



THE GREATEST LITTLE LEAGUE® SHOW in the WEST!
July 28th - August 4th MAX BAER PARK

LITTLE LEAGUE® WORLD SERIES INTERMEDIATE DIVISION LIVERMORE, CA 2019



2019 Sponsorship Packages

www.lliws.org



Little League, International
Baseball and Softball



January 2019

To: Dear Little League® Supporter

From: Dave Wetmore, Little League Intermediate Baseball World Series Tournament Director

Subject: World Series Sponsorship

Last summer, Little League® Baseball came to Livermore, CA, for the 6th Little League® Intermediate World Series (LLIWS) featuring 11-13 year-olds and absolutely blew away all expectations. Both Little League® Baseball and the Little League® Intermediate World Series Committee had modest expectations initially when we held our first event in 2013, hoping that the event might see as many as ten thousand total fans in attendance. But that first year saw over 25,000 showed up during the week-long event, we knew this would become a landmark event.

This past summer, our 2018 total attendance came in at over 55,000 fans, who attended a total of 24 games, with approximately 12,000 alone in attendance for the Championship Game! In addition, we live streamed our games to fans from over 140 countries who could not attend but wanted to follow the best teams in the world at this age level. Congratulations to the team from Asia Pacific as the 2018 LLIWS champions.

For 2019, California District 57 Little League® will again be the host for the Little League® Intermediate World Series, July 28th through August 4th, 2019 at Max Baer Park in Livermore, CA. Twelve teams from around the world will converge on our city again for an amazing seven days of world-class Little League® Baseball. The 2019 field will be comprised of one (1) local host team, five (5) U.S. Regional Champions and six (6) International Regional Champions for 24 games culminating with the Championship game on Sunday, August 4th. The International and USA championship games will be broadcast LIVE on one of the ESPN channels on Saturday, August 3rd at 1pm and 5pm PST. The World Series championship game will be broadcast LIVE on Sunday, August 4 on ESPN2 at 7:00pm PST.

Our goal is to continue the growth of the Tournament in all levels of support, including regional media coverage, fan attendance, sponsorship and vendor support, and this year to add more exciting fundraising events and gatherings. In order to make this the success we know it can be, we are going to need the continued help and support of our community and neighbors. Partnerships with major corporations to small businesses and local strategic alliances will continue to help us provide the tools and resources necessary to continue to strive for our long-term success.

We would welcome an opportunity to tell you more about the Little League® Intermediate World Series. Our marketing team will be in touch with you to set-up a time where we can talk about the excitement around the Intermediate World Series, and how your organization can be a part of this incredible Inaugural Event.

Thank you in advance for your support,
Dave Wetmore



Event Dates

- **July 28th – August 4th** (24 games total in tournament)
- **International & USA Championship Games**
Saturday, August 3rd – 1pm and 5pm PST - ESPN3 or ESPN2
- **Championship Game**
Sunday, August 4th – 7:00pm PST ESPN2 or ESPN

Who's coming?

- One (1) Host team – California District 57 Little League® Champion
- Five (5) USA Regional Winners
- Six (6) International Regional Winners

Where is the World Series being played?

- Max Baer Field, Granada Little League® Baseball Complex – Livermore, CA

Who's watching?

- Besides the World?
- All games up until ESPN arrives are “live streamed”
- International & USA Championship games will be broadcast LIVE on ESPN3 or ESPN2 on Saturday, August 3rd at 1pm and 5pm PST.
- The World Series Championship Game will be broadcast LIVE on ESPN2 or ESPN on Sunday, August 4th, 2019, 7:00pm PST
- Game crowd expected between 500 - 4,000 fans for each game
- Estimated 2019 tournament attendance: 50,000

California District 57 Little League® – Host

- Represents over 9,000 Little League® players
- Ten (10) Little Leagues®
- Five (5) East-Bay cities: Danville, San Ramon, Dublin, Pleasanton and Livermore

Help make this event one to remember for a lifetime!

Become a Sponsor! Become a Volunteer! Become a FAN!

Contact

Dave Wetmore
World Series Development
(925) 997-3023
dave@lliws.org



SPONSOR PACKS



Named "Presenting Sponsor" of a Pre-Event Activity or Community Function

Two (2) 3'x10' Main Field Outfield Wall Banners*

Two (2) 3'x10' Foul-Line Banners*

Four (4) 3'x8' Banner on each of the two (2) Tournament Warm-up Fields*

Six (6) 3'x6' Spectator Banners*

One (1) Special Branded Area/Program

One (1) Full Page 4-Color Program Ad (Preferred Placement)

Official Web Site Logo & Link on Intermediate Little League® World Series website

Company name/logo acknowledgement prominently on event materials and promotional items (sponsorship does not include on front of program or on street/pole banners)

Special acknowledgement at Opening Ceremonies

Twenty (20) Official Event T-Shirts & Hats

One (1) 10'x20' Product/Vendor Display Area Gift Bag Item/Offer inclusion

Sponsor Recognition Plaque

VIP Guest in Company Name for Ceremonial First Pitch to a game

Official Sponsor name and logo rights

Inclusion in Opening Ceremonies Parade and Welcome Reception

\$20,000



SPONSOR PACKS



*One (1) 3'x8' Main Field Outfield Wall Banner**

*One (1) 3'x6' Foul-Line Banners**

*Two (2) 3'x8' Banner on two (2) Tournament Warm-up Fields**

*Four (4) 3'x6' Spectator Banners**

One (1) Special Branded Area/Promotion/Program

One (1) Full Page 4-Color Program Ad (Preferred Placement)

Official Web Site Logo & Link on Little League® Intermediate World Series website

Company name/logo acknowledgement prominently on event materials and promotional items (sponsorship does not include on front of program or on street/pole banners)

Special acknowledgement at Opening Ceremonies

Twenty (20) Official Event T-Shirts & Hats

One (1) 10'x10' Product/Vendor Display Area

Gift Bag Item/Offer inclusion

Sponsor Recognition Plaque

VIP Guest in Company Name for Ceremonial First Pitch to a game

\$10,000



SPONSOR PACKS



One (1) 3'x8' Main Field Banner*

Two (2) 3'x8' Banner on two (2) Tournament Warm-up Fields*

One (1) Full Page 4-Color Program Ad

Official Web Site Logo & Link on Little League® Intermediate World Series website

Five (5) Official Event T-Shirts & Hats

One (1) 10'x10' Product/Vendor Display Area

Gift Bag Item/Offer inclusion

Sponsor Recognition Plaque

**VIP Guest in Company Name for Ceremonial First Pitch to a game
Official Sponsor name and logo rights**

\$7,000

One (1) 3'x8' Banners in one (1) Bull Pen*

Two (2) 3'x8' Banner on two (2) Tournament Warm-up Fields*

Ten (10) 3'x4' Spectator Area Banners*

One (1) Full Page 4-Color Program Ad

One (1) 10'x10' Product/Vendor Display Area

Gift Bag Item/Offer inclusion

Sponsor Recognition Plaque

\$5,000

Five (5) 3'x4' Spectator Area Banners*

One (1) Half Page 4-Color Program Ad

One (1) 10'x10' Product/Vendor Display Area

Gift Bag Item/Offer inclusion

Sponsor Recognition Plaque

\$2,500



WORLD SERIES CHAMPION

Asia Pacific

West Seoul LL - South Korea

Score Board Sponsor

3-Year Package - \$15k

Sponsor sign on scoreboard for 3 years
Full Page 4-Color Program Ad in our event program each year for 3 years

1-Year Package - \$7k

Sponsor sign on scoreboard for 3 years
Full Page 4-Color Program Ad in our event program each year for 3 years

- New state-of-the-art scoreboard (2015)
- Large 18' x 6' Size
- Located in Right-Center field of Max Baer Field
- Four (4) Sponsorship panels
(Year round Sponsor sign will be approx. 2'x4.5')
- Yearly term for panel will run from July 1st through June 30th the following year.



SCORE BOARD SPONSOR



Player Meal Partnerships

250 Meals

Must provide meals for up to 250 individuals for players and coaching staffs (or \$1500 in lieu of the 250 meals).

Player Meal Partners will have the opportunity to set up and sell to the general public on their lunch/dinner day.

- Two (2) 3'x4' Spectator Area Banners*
- One (1) Quarter (1/4) Page Media Guide Ad
- Gift Bag Item/Offer inclusion
- Sponsor Recognition Plaque
- Name/Logo Linked on Official LLIWS Website

Display Booth Rates

- 10'x10' Pop-Up - \$500
- 10'x20' Display Area - \$800
- 10'x20' Food Truck/Booth
\$100 per day or \$500 for the week

Sponsors pay for their own signage production hard costs (outfield signage on a first paid basis)

Sponsor and LLIWS shall mutually agree upon player lunch menu.

Vendors supply their own Pop-up tents

Questions: Contact Kim Young
kim@lliws.org



MEAL SPONSOR

TOURNAMENT COMMITTEE

The 2019 Little League Intermediate World Series Executive Tournament Committee consists of the following individuals below. All information about the 2019 Little League Intermediate World Series can be found on our website at www.lliws.org.

Tournament Director	Dave Wetmore - dave@lliws.org
Facilities / Fields	Bill Aboumrad - bill@lliws.org
Media and Public Relations Director	Kathleen Minser - kathleen@lliws.org
Sponsorships	Dave Wetmore - dave@lliws.org

Marketing / Website / Scheduling / Announcers

Social Media	Kathleen Minser - Kathleen@lliws.org
IT Director, Volunteers and Website	April Rood - volunteers@lliws.org
Food and Beverage Director	Kim Young - kim@lliws.org
Souvenir and Soft Goods	Dianna Geyer - dianna@lliws.org
Art Director and Media Guide	Joe Iacono - joe@lliws.org

Event UIC	Gerard Takiguchi - gerard@lliws.org
Hotels and Transportation	Jim Carlson - jim@lliws.org





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January 2019

This agreement between the LITTLE LEAGUE INTERMEDIATE WORLD SERIES (hereinafter, "LLIWS" or "Tournament") and _____, (hereinafter, "Sponsor") with primary offices at _____ for the 2019 Tournament.

Sponsorship of the LLIWS must be, for the Sponsor, out of a sense of duty to help the community. While Sponsorship does afford some benefits (detailed below), the higher purpose is to help the LLIWS impart the values of teamwork, sportsmanship, and fair play to the children of the community, so that they may someday use these values in becoming good citizens.

Sponsorship of the LLIWS does not permit the Sponsor to have any rights or responsibilities in the operation of the LLIWS or any team in the LLIWS, nor does the Sponsor have any rights or responsibilities in the selection of managers, coaches or players for any team in the LLIWS. Nothing herein shall make us partners or joint ventures. The Sponsor and the LLIWS are independent contractors with respect to one another, and neither shall have any authority to represent or bind the other in any manner or to any extent whatsoever, except as specified herein.

Any reference to the Sponsorship under this agreement must make it clear that the Sponsorship is with the LLIWS ONLY, and NOT with Little League Baseball and Softball, the organization. Use of the marks of logos of Little League Baseball and Softball by any local sponsor is prohibited, unless permission is expressly granted in writing by Little League Baseball, Incorporated

• **Sponsor is responsible for all production/installation costs**

Little League Baseball Intermediate World Series – 2019 (Tentative Schedule of Events)
12 teams with regional champions from: 6 International Countries and 6 USA regions
Teams arrive – **Friday, July 26, 2019**
Opening Ceremonies – **Sunday, July 28, 2019**
Games Begin – **Sunday, July 28, 2019**
Championship Game – (tentative) – **Sunday, August 4, 2019 – 7pm PST – ESPN/ESPN2**

Accepted and agreed to By:

Sponsor Representative Signature _____ Date _____
Printed or Typed Name _____ Date _____
LLIWS Director _____ Date _____
David S. Wetmore