Due to Divisional Sites no later than July 15th*

**Please notify Little League® Marketing BEFORE sending shipments to divisional sites and provide tracking information whenever possible. Divisional World Series Tournament Directors are volunteers and may have limited delivery windows.*

- **Intermediate 50/70 Baseball World Series** – Livermore, CA, Ages: 11-13 (225 items)
- **Junior League Baseball World Series** – Taylor, MI | Ages: 12-14 (230 items)
- **Senior League Baseball World Series** – Easley, SC | Ages: 13-16 (220 items)
- **Little League Softball World Series** – Greenville, NC | Ages: 9-12 (200 items)
- **Junior League Softball World Series** – Kirkland, WA | Ages: 12-14 (140 items)
- **Senior League Softball World Series** – Sussex County, DE | Ages: 13-16 (220 items)

Little League Baseball® World Series *1000 Items Due to Williamsport July 24th*

- Players (Age 11-12), Coaches/Managers – 300 items
- Little League Challenger Division® Participants – 60 items
- Media – 450 items
- Umpires – 25 items
- Additional Volunteers – 165 items

Reminders

- Regional and Divisional giveaways must be mailed to each site (see Tab 2 for shipping info)
- You may opt to participate in all or some of these events, or opt to send items to only some groups in Williamsport
- Keep in mind the participants for each event when selecting items (e.g. items for LLSWS (girls age 11-12) vs. Senior League Baseball (typically boys age 13-16))
- All items must be approved by Little League prior to order/shipment

BOOTH PREMIUMS

SUGGESTED ITEMS & PIN REMINDERS

Below is a list of promotional items or giveaways relevant to our audience at the Little League Baseball® World Series. Little League® will consider additional ideas upon request. **All items, including items on this list, must be reviewed/approved by Little League.**

- Autograph books
- Badge/ticket holders with breakaway lanyards
- Battery-operated or paper handheld fans
- Blanket*
- Bookmarks, note pads or sticky notes
- Stress Balls
- Seat cushions*
- Buttons with slogans/logos
- Coasters
- Coffee cup sleeve/drink sleeve*
- Cooling Scarf/towel
- Custom decal/window cling
- Dog tags (breakaway connection)
- Flags/pennants (not longer than 3' x 5')
- Headphones/earbuds
- ID/Card holders
- Key Chains
- Lanyards (for pins)
- Lip balm/chap stick
- Luggage tags
- Magnet clips
- Media charging station
- Microfiber cleaning cloths
- Mugs
- Pencil case
- Photos/photo frames/magnet
- Phone Case
- Phone or tablet stand
- Pin/Pin Cases
- Plastic cups
- Pocket calendars
- Portable chargers
- Postcard
- Puzzles
- Rally towels
- Retractable badge holders
- Small Reusable totes
- Safety or ID bracelets
- Silicone phone wallets
- Slap bracelets
- Slinky
- Sports towel in pouch
- Souvenir custom patch
- Stuffed animal/mascot*
- Temporary tattoos
- Tissue packets
- Small tote bags
- Travel toothbrush
- Yo-Yos

*To minimize competition with the Little League Store and concession sales, limited quantities may be requested

Pin Giveaways

Pins are THE most popular giveaway item at the LLWS and should be considered as part of your giveaway items.

- Consider using a Little League licensed pin vendor
 - A list of official Little League pin licensees can be found here: <https://www.littleleague.org/partnerships/licensing/pins-trophies-awards/>
- When distributing pins as a giveaway, the following disclaimer *must* be displayed at your booth, on the back of the pin itself, on the bag the pin comes in, or on a card attached to the pin: **“Warning – Choking Hazard – Small parts. Not for children under 6 years.”**

BOOTH PREMIUMS

The following items are **restricted** and should not be used as giveaways:

- Anything in an AEROSOL can
 - Bats
 - Baseballs
 - Bubbles
 - Eye black – can be used as a booth giveaway only
 - Foam Fingers
 - Frisbees
 - Inflatables
 - Laser pointers/flashlights/blinking items
 - Noise makers
 - Posters – only with Little League approval
 - Selfie sticks
 - Stickers
 - Whistles
-

The following items fall into designated sponsor categories. These items require special approval or must be sourced from sponsor or be unbranded. See appendix and [Sponsor Portal](#) for *Product Sourcing Guidelines*.

- Hats/caps/visors
- T-shirts/jerseys
- Water Bottles
- Wristbands
- Headbands
- Arm sleeves
- Footwear (e.g. flip flops)
 - **Brand restrictions do not apply to staff footwear

These guidelines should also be considered when making decisions for booth staff uniforms.

Food Giveaway Policy:

- All food related giveaways must be reviewed with Little League® who will outline sample guidelines to ensure there is no competition with current sponsors or concession sales.
- If you would like to distribute concession vouchers to be utilized at Little League concession vendors, please contact Little League Marketing prior to the start of LLWS (additional fees may apply)