



LITTLE LEAGUE® SIMULCASTING (RADIO + INTERNET) CONTRACT, REGULAR SEASON

INSTRUCTIONS

1. A copy of this contract is to be provided first to the DISTRICT ADMINISTRATOR or LOCAL LEAGUE PRESIDENT. It is never to be provided to the radio station or webcasting company without first being sent to the District Administrator.
2. The amount of the rights fee on Page 1 of the contract is to be determined by the Little League International Director of Constituent Communications at Little League International in South Williamsport, PA, in consultation with the District Administrator and League President.
3. The contract must be completed in part and signed by the District Administrator and the local league president.
4. The contract is then forwarded to the radio station or webcasting company, where it is completed in part, and signed. (Note: The contract is not yet valid at this point.)
5. The radio station or webcasting company returns the signed contract to Little League International. (Attn: Communications, 539 US Highway 15, P.O. Box 3485, Williamsport, PA 17701-0485.) A copy can also be emailed to Media@LittleLeague.org; or faxed to 570-601-0115.
6. If acceptable, Stephen D. Keener, President and Chief Executive Officer of Little League International, will sign it.
7. The Little League International Communications Department keeps the original, and copies are returned to the radio station or webcasting company, the District Administrator, and the local league president. (The contract is valid at this point.)
8. A file will be maintained by the Little League International Communications Department to ensure payment is made.
9. This contract is NON-EXCLUSIVE, regarding the ability and right of the League President, District Administrator or League President to extend the terms of this same contract to another interested party or parties for the same event(s).



NOTE 1: For definition, the term "simulcast" refers to terrestrial radio coverage of a Little League event/game (live or recorded) that will be broadcast simultaneously on the Internet.

NOTE 2: If exclusive rights are requested, such request must be made separately by the Tournament Director and radio station or webcasting company to the Director of Communications at Little League International, Communications Department, South Williamsport, Pa. (address on page 3 of contract).

SIMULCASTING CONTRACT – REGULAR SEASON

(Please Print Legibly)

To: _____ (Name and Title of Radio Station or Web Casting

Company Contact) of _____ (Company)

Address _____

Phone Number _____ Fax _____

Email Address _____

RE: The _____ (League Name) Regular Season games

The parties hereto, intending to be legally bound, hereby agree as follows --

Little League Baseball, Incorporated (aka Little League International), grants to you simulcasting rights to the

_____ (League Name) Regular Season games to be held

at _____ (Location) on

_____ (Date[s]), in the

_____ Division(s), (hereinafter referred

to as the "sports event"), subject to each of the following provisions:



Rights – Little League International has the exclusive right to authorize all simulcast (radio/Internet) presentation (live or recorded) of Regular Season and Special Games. As a non-commercial simulcast, or with sponsorship limited to those products or services which meet Little League International standards for advertisements (see below), Little League International grants you the rights to record for simulcast and/or to simulcast live, the above-mentioned sports event. Whether or not the Little League name and marks may be used to solicit advertising revenues, the rights fee is established at \$_____ per game for each game to be simulcast. (Note: 100 percent will accrue to the local/host league to offset expenses.) This grant of simulcast rights pertains only to the sports event at the time and place specified herein. This contract is non-exclusive. The exact fees noted above will be determined by the Director of Constituent Communications.

Copies of Simulcast – In no event will copies of the simulcast be sold or distributed by anyone to any party in any form without the expressed written consent of Little League International.

Expenses – All expenses regarding the recording and simulcasting by your company are the responsibility of your company, including, but not limited to, phone line installation and phone charges, installation of digital equipment, Internet connections (dial-up, DSL, wireless), press box construction or improvements, etc.

Microphone Placement – Microphones (but not earphones or earpieces) may be attached to the person of the home plate umpire or managers with the consent of the local Tournament Director and of the individual to whom the microphone will be attached. Microphones, earphones, or earpieces must not be attached to players.

Disclaimer – At least once during each game simulcast, the following statement must be read and simulcast aloud: “This game is presented by (radio station/webcasting company name) under the authority of Little League Baseball and Softball, and may not be re-broadcast or re-transmitted without the expressed written permission of Little League International, South Williamsport, Pennsylvania. Visit Little League online at www-dot-Little-League-dot-org.”

Interviews – The simulcast may include interviews, subject to these conditions: 1. Interviews with players must only be conducted in the presence of, and with the explicit permission of, the player’s parent, guardian, manager, or coach; 2. No interviews of players, managers or coaches will be conducted during games; 3. No interviews with players of the losing teams will be conducted until at least 30 minutes after the conclusion of the game.

Public Service Announcement – A 30-second public service announcement (PSA) to be provided by Little League International must be played at least three times during each game/simulcast covered by this contract, with all costs involved to be borne by the radio station or web casting company. The PSA will be delivered to the radio station or web casting company on a DVD.

Miscellaneous – Any details or provisions made beyond this agreement in connection with the sports event must be approved by Little League International promptly before the event takes place.

Payment – Payments due to Little League International and the local Tournament Committee shall be made no later than thirty (30) days following the submission of this contract. Page four (4) of this contract must accompany the payment. For any delinquent payment, a five (5) percent penalty will be assessed monthly.

Cancellation or Postponement – If the sports event does not take place on the scheduled date or time for any reason whatsoever, Little League Baseball, Incorporated, its directors, officers and employees will be held harmless by you and your company.

Sponsors and Advertisers – Your company will provide Little League International with the names and products of sponsors of the simulcast or publicity of the simulcast. Commercial sponsorship must not include tobacco, alcoholic beverages, or other products not consistent with the respectability of Little League International. Little



League International reserves the right to deny the opportunity for any individual or company to advertise during or provide sponsorship for the simulcast of this sports event.

Jurisdiction – This agreement and all collaterally related issues shall be governed by Pennsylvania law. Venue is in the Lycoming County Courts of Pennsylvania. You warrant that you will not grant to any third party any rights to this sports event. Any provision herein found by a court to be void or unenforceable shall not affect the validity or enforceability of any other provision.

Non-Partnership – Nothing herein shall make the parties partners or joint venturers; both parties 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 provided herein.

District Administrator

Initials _____

Radio Station or Webcasting Company Representative's

Initials _____

Mail Completed Contract to:

Little League International Communications
539 US Highway 15
P.O. Box 3485
Williamsport, PA 17701-0485

Advance copy may be faxed to Communications, at: 570-601-0115, or emailed to: Media@LittleLeague.org.

This contract is not valid unless, and until, all spaces are filled on all pages and a copy is on file at Little League International.



LITTLE LEAGUE BASEBALL, INCORPORATED

By _____ Date _____

STEPHEN D. KEENER

President and Chief Executive Officer

Accepted and agreed to:

By _____ Date _____

Radio Station/Webcasting Company Representative Signature

Printed or Typed Name _____

Title _____ Company Name _____

Address _____

Phone Number _____ Email _____

Website Where Game(s) Will Be Simulcast: _____

Make one check (100 percent of total fee) payable to:

Name of Local Little League _____

Address _____

Phone Number _____ Email _____

I, the President of the local Little League named on this contract, pledge that my league will abide by all provisions contained herein, that all players in the games(s) will be always in proper uniform (to include proper equipment and official shoulder patches), and that my league will strictly adhere to all rules, regulations and policies of Little League Baseball and Softball.

(Name of Local Little League President)

(Signature and Date)



District Administrator's Approval

I, the District Administrator for the league named on this contract, agree that the events named herein should be simulcast, that the league named herein has clearly demonstrated strict adherence to Little League rules, regulations, and policies, and that such simulcasting of the events will reflect well upon the Little League name.

District No. / State _____

Address _____

Phone Number _____ Email _____

(Name of District Administrator)

(Signature and Date)

ATTACHMENT A

Restricted Advertising Categories

- Alcohol, tobacco or firearms
- Energy drinks such as Red Bull or Monster
- Herpes relief products
- Casinos
- 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.
- Feminine hygiene products
- Sexual enhancement or sexual performance products (male or female).
- Contraceptive products
- 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, etc.).
- Movies rated R or above under current ratings guidelines (or the equivalent of 2013 standards should the ratings system be changed in the future).
- Video games rated Mature or above under current ratings guidelines (or the equivalent of 2013 standards should the ratings system be changed in the future).
- Movies rated PG-13, videogames, apps rated E10+ or Teen, and unrated movies and videogames will be reviewed by Little League on a case-by-case basis and the parties will mutually and reasonably agree whether the content of the ad or the product itself is appropriate for advertising within Little League Programs (or the equivalent of the current standards should the ratings system be changed in the future).
- 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 (e.g. marijuana) even if the marketplace permits such advertising.



Itemized List

(Return copies to Little League International and the local/host league)

Payment is due within 30 days of signing contract

ITEMIZED LIST OF GAMES AIRED AND AMOUNT DUE FOR: _____

Company Name

Telecasts/Webcasts

Per Game Fee _____

Number of Games Televised X _____

= _____

Website Re-Airs (Note: This is for games posted in their entirety)

Posted for one month (\$50) _____

Posted for up to three months (\$75) _____

Posted for up to six months (\$100) _____

Posted for up to a year (\$200) _____

Total -- Amount to be paid to local/host Little League (100%) (_____)

Please make check payable to the Tournament Director or District Administrator per their instructions. They will provide you with the correct address to submit payment.

All payments due by: _____