



Sponsorship Policy

Purpose

The purpose of this document is to define the WEST FLAGSTAFF Little League policy for sponsorships. This policy will delineate the rights and responsibilities of both the League and the Sponsor. The local Little League program, in this case the WEST FLAGSTAFF Little League has the ability to define sponsorship standards as per the Little League International Operating Manual (see section titled “Sponsors and Donors”).

Audience

The direct audience of this policy is both the Little League Board members and sponsors, although all Little League volunteers, parents, players and the general public are welcome to view this policy.

Policy Maintenance

This policy must be reviewed and approved by the Board of Directors within the first 60 days of each new season (as defined by the WEST FLAGSTAFF Little League Constitution and By-Laws). This will ensure the policy is kept up to date with sponsorship standards at the Little League International as well as local level.

The Policy

The WEST FLAGSTAFF Little League Sponsorship Policy consists of Little League International standards and WEST FLAGSTAFF Little League standards. If at any time there is a conflict between these two sets of standards, the Little League International standards prevail.

Little League International Standards

The Little League International standards are the standards included in the current Little League International Operating Manual.



West Flagstaff Little League Standards

- Each and every sponsor must completely understand that a sponsorship is not an endorsement of the person, business or any products or services provided by the said business by the WEST FLAGSTAFF Little League
- Sponsors must get prior approval of any use of the League's names, trademarks, emblems, etc., as indicated in the following guidelines.
- Little League International shall have the sole and exclusive right to use and to allow or Refuse to other the use of the terms "Little League", "Little Leaguer", and the Official Little League Emblem or any colorable simulation thereof.
- Sponsors may **not** use the marks or words "Little League," "Little Leaguer," "Little League Baseball," "LLB", "LL", "Senior League Little League," "Big League Little League," "Challenger Division" without including the local league's name "West Flagstaff Little League". The only exception is in the case of a local affiliate of a national sponsor.
- Sponsors cannot use the words "Little League," "Little Leaguer," "Little League Baseball," "Senior League Little League," "Big League Little League," "Challenger Division," and/or the Official Emblem in conjunction with any product or service.
- Sponsors cannot use the words "Little League," "Little Leaguer," "Little League Baseball," "Senior League Little League," "Big League Little League," "Challenger Division," and/or the Official Emblem in conjunction with any other activity or program, or as a part of a composite name covering related programs. These said names or the Official Emblem may not, for example, appear on stationery, bulletins, and press releases of other sports organizations, commercial enterprises or services.
- Sponsors must not use the Little League name and Official Emblem separately or in conjunction with the name of any other program or activity for the purpose of soliciting funds to be used for other than Little League activities.
- Any use of the marks or words "Little League," "Little Leaguer," "Little League Baseball," "LLB", "LL", "Senior League Little League," "Big League Little League," "Challenger Division," and/or the Official Emblem on the Internet requires written authorization from Little League International Headquarters annually.
- Complete information on the use of Little League Marks can be found in the current version of the Operating Manual. The Little League International standards are hereby included by reference. See section "Use of Little League Marks" in the Operating Manual.
- Exploitation of the Little League program, a league, a team or individual player for the benefit, financially or otherwise to a sponsor is strictly prohibited.
- Sponsorships can be revoked at any time without refund for violating this policy.
- This policy does not limit the League's (either WEST FLAGSTAFF Little League or Little League International) legal recourse available due to copyright or trademark infringement for misuse of Little League International property.