



**BABE RUTH LEAGUE
OPENING DAY PROMOTION RECAP**
APRIL 27, 2021



THE CHALLENGE

To kick off the 2021 BRL season with DICK'S Sporting Goods, and to celebrate getting back to playing ball.





THE STRATEGY

- Create shareable social media campaign that weaves youth baseball & softball into relevant social conversations.
- Set up: **#BRLOPENINGDAY** as a common destination to share with
- Create additional “non-branded” content posts to help seed the idea of creating user-generated content and where to share to
- Leverage BRL’s B2B/C vertical communication prowess from regional commissioners to league presidents to team coaches & parents to spread the word and raise campaign awareness through “trusted” channels



THE SOLUTION



DSG & BRL team-up to bring you: **Opening Day** presented by DICK'S Sporting Goods, because every season starts at DICK'S. A celebration across the nation throughout the entire month of April as leagues open up across the country.



THE CONCEPTS: “WE’RE BACK” & “FIRSTS”

Opening Day presented by DICK’S celebrates that kids are taking the field once again. And though opening days across the country may not look the same, their games and moments will.





DSG ACTIVATION ELEMENTS

EMAIL

- Email to regional commissioners
- Email to league presidents & officials
- Email to parent membership
 - 3 weekly emails sent

SOCIAL

- Four promotional videos: We're Back & Firsts for BB & SB w/CTA encouraging UGC
- "Campaign-Style" visual posts w/CTA
- "Non-campaign" posts serving as UGC examples
- DSG gift card awards


DIGITAL

- DSG logo integration
- DSG branded skin sitewide
- DSG local league website presence


EXPERIENTIAL

- OD/DSG signage distributed to leagues across the country
- DSG banners distributed to 550+ leagues

EMAILS



BABE RUTH LEAGUE



OPENING DAY
PRESENTED BY DICK'S SPORTING GOODS


If your leagues are already supporting our national campaign to celebrate Babe Ruth Baseball and Softball Opening Days, we thank you! If you haven't had the chance to do so, we hope you will be able to support the program.

In order to celebrate with as many Babe Ruth Leagues across the nation as possible, we need your help to represent your leagues. One post from each of your leagues will send the powerful message that Babe Ruth Leagues are back!

During the month of April, we're asking leagues to incorporate these [official graphics and logos](#) (Password: [#brlopingday](#)) into all communications including websites, emails, Facebook, Instagram, and Twitter pages. Leagues can use the text below in your communications or create your own:

Let's show everyone Babe Ruth League is back and stronger than ever! Share your photos and videos with leagues across the nation by using [#BRLOPINGDAY](#).

Here are a few examples of how other leagues have participated:



We can't wait to see your league!

Sincerely,
Steven Tellefsen
 President
 Babe Ruth League, Inc



BABE RUTH LEAGUE



OPENING DAY
PRESENTED BY DICK'S SPORTING GOODS

Hello,

Babe Ruth League IS BACK! And we're launching a new social media campaign in the month of April to unite all of our players, coaches, volunteers and families across the nation in celebrating Opening Day, presented by Dick's Sporting Goods.


In order to unite as many Babe Ruth Leagues across the nation as possible, we need your help to represent your region!

Please cut & paste the text below and use the attached graphic to share on your personal and Babe Ruth League Facebook, Instagram and Twitter pages:


Let's show America Babe Ruth Softball is back and stronger than ever! Share your photos and videos with leagues across the nation by using [#BRLOPINGDAY](#).

Thank you and we can't wait to see your league's photos and videos!

Sincerely,
Steven Tellefsen
 President
 Babe Ruth League, Inc



DH
BABE RUTH LEAGUE DESIGNATED HELPERS




OPENING DAY
PRESENTED BY DICK'S SPORTING GOODS

Babe Ruth League IS BACK! And we're launching a new social media campaign to unite all of our players, coaches, volunteers and families across the nation in celebrating Opening Day. In order to celebrate with as many Babe Ruth Leagues across the nation as possible, we need your help to represent your league.

During the month of April, we're asking you to incorporate these [official graphics and logos](#) (Password: [#brlopingday](#)) into all of your local league website, emails, Facebook, Instagram, and Twitter pages. One post from each of you will send the powerful message that Babe Ruth Leagues are back! You can use the following text in your communications:




Let's show everyone Babe Ruth League is back and stronger than ever! Share your photos and videos with leagues across the nation by using [#BRLOPINGDAY](#).

Here is how we're using social media to celebrate Opening Days across the nation:




Thank you in advance for helping make this campaign a great success!

Jessica
 Designated Helper
 Babe Ruth League, Inc.

BABE RUTH LEAGUE



OPENING DAY
PRESENTED BY DICK'S SPORTING GOODS

Hello,



We'd like to showcase highlights from Babe Ruth League players across the nation! So, we're asking you to share yours with us on social media using [#BRLOPINGDAY](#). We'll select a bunch and share with Baseball and Softball fans across the USA.

And by the way, through our partnership with [GameChanger](#), it's never been easier to [capture, clip and share highlights](#). Please share your players highlights before April 26th to participate.*

We can't wait to see your highlights!

Babe Ruth League Headquarters

*All highlights captured in 2021 (between Jan 1 and April 26, 2021) that have been shared with [#BRLOPINGDAY](#) may be selected.

NATIONAL LEAGUE WEBSITE SKIN

The screenshot displays the Babe Ruth League website interface. At the top, there are navigation links for 'HOME', '2021 CHARTERING', 'PROGRAMS', 'PLAYERS', 'COACHES', 'UMPIRES', 'OFFICIALS', 'TOURNAMENTS & WORLD SERIES', 'MEDIA', and 'STORE'. A secondary navigation bar includes 'Select Language', 'New to Babe Ruth League? Visit our resource page', and 'Child Protection Program'. The main header features the 'DICK'S SPORTING GOODS' logo and the text 'EVERY SEASON STARTS AT DICK'S SPORTING GOODS. OFFICIAL SPORTING GOODS RETAILER OF BABE RUTH LEAGUE'. The central banner image shows a young player in a yellow helmet with the text 'MAKING THE THROW STARTS HERE.' Below this is a row of dots for a carousel. A red section contains 'COVID-19 Information (Updated for 2021)' with a link to 'Click Here' and text about waivers. The footer contains a grid of partner logos: True Pitch Inc. Mounds, Gamechanger (Licensed Scorekeeping App), Join the Program!, Babe Ruth League (Get Your Gear Now), Sports Sign Up Play, BRN (Babe Ruth Network), Alumni Association, SAFE (Safety Resources for Everyone), and Babe Ruth League World Series.

2021 CHARTERING

HOME PROGRAMS PLAYERS COACHES UMPIRES OFFICIALS TOURNAMENTS & WORLD SERIES MEDIA STORE

Select Language New to Babe Ruth League? Visit our resource page Child Protection Program

EVERY SEASON STARTS AT **DICK'S** SPORTING GOODS. OFFICIAL SPORTING GOODS RETAILER OF BABE RUTH LEAGUE

MAKING THE THROW STARTS HERE.

COVID-19 Information (Updated for 2021)

[Click Here](#) - For the latest information from Babe Ruth League Headquarters on procedures and related measures in dealing with Coronavirus

Waivers are not required by Babe Ruth League. However, you may use our sample waiver as a starting point if you wish to or if you are required by local government to have a waiver in place. [PDF Version](#) / [MS Word Version](#)

TRUE HEART. TRUE GRIT. TRUE PITCH. **TRUE PITCH INC. MOUNDS**
The Original Portable Pitching Mounds for Game or Practice.
[VIEW OUR MOUNDS](#)
The Only Mounds Approved by Babe Ruth League For Game Use

GC GAMECHANGER
LICENSED SCOREKEEPING APP

Join the Program!
BABE RUTH LEAGUE

BABE RUTH LEAGUE
GET YOUR GEAR NOW >

Sports Sign Up Play

BRN Babe Ruth Network

ALUMNI ASSOCIATION

SAFE SAFETY RESOURCES FOR EVERYONE

World Series BABE RUTH LEAGUE



LOCAL LEAGUE WEBSITES

Log in



Butler County Babe Ruth League



Home Teams Standings Schedule More ▾
Facebook Twitter



2021 OPENING DAY IS ALMOST HERE!!

Share your moments with #BRLOPENINGDAY

PLEASE REMEMBER TO FOLLOW ALL SOCIAL DISTANCING GUIDELINES! STAY SAFE, STAY HEALTHY, AND HAVE FUN!

IMPORTANT INFO REGARDING PITCH COUNTS - as stated at the manager's meeting, days rest means a full calendar day not 24 hours. IE: if a pitcher is required 3 days rest after pitching on Monday; day 1 of rest is Tuesday, day 2 is Wednesday, day 3 is Thursday, the pitcher is not eligible to pitch until Friday!! For leagues (Fastpitch Softball) that utilize innings pitched instead of pitch counts; remember a single pitch thrown in an inning constitutes an inning pitch, and a new week starts on Monday. Please ensure you are following these guidelines.

CLICK ON THE DROP-DOWN "MORE" AT THE TOP OF THIS PAGE THEN CLICK ON FORMS TO VIEW IMPORTANT INFO SUCH AS RULES, MANAGER CONTACT INFO, AND A HELP DOCUMENT THAT MAY HELP YOU IN NAVIGATING THE WEBSITE.

★ 50 Fans [Log in to Follow](#)

🗨 Announcements [view all](#)

📅 Apr 11 2021 Coaches, please read - League Time Setup 2021

🔗 Quick Links



MASTER SCHEDULE

@fyba_oh

 Fairfield Youth Baseba...
1,606 likes

👍 Like Page [Share](#)


HOME TEAMS ▾ REGISTRATION ▾ JOIN OUR TEAM ▾ SUPPORT WTSC ▾ BABE RUTH SB ▾ FIELDS CONTACT US

WELCOME TO THE OFFICIAL WEB SITE OF THE WARETOWN THUNDER SOFTBALL CLUB


The Waretown Thunder evolved from the original 10U Waretown Mets (1999 Waretown Athletic Association), the 12U Waretown Piranhas (2000-2001 Waretown Girls Fastpitch Softball League) and the short lived Stafford Sirens (2001 Independent), before settling in as its own league in 2002. Participating in prior years as individual 14U, 16U and 18U teams in ASA Tournaments, PONY National Qualifiers, NSA National Qualifiers and Babe Ruth Softball, the club started carrying the Waretown Thunder banner in 2005. Reemerging as a local league in 2008, we continue to grow each year. Although the names have changed throughout the years, the one constant has been our base in Waretown. Supporting both travel teams and local league play, we look forward to serving the youth of our community for many years to come!

LET'S SHOW EVERYONE BABE RUTH LEAGUE SOFTBALL IS BACK AND STRONGER THAN EVER! SHARE YOUR PHOTOS AND VIDEOS WITH LEAGUES ACROSS THE NATION BY USING #BRLOPENINGDAY.




SHARE YOUR MOMENTS WITH #BRLOPENINGDAY

SUPPORT OUR SPONSORS




UPCOMING SCHEDULE


Waretown Thunder Calendar



MLB Pitch Hit and Run at Waretown July 3, 2021



2021 Babe Ruth Softball World Series at Treasure Coast, FL



Heart of the Babe, a new national program to recognize that one special player on your team.....
[Click here for more info](#)



FIELD SIGNAGE





THE CREATIVE: CAMPAIGN

THERE'S NOTHING LIKE THAT FIRST HIT

SHARE YOUR MOMENTS WITH **#BRLOPENINGDAY**

WELCOME HOME

SHARE YOUR MOMENTS WITH **#BRLOPENINGDAY**

HERE'S TO WEARING MASKS

SHARE YOUR MOMENTS WITH **#BRLOPENINGDAY**

FIRST NON-ZOOM MEETING OF THE SEASON

SHARE YOUR MOMENTS AT **#BRLOPENINGDAY**

REALITY CLASSROOM IN SESSION

SHARE YOUR MOMENTS WITH **#BRLOPENINGDAY**



THE CREATIVE: LIFESTYLE POSTS





GAMECHANGER INTEGRATION

VIDEO: SCREEN AND LINK



POSTS





GREAT CAMPAIGN ENGAGEMENT

Babe Ruth League
April 3 at 3:56 PM · 🌐

Babe Ruth Baseball & Softball Leagues are back! Share your league photos & videos with us when you tag us using [#BRLOpeningDay](#)

THERE'S NOTHING LIKE THAT FIRST HIT

SHARE YOUR MOMENTS AT [#BRLOPENINGDAY](#)

464 7 Comments 40 Shares

Babe Ruth League
Sponsored · 🌐

[#BRLOpeningDay](#) 🌟🔥🏆

FIRST NON-ZOOM MEETING OF THE SEASON

SHARE YOUR MOMENTS AT [#BRLOPENINGDAY](#)

1.3K 23 Comments 37 Shares

Like Comment Share

Babe Ruth Softball
Sponsored · 🌐

It's been a long road, but youth softball is back!
🌟🔥 Welcome Home [#BRLOpeningDay](#)

WELCOME HOME

SHARE YOUR MOMENTS WITH [#BRLOPENINGDAY](#)

118 7 Shares

Like Comment Share



BASEBALL VIDEOS

"WE'RE BACK"



"FIRSTS"



"GAMECHANGER"





SOFTBALL VIDEOS

"WE'RE BACK"



"FIRSTS"



"GAMECHANGER"



GAMECHANGER
TEAM MANAGER
BY DICK'S SPORTING GOODS



USER GENERATED CONTENT: BASEBALL

Shenandoah Rec. League
April 11 at 10:16 AM · 🌐

Everyone was mesmerized watching one of God's Miracles 🙌❤️ We are very grateful that TR and family joined us for opening day #brloopeningday

Thank you Amy Curtis for the video

Nipmuc Youth Baseball
19h · 🌐

Nipmuc Youth Baseball would like to thank its members for an extremely successful opening day yesterday. The weather was outstanding, and as a community, we were able to come back together, be outside, and enjoy watching our kids play America's game. Please share your opening day pictures by tagging us, as well as #BRLOPENINGDAY.

As a board, we are very proud of our organization and would like to take this opportunity to share the current state of NYB. There is a percept... See More

Nan McKenzie Russell is with Elizabeth Harris Russell and 5 others.
14h · 🌐

Opening Day Traditions! #BRLOPENINGDAY

Bridget Smith Palmer is with J.W. Palmer at Cherry Hill National Athletic League.
April 5 at 7:42 PM · Cherry Hill, NJ · 🌐

Opening night... starting the season with a W! ❤️ #BRLOpeningDay #myfavoritetimeofyear #baseballmom

Nan McKenzie Russell is with Elizabeth Harris Russell and 5 others.
April 12 at 9:45 PM · 🌐

Opening Day Traditions! #BRLOPENINGDAY

Delaware Valley Youth Sports League - Baseball and Softball
April 17 at 6:10 PM · 🌐

We LOVED seeing our teams out on the field today between Opening Ceremonies and opening games! Here's to a great season!
#openingday2021 #dvsyloopeningday2021 #BRLOPENINGDAY

Long Creative posted a video to playlist Sports.
15h · 🌐

We had the opportunity to film Opening Day at Buffalo week. It is great to see the community being able to back together and share the love of baseball and ball! Tracy Dixon has done an amazing job with this gue and we're excited to be a part of this great jition! Stay tuned for more videos to come oughout the 2021 season!

Babe Ruth League
April 20 at 10:16 PM · 🌐

Fielders are ready for the tag play no matter what! 🙌❤️ Great hustle and great energy for these mighty Tee-Balers!

Babe Ruth League
Published by T Shea 🌐

Why We ❤️ Babe Ruth Lea 🌐 43

Joshua Bachler is with Kristine Storey-Bachler
April 23 at 5:01 PM · 🌐

Game Day, Jaydens first T-Ball game is today unless it rains. Love coaching this boy. #berntomlikearansas #brloopeningday

Babe Ruth League
April 7 at 6:47 AM · 🌐

So many great smiles on Opening Day! Thanks to Cherry Hill National Athletic League for sharing their #BRLOpeningDay photos with us!

Bridget Smith Palmer is with Erin O'Dell and 4 others.
April 10 at 8:28 PM · 🌐

Opening night, 10U softball! 🙌❤️ These girls played SO hard, and I'm so excited to see what this season will hold! #BRLOpeningday #softballmom #cherryhillnationalfamily

Delaware Valley Youth Sports League - Baseball and Softball
April 17 at 6:10 PM · 🌐

We LOVED seeing our teams out on the field today between Opening Ceremonies and opening games! Here's to a great season!
#openingday2021 #dvsyloopeningday2021 #BRLOPENINGDAY

Buffalo Youth Sports Cal Ripken League
April 16 at 10:12 PM · 🌐

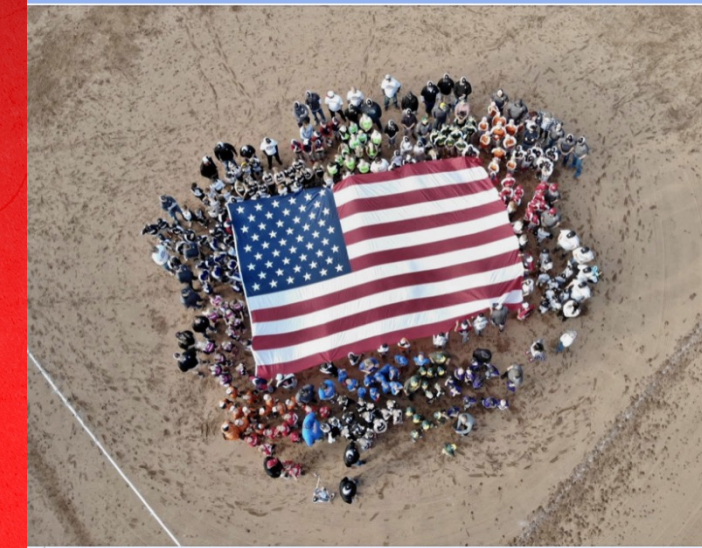
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Sara Marie is with Ryan Edwards and Stephanie Turner Tips
April 15 at 9:44 PM · 🌐

Sissy FINALLY got to have her 1st ever ball practice tonight. To say I'm excited is an understatement. Can't wait to watch both of my babies on the field this year. 🙌❤️ #BRLOpeningday

Sheridan McGuane Baseball
April 17 at 11:56 PM · 🌐

Opening Day was a Big Hit for everyone! #brloopeningday #wilsonballglove #evoshield #wilsonballglove @evoshield #3baseball



Wyomissing Area Softball
23h · 🌐

Wyomissing Area Cal Ripken #BRLOPENINGDAY.

Cherry Hill National Athletic League
April 5 at 8:57 PM · 🌐

You and 25 others

Delaware Valley Youth Sports League - Baseball and Softball
April 17 at 6:10 PM · 🌐

We LOVED seeing our teams out on the field today between Opening Ceremonies and opening games! Here's to a great season!
#openingday2021 #dvsyloopeningday2021 #BRLOPENINGDAY

Michelle O'Malley
April 24 at 1:14 PM · 🌐

Congrats Cherry Hill Notorious on your FIRST WIN! 🙌❤️ #BRLOpeningDay #CHNationalFamily #Notorious #10U #Softball Cherry Hill National Athletic League

Delaware Valley Youth Sports League - Baseball and Softball
April 17 at 6:10 PM · 🌐

We LOVED seeing our teams out on the field today between Opening Ceremonies and opening games! Here's to a great season!
#openingday2021 #dvsyloopeningday2021 #BRLOPENINGDAY

Babe Ruth League
April 13 at 2:20 PM · 🌐

From tee-ball to Majors, it's so amazing to watch the young ballplayers in the Cal Ripken division grow up on the field! #calripkenbaseball #babe Ruth Baseball #brloopeningday Thank you for sharing Cherry Hill National Athletic League!

Buffalo Youth Sports Cal Ripken League
April 16 at 10:12 PM · 🌐

Cherry Hill National Athletic League
April 5 at 8:57 PM · 🌐

You and 25 others

Delaware Valley Youth Sports League - Baseball and Softball
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USER GENERATED CONTENT: SOFTBALL

11:17 LTE

TOP POSTS
#brloopeningday

GIA CUBILETTE
JR GATORS

Like Comment Share

Bridget Smith Palmer is with Erin O'Dell and 4 others.
April 10 at 8:28 PM

Opening night, 10U softball! 🎉 These girls played hard, and I'm so excited to see what this season will hold! #BRLOpeningDay #softballmom #cherryhillnationalfamily

You and 76 others
12 Comments 3 Shares

Vineland Pigtail League
April 18 at 8:55 PM

#VPLSoftball Tradition...12u and 16u were ready to dance!
#brloopeningday #vineland

Michelle O'Malley
April 24 at 1:14 PM

Congrats Cherry Hill Notorious on your FIRST WIN! 🎉
#BRLOpeningDay #CHNationalFamily #Notorious #10U #Softball Cherry Hill National Athletic League

7 Comments 4 Shares

Vineland Pigtail League
April 18 at 8:25 PM

Softball Season has officially begun! It was an amazing Opening Day Ceremony for our Vineland Softball Pigtail League! Thank you to everyone involved for making it one to remember! 🧡❤️
#brloopeningday #vplsoftball #vineland

47
Like

Sara Marie is with Ryan Edwards and Stephanie Turner Tipps.
April 15 at 9:44 PM

Sissy FINALLY got to have her 1st ever ball practice tonight. To say I'm excited is an understatement. Can't wait to watch both of my babies on the field this year.
🧡👉 #BRLOpeningDay

52
Like Comment Share

Stephanie Baker is with Abby Myers and 7 others in Shenandoah, Virginia.
April 9 at 7:25 PM

Shenandoah Rec. League Opening Ceremonies 2021
#PlayBall2021 #brloopeningday

Garrett Shea and 55 others
2 Comments 3 Shares

TOP POSTS
#brloopeningday

sarah_bouvier · Follow

Like Comment Share

Dustin Dobbs is with Fairview Athletic-Association and Samantha Dobbs.
April 13 at 10:54 PM

Opening day for softball today! Charlee team came up a little short but played there little hearts out. 10u won 8-4!! And man I was beyond impressed everyone on 10u had never seen live pitching until today #BRLOpeningDay

Garrett Shea and 38 others
3 Comments 1 Share

Apponaug Babe Ruth Baseball League - ABRBL
April 24 at 10:34 AM

It's Opening Day in Apponaug! 🎉
Our volunteers are working hard this morning in preparation for our Opening Day ceremony and games! We can't wait to see all our families at Noon!
#BRLOPENINGDAY

40
1 Comment 3 Shares



11:16

You Retweeted
Peter S
@Petersinapi

They say "you play like a girl"
We say "yes, we do, try to keep up" #BRLOPENINGDAY #softball #fastpitch #OpeningDay 🧡 #burn

Like Comment Share



x



THANK YOU