



_____ (Date), 2014

Contact Name
College/University
Address 1
Address 2
City, State Zip

Dear _____ (Marketing Contact Name):

Children of all ages and sports at one point in their athletic careers dream of what it would be like to be a professional athlete. But for the hundreds of thousands of Little League Softball® players around the world, the pinnacle of their game is found at the collegiate level. While Basketball players have the NBA and the WNBA to aspire to, and football players have the NFL. Youth softball players gain inspiration from the girls playing at your institution, and colleges around the United States.

In order to promote Little League Softball, as well as the college softball experience and the game, we would like to have _____ (College/University) host a "Little League Softball Day." It is on this day that athletes of all ages will get to experience the game of softball at its finest, from warm up to game end.

As a whole, this day will help promote what participating in Little League Softball could potentially lead to; moreover, it will provide a generous amount of exposure to _____ (College/University) Athletics. We hope this event would create an on-going relationship between your program and the surrounding Little Leagues.

Prior to Game-day:

- Little League® Baseball and Softball will send out an email notice about one month in advance to the surrounding area Little Leagues and media. This email would reach all District Administrators, all league presidents, officers and potentially even players and parents. This email would include information about the Little League Softball Day, contact information for the host school and links to the participating schools' athletic websites.
- We would also like for the college/university to post a press release on the school athletic website (or softball webpage) to publicize the event. Our Media Relations Department is happy to work with a contact in Sports Information to provide additional information on Little League International and the event for the press release.

On Game-day:

- The Little League players will attend the game(s) at no charge (or reduced admission). These players will be identified by their team uniform which should have the Little League official patch sewn onto the left shoulder of the uniform shirt (to differentiate from other youth softball programs).
- If your school has any promotions it would like to do for or during the game (i.e. game-day giveaways such as posters, rally towels or wristbands; in-game or pre-game promotions), we encourage those additional promotions in order to make the event even more memorable. The players can take away something with your college/university name on it which provides the school even more exposure.
- After the game(s), team discussion and release, the Little League players will be permitted to come on to the field so they can interact with the collegiate players. At this point, the Little League players will receive autographs and ask the players questions directly. ***(This session would be limited to approximately 30 to 45 minutes.)***



On behalf of Little League International, I want to thank you for your time and consideration. Please feel free to contact me with any questions you may have about hosting a Little League Softball Day. I also welcome any additional ideas you may have to make this event even more exciting for both the Little Leaguers and the collegiate athletes.

Please send the Event Information Sheet back to me so I can schedule and publicize the date with our leagues and the media.

Thank you and I look forward to working with _____ (College/University's) Athletic Department.

Sincerely,

(Your Name)
(Your Contact Information)

2013 Little League Softball Day Participants

University of Arizona – Tucson, AZ	University of Louisville – Louisville, KY
Baylor University – Waco TX	University of Massachusetts – Amherst, MA
Boston College – Boston, MA	University of Michigan – Ann Arbor, MI
California State University, Chico – Chico, CA	Pennsylvania State University – State College, PA
University of California, Berkeley – Berkeley, CA	North Carolina State University – Raleigh, NC
UCLA – Los Angeles, CA	Oregon State University – Corvallis, OR
University of Central Florida – Orlando, FL	San Diego State University – San Diego, CA
DePaul University – Chicago, IL	University of South Carolina – Columbia, SC
Ferris State University – Big Rapids, MI	Stanford University – Palo Alto, CA
Hofstra University – Hempstead, NY	University of Tennessee – Knoxville, TN
University of Iowa – Iowa City, IA	Texas A&M University Corpus Christi – Corpus Christi, TX
University of Kentucky – Lexington, KY	University of Wisconsin – Madison, WI

Testimonials

“We had a wonderful day hosting the local Little Leagues. It is our hope to do Little League Day every year here at Husky Stadium. Our student-athletes enjoyed the time they spent with each little leaguer as they passed through the autograph line. It is important to our softball program that we connect with the community through these types of events. Little League has played an important role in many of our own lives—it is a wonderful feeling to know we are giving back to an experience that treated us so well.”

Heather Tarr, Head Coach
University of Washington Softball
Seattle, WA

“Our team at USF had a fantastic time meeting with all the Little Leaguers after our collegiate softball game in April. For the young girls to meet the college girls after watching them play at such a high caliber level of softball was an exciting time. Most of our girls started playing Little League softball at a young age and were able to develop their skills. For them to be able to relate that to the young players was fantastic. I look forward to “Little League Softball Days” again at USF.”

Ken Eriksen, Head Coach
University of South Florida
Tampa, FL
2004 Assistant Coach USA Olympic Team

Little League Softball Days here at St. Mary’s University has been special to us these past few years. It is a day that gives our athletes an opportunity to talk to future softball players and to encourage them in their academics and the dedication that is necessary to get to the next level. I believe we have produced some great role models here at St. Mary’s. Athletes that come and watch our team play will walk away learning the true meaning of character, pride, sportsmanship, as well as fun. This day gives my athletes the opportunity to feel special as well as make another young athlete feel important also.

Donna Fields, Head Coach
St. Mary’s University
San Antonio, TX