



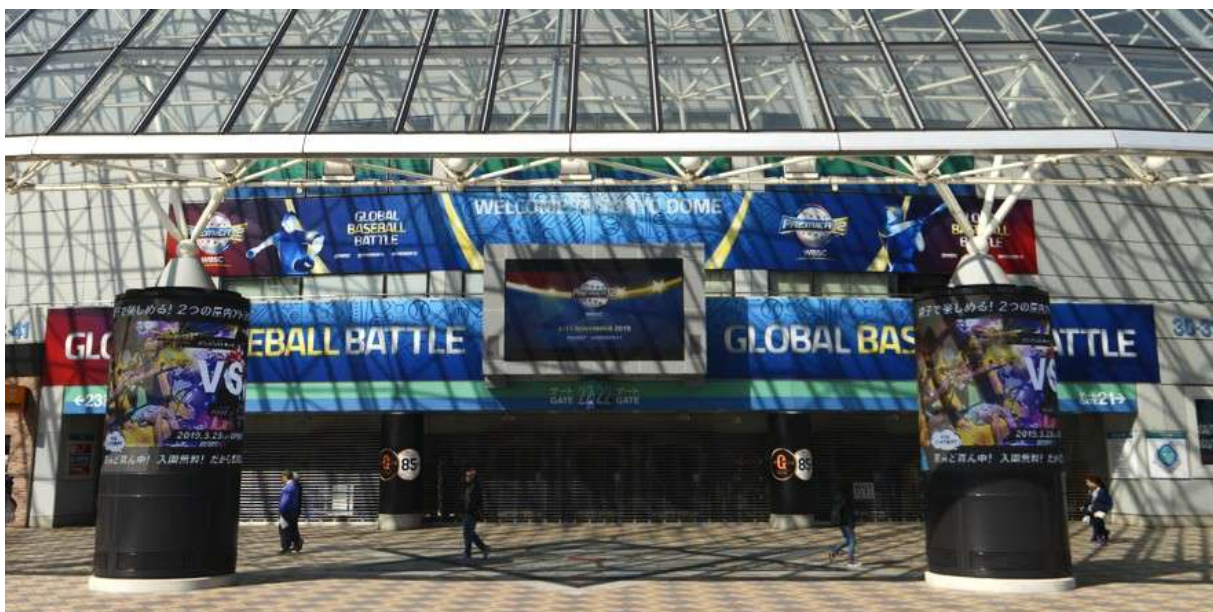
# **WBSC World Cups Branding & Promotion Guidelines**

Revised 14 May, 2022

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# 1. How to use this document



**[Branding]** Tokyo Dome, 2019 WBSC Premier12

The primary function of this document is to provide a clear guide to help each Local Organising Committee (hereby referred to as LOC) to fully understand the branding and promotional requirements related to a WBSC World Cup.

This document highlights all relevant information to assist the LOC in the creation of the branding and promotional plan related to the Event, by providing key information on its content, timing and approval process.

Despite some expected differences in the organisation of a WBSC World Cup depending on the peculiarities of each LOC / Host Country -- such as cultural background, venue availability, fans demography, local media attention and so on -- the WBSC defined minimum standards for any aspect of the Event's organisation. Thus, these guidelines provide a list of all branding and promotional items and activations, that could be fully or partially implemented in the plan.

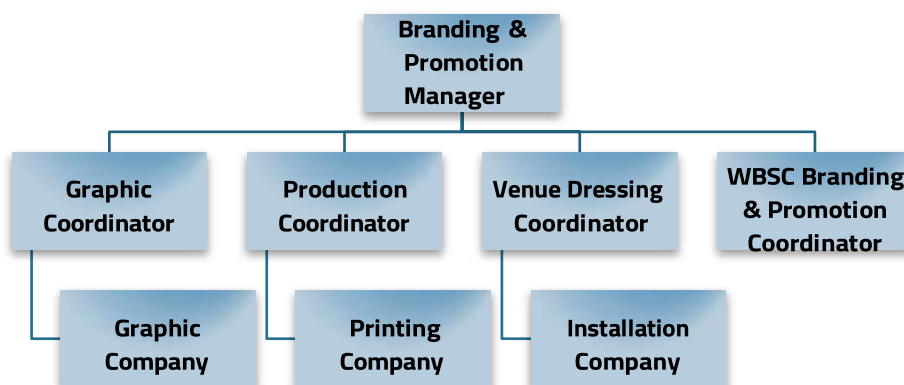
It is understood that an effective communication between each LOC and the WBSC is needed in order to finalize a proper branding and promotional plan and successfully deliver a quality event, also in terms of legacy and fan experience.

## 2. Branding & Promotion Management

The LOC shall designate the key persons involved in all Branding and Promotional activities and shall submit an organisational chart to WBSC. The Managers and Coordinators should be professionals in their field and speak fluent English.

The LOC shall appoint a Branding & Promotion Manager, who will be responsible for any branding and promotional activity related to the Event, such as graphic, printing and installation work.

The following is an example of the organisational structure, which represents a common framework put in place by the majority of LOCs. With this regard, it is a good practice for any LOC to outsource and centralize – through a professional company – all graphic, printing and installation activities, while maintaining the control of the general coordination and monitoring of all branding and promotional activities.



The contact list of the LOC Branding Department shall include the full name, email and mobile number of each person listed in the chart. Should the LOC decide to work together with an external company, it is recommended to include as well the contacts of the referent person(s) of the company.

### 2.1. Official Communications

LOC and WBSC shall jointly ensure the most efficient communication, as this element is essential for the success of the organisation of the Event. Please NOTE that the following channels are the only ones considered as official communications:

- Letters;
- E-mails;



- Conference calls; and
- Individual calls.

**NOTE:** Communication applications such as Skype, WhatsApp, Line, Talk, Viber, Facebook messenger, etc. are not considered official communication channels. Any communication through these tools, although not considered official, may still be helpful in certain situations, especially during the Event operation. It is suggested that any communication carried out through non-traditional channels, considered important, is saved and re-transmitted by e-mail.

## 3. Branding & Promotion Plan

The Branding & Promotional Plan is a key document that each LOC is requested to produce during the planning stage, which shall include all relevant information related to the visual identity and the promotional activities of the Event.



### 3.1. Definition Process

The WBSC will provide the following necessary documents for the LOC to draft the Branding & Promotional Plan:

- Lookbook;
- Core Assets (Logo Rollout, Watermarks, Taglines, Dividers etc...);
- Team Logos; and
- Branding & Promotion Guidelines (present document).

The LOC shall submit a draft of the Branding & Promotional Plan to the WBSC according to the time and conditions agreed upon between the LOC and the WBSC Branding & Promotion Coordinator.

A **Branding & Promotional Plan must receive written approval by the WBSC Office in order to be considered definitive**; furthermore, the LOC shall inform the WBSC of any modifications throughout the planning phase, including any eventual request of changes and/or additions to the original plan, which will also need to be approved in written by the WBSC.

## 3.2. Framework

A good Branding and Promotional Plan makes a big difference in the eyes of the general public with regards to the perception of the overall quality of an event, as the way it is communicated through its visual identity plays a major role on both, fan experience and media attention.

Therefore, in order to support the production of such a sensitive document, here below you will find a list of items/sections that shall be part of the plan with a brief explanation as well as the indication to whether each specific item shall be considered:

- Mandatory; and
- Recommended.

The mandatory ones shall be included in the plan to make sure an appropriate standard is met; while the recommended ones are to be considered as ideas / suggestions to help boosting promotion and global awareness.

In principles, the Branding & Promotional Plan shall include the sections listed below. More information on each one of them is outlined at item 3.3:

- Branding;
- Ceremonies; and
- Promotional Activities.

**NOTE:** Due to the generic purpose of this document, there won't be any reference to institutional, tournament or commercial branding. Any information relating to space allocation of any of the above will be discussed and agreed upon between the WBSC and the LOC in the Hosting Agreement.

LOC acknowledges that WBSC runs its own marketing program across WBSC Baseball and Softball World Cups, and that LOC shall accommodate requirements set by WBSC and its marketing partners in its Branding & Promotional Plan.

### 3.3. Items / Sections

The list below intends to guide the LOC in the creation of an appropriate Branding & Promotional Plan. Nevertheless, the WBSC is fully open to the exploration of new promotional strategies and applications. Therefore, the LOC is free to include in the proposal any element or feature it deems functional to increase the overall awareness around the event.

#### 3.3.1. Field of Play

The term field of play (hereby FOP) is referred to the playing surface and the immediate surroundings, such as the dugouts and the fences. Approved commercial installations and FOP advertising signs by WBSC marketing partners as well as LOC sponsors are allowed in competition venue(s) of a WBSC World Cup which are subject to discussion with the WBSC and will be decided on a case-by-case basis.

The following items in the FOP are considered as **Mandatory Items** to be branded in a WBSC World Cup:

##### [Backstop]

Being an area with major exposure it is necessary to foresee an appropriate branding, while avoiding colours that may create problems to the defenders in the act of tracking the ball:

- White for baseball; and
- Yellow for softball.

**Note:** Any writing and/or signage in which the use of white colour is necessary, it's recommended to use a texture of 80% white and 20% black.



**[Examples]** Backstops

##### [Dugouts]

The dugout areas, such as the fences, walls and immediate surroundings, must be properly branded making sure the FOP visibility from the inside of the dugout is in no way compromised, which could put at risk the safety of the players, coaches and staff.





**[Examples]** Dugouts

### [Outfield Fence]

Branding shall be applied to the entire perimeter limiting the outfield fence between the foul poles, with the exception of the centerfield area (batter's eye), which must remain clear from any signage or advertisement and be painted in a dark colour (black/blue/green). Information on exact measures related to the batter's eye will be found in the Baseball and Softball Venue Guidelines.



**[Examples]** Outfield Fences



**[Not Good Example]** No black out area in CF.

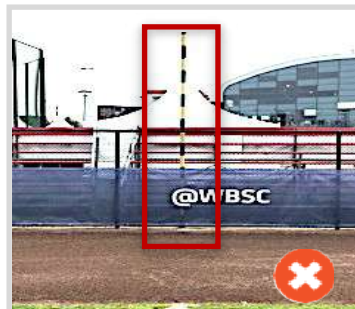


**[Good Example]** Center Field area blacked out.





**[Good Example]** Continuous Foul Line



**[Not Good Example]** Partially missing Foul Line

The following items are considered as **Recommended Items** in a WBSC World Cup, and will be optional for LOC's:



**[Example]** Sideline Fences



**[Example]** Rotational Banners

**NOTE:** For the U-18 Baseball World Cup and Women's Softball World Cup at least one (1) LED/Rotational backstop is mandatory.

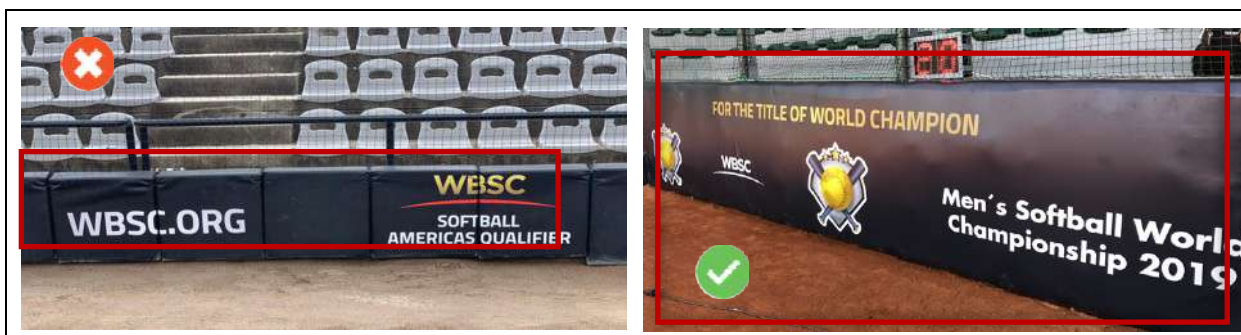


[Example] Scorerboards Outlines



[Example] Grass Painting

**NOTE:** In order to ensure proper brand identity exposure, cut out stickers are not approved by WBSC. All logos shall be displayed and printed within a single item.



[Not Good Example] Cut Out Stickers  
NOT ALLOWED

[Good Example] No Cut Out Stickers

### 3.3.2.Competition Venue

With the term competition venue, we refer to the stadium(s) or sport facility in which the tournament takes place.



The following items in each one of the competition venues and surroundings are considered as **Mandatory Items** to be branded during a WBSC World Cup. Mostly these items are composed with institutional/tournament branding while limited sponsorship recognition may be incorporated (e.g. title sponsorship: presented by company ABC) subject to discussion with the WBSC on a case-by-case basis:

#### [Directional Signage / Restricted areas]

Directional signage shall be in place to mark all different areas around the competition venue in order to direct people's movements (teams, fans, media etc..) and to restrict areas for specific purposes (conference room, anti-doping station, video review room etc..).

Here below an extensive list of areas that shall be visibly marked:

- Playing Field (FOPs and related access ways, indoor practice facilities, locker rooms and access ways);
- Waiting Rooms;
- Stands (public seats);
- Media areas (media tribune, press conference room, mixed zone and working room);
- WBSC Officials area (TCs/Umpires/Scores room);
- TV Commentators Booths;
- Video Review Room;
- Dining Room for WBSC Family;
- VIP area (VIP tribune and lounge);
- Administration area (WBSC /LOC offices);
- Parking lot for players, WBSC Family, VIP's, Media and others;
- Drop-Off and Collection point for players and WBSC Officials;
- Hospitality area;
- Medical and First Aid Room;
- TV Compound Parking;
- Ambulance Parking; and
- Photographers Area.

All signage shall be consistent with the feel and look of the tournament branding and properly installed at latest 3 days before the opening game.



[Example] Directional Signage

### [Press Conference Room]

While a more extensive description of all the items and organisation required for the set-up of a press conference room shall be found in the **WBSC Tournament Meetings Guidelines**, here below you will find a list of requested items to be produced, as well as some visual examples:

- **Media Backdrop:** it shall display institutional and commercial marks and logos. To be discussed based on commercial limitations and space availability. The backdrop should be as wide as possible or additional branded material should be added to the sides for when photographers and TV cameras take images from the side of the podium;
- **Speaker Lectern:** same specifics as the one used for the ceremonies (see below 3.2.3);
- **Flags:** they could be incorporated within a backdrop or hung on flagpoles / roof wires (WBSC flag and table flags produced by WBSC);
- **Microphone flags:** aligned with the tournament banding;
- **Trophy stand:** it could be the one used also during the ceremonies (see 3.2.3);
- **Roll-ups:** a number of stand-alone roll ups are required in key areas, such as the press conference room and the main entrance, in order to display tournament groups, rankings, participating countries, social media tags etc.;
- **Welcome Desk:** A welcome desk shall be put in place at the entrance of the building or adjacent the entrance of the conference room in order to welcome and properly instruct team representatives and media; and
- **Transportation Desk:** for any information about the pick-up location and timing of the transportation vehicles. It should be clearly visible and could be done aside the welcome desk.



**[Good Example]** Backdrop covers the entire stage area.

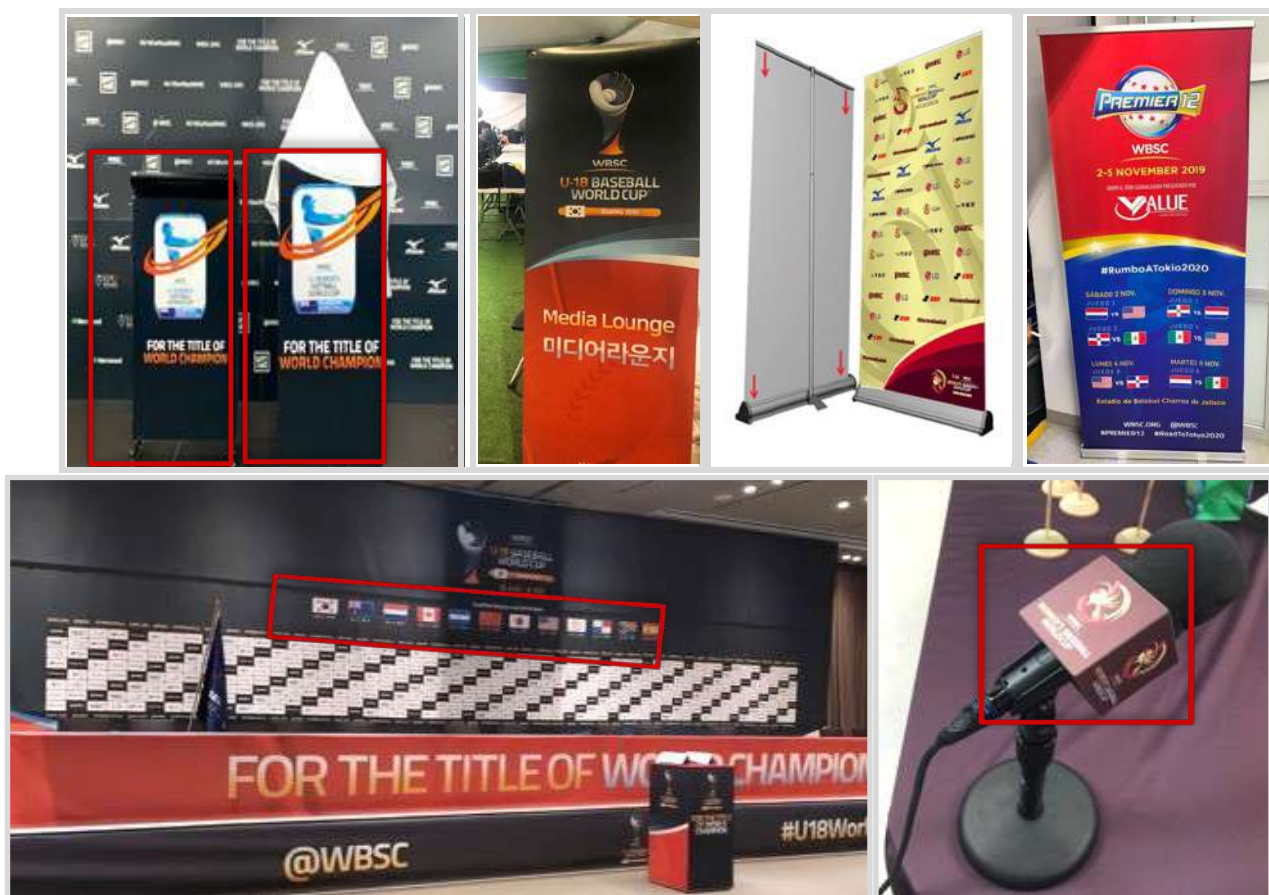


**[Not Good Example]** Backdrop is too small.  
Wall behind team reps is not covered.



**[Good Example]** Backdrop covers the entire stage area.





**[Good Example]** Backdrop covers the entire stage area.

### [Mixed Zone(s)]

A mixed zone shall be put in place in all competition venues and shall be located close to the teams exit way, and shall display a media backdrop as per the examples below:



**[Good Example]** Backdrop covers the entire stage area.

### [Banner with Participating National Team Flags]

A banner, backdrop or any other appropriate element apt to display all the flags of the participating National Team shall be placed in a visible location to all fans and media in attendance.



[Examples] Banners with Participating National Team Flags

The following competition venue items are considered as **Recommended Items** in a WBSC World Cup, and will be optional for LOC's:



[Examples] Billboards



[Example] LED Ribbon Boards





**[Example]** Banners, Feather Flags & Booths

### 3.3.3. Ceremonies

Here below a list of items necessary for all ceremonies and protocol activities as per the Ceremonies Guidelines.

The following items regarding ceremonies and protocol activities are considered as Mandatory Items to be branded during a WBSC World Cup:



### [Speaker lectern]

Depending on the design, the lectern should ideally be branded in the three sides facing the audience.



**[Example]** Banners, Feather Flags & Booths

### [Team Signage]

Team signage is needed for the Opening Ceremony. Shapes and dimensions can vary while branding shall be aligned with the look and feel of the tournament branding.



**[Examples]** Team Signage

### [Winners Board]

World Champions Board should be self-standing, and these are the dimensions: Dimension: 315 x 27.5 inch (W x H) or 800 x 70 cm. Graphic to be discussed and finally approved by WBSC.



**[Examples]** Winners Board



### [Award podium]

An Award Podium must be produced for the Closing Ceremony and its design (as all other branding items) needs written approval by WBSC. The size of the podium shall not be less than 480 x 36 x 11.5 inches or 1200 x 90 x 40 cm (W x D x H) to fit all players and coaching staff (considering approximately 16.5 inch or 42cm per person). All 4 sides must be branded.



**[Examples]** Award Podiums



**[Not Good Example]** One side (back side) of the stage is not branded.



**[Good Example]** All sides of the stage are well branded.

### [Trophy Stand]

The size of the Trophy Stand shall not be less than 19.5 x 19.5 x 37 inches or 50 x 50 x 110 cm (W x D x H). The design/branding of the stand shall be continuous, applying the tournament logo in portrait (not landscape) form. The design must be approved by WBSC prior to its production.



**[Examples]** Trophy Stands



**[Good Example]** The design/branding is continuous on all sides



**[Not Good Example]** The design/branding is not properly aligned.



## [Flags]

All information, including type, amount, and positioning, can be found in the Ceremonies Guidelines.



**[Example]** National Team Flags

The following items regarding ceremonies and protocol activities are considered as **Recommended Items** in a WBSC World Cup, and will be optional for LOC's:

## [Sponsors Activations, Uniformed Personnel and Tablecloths]

Should the LOC wish to promote activities in cooperation with local sponsors or partners, such activities need to be discussed and agreed upon with the WBSC in order to receive final approval.

**NOTE:** In order to prevent any potential conflict with WBSC sponsors, LOC must ensure that no activity involving other commercial partners or sponsors will be allowed to take place without prior WBSC approval.



**[Examples]** Sponsor activations related items, Uniform Personnel and Tablecloth

### 3.3.4. Local Promotion

In order to promote and gain awareness for the Event, LOC shall develop and implement a national Media and promotional plan that shall be presented to WBSC at the time agreed between the LOC and the WBSC.

This national Media and promotional plan shall include, but not be limited to:

- Radio/newspaper/magazine promotions;
- Television promotion/advertising;
- Online advertising/Social Media promotion;
- Availability of national team players and city/region's authorities for Media interviews in the building-up of the Event;
- Promotions through the national baseball Leagues;
- Community and school promotional programs;
- Ticket promotion;
- City dressing (poster campaign with timing and locations, promotion booths);
- Vehicles and Cars dressing;
- Fan activation campaigns;
- Event's program / pamphlets;
- Trophy tour (subject to WBSC's prior approval);
- Merchandising;
- Mascots and cheerleaders;
- Theme song; and
- Miscellaneous.

Below a few examples of promotional activities LOCs have included in their plans to boost local promotion and ticket sales.

**Note:** The final layout for all pages in the Event official programme, ticket front and back, posters and other official print material, as well as the merchandising relating to the Event shall be submitted to WBSC for approval before printing. Failure to gain approval before printing the various materials may result in the need to reprint at LOC cost.

#### **[TV Promotion]**

Any LOC should be working in partnership with a Local / National TV Station to boost the promotion and the attendance at the stadium.

The WBSC and LOC must coordinate any activity involving video footage in order to avoid any potential conflict with the Event's rightsholders.



### [City dressing]

Targeting public areas within the city or region with max visibility, such as city centers, airports, team and WBSC Family hotels, train/bus stations, high trafficked roads etc.



**[Examples]** Billboards, Banners, Check Points...

### [Vehicles and Cars]

Subject to WBSC's prior approval, LOC may procure transportation vehicles for the tournament which can be used as the promotion of the tournament through specific branding on vehicles. In the event where WBSC has its global sponsor/marketing partner in automobile category, LOC shall consult with WBSC in the first place to explore collaboration with such automobile sponsor.



**[Examples]** Cars and buses

### [Event's Programme / Pamphlets]

It is recommended for the LOC to produce Event's programs, pamphlets or magazines with useful information about the Event, such as Official Tournament Dates, Team Rosters, WBSC Officials, Official Game Schedule, etc.....The Event's Programme shall be used also to provide extended visibility to marketing partners including WBSC and LOC sponsors.



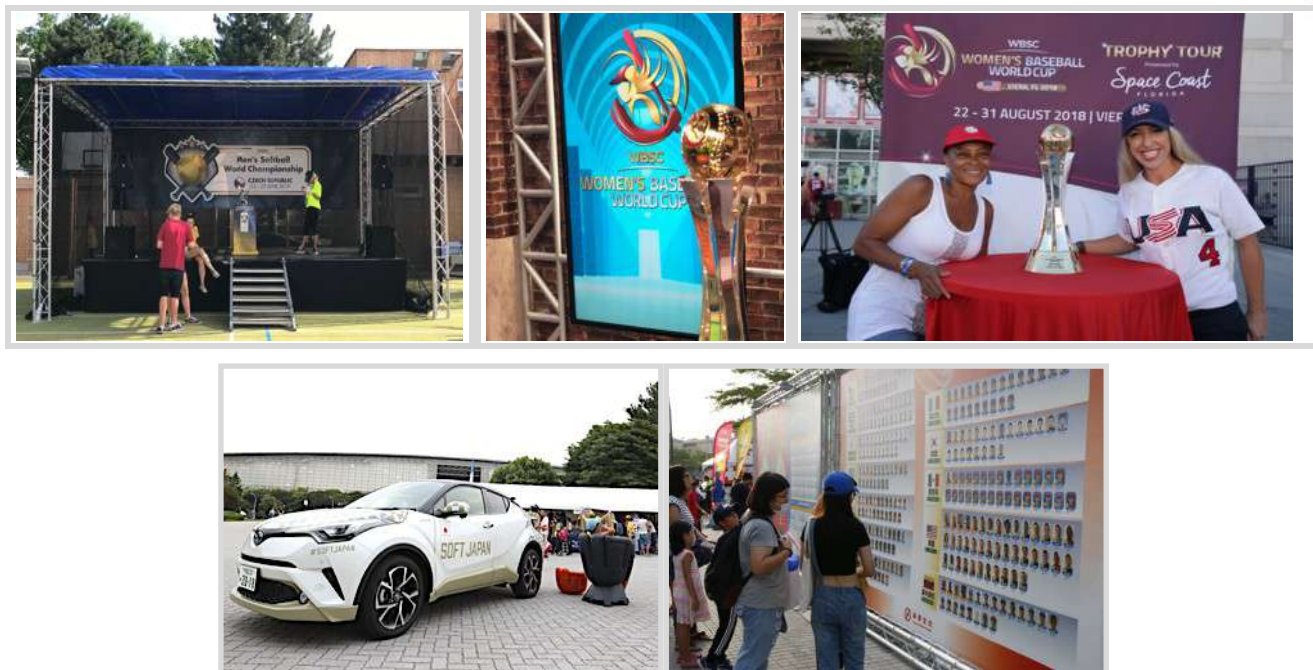
**[Examples]** Pamphlets and Event programs

### [Promotion Booths and Fan Activation Campaigns]

Any fan activation campaigns involving sponsor partnerships, charity organizations, local authorities etc., are welcome and ancillary to the promotion of the Event. As per all other items and activities, these activations shall be properly outlined in the Branding and Promotional Plan in order to be approved by WBSC.







**[Examples]** Commercial partnerships, information booths and fan activation campaigns & trophy display areas.

### [Trophy Tour]

The trophy is a precious object for fans and athletes. It symbolizes the final prize for an exclusive few, the World Champions. For such reason any fan activations involving the trophy shall be organised to maximize the two concepts, preciousness and limited accessibility. It shall be handled at all times with white gloves and displayed in an appropriate and guarded location. LOC must receive from WBSC's prior approval of exercising a trophy tour and ensure to incorporate WBSC sponsors' branding and recognition.

### [Merchandising]

Should the LOC be interested in producing and selling apparel, gadgets and/or any other item using the visual identity of the Event (marks, logos, hashtags etc..), the LOC must communicate its intention to the WBSC in order to receive written approval and to necessarily select royalty free categories of products.





**[Examples]** Merchandising items from Men's Softball WC and Premier12

### **[Mascots and Cheerleaders]**

Should the LOC decide to use a mascot and/or cheerleading during the Event, this intention must be communicated to the WBSC for final approval (as the rights belong to the WBSC itself), together with the list and description of the activities in place.

Should the LOC wish to partner with a local sponsor for such activities, the LOC shall provide general information on the sponsor itself, particularly its category.



**[Examples]** Mascots and Cheerleaders

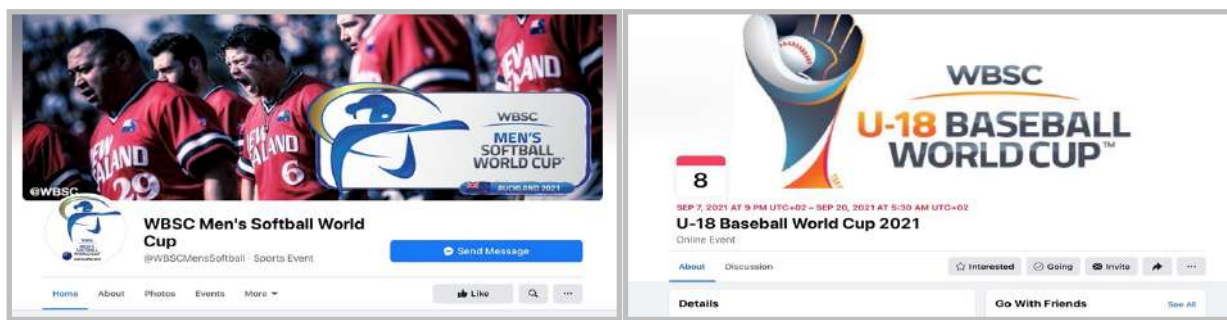
### **[Ticket Launch and Promotion Campaign]**

The ticket launch and pre-sale strategy should be planned properly. Most LOCs have wisely put in place both, digital and local campaigns, in which – from one side -- the users are re-directed to dedicated landing pages through the social media, and – from the other -- local fans are incentivized to purchase tickets on pre-sale at the stadium's box office or at specific booths located around the city.

### **[Social Media campaign]**

LOC should cooperate with the WBSC in order to put in place a social media campaign to promote fan engagement and participation through various activities, such as ticket launch and pre-sales, game schedule information, weather forecast, sports stories and more.





### [Website]

While the Event's micro-website is built under the WBSC website, [www.wbsc.org](http://www.wbsc.org), the LOC could put in place a dedicated website in order to provide logistic information to fans and media and to potentially launch and manage:

- Ticket campaign;
- Volunteer's campaign;
- Sponsor and Partners campaign.

**Note:** Should the LOC decide to implement such website, the LOC shall ensure that the WBSC global and/or tournament sponsors are incorporated along with the local ones.



### [Theme Song]

Another engaging activity is the creation of a dedicated theme song, particularly if developed in cooperation with local celebrities / brands / animated cartoon stars, etc.

A written approval by the WBSC is needed in order to include this activity in the Branding and Promotional Plan.

### [Miscellaneous]

All other items useful to the operations of the Event, such as:

## Branding & Promotion Guidelines

- Meal vouchers;
- Phone labels;
- Airport signage;
- Transportation signage;
- Volunteer Uniforms;
- Tarps; and
- Others.



**[Examples]** Volunteers uniforms, Meal vouchers, phone labels and signage

## Appendix 1 – Printed Items

TYPE	ITEMS	INDEX	CATEGORY	APPROVED MATERIAL:	NOTES:
Mandatory	<a href="#">Fix Backstop</a>	3.3.1	Field of Play	Vinyl, Mesh Vinyl, Canvas	No cut outs
Mandatory	<a href="#">Dugout Dressing</a>	3.3.1	Field of Play	Vinyl, Mesh Vinyl, Canvas	No cut outs
Mandatory	<a href="#">Outfield Fence</a>	3.3.1	Field of Play	Vinyl, Mesh Vinyl, Canvas	No cut outs
Mandatory	<a href="#">Directional Signage</a>	3.3.2	Venue Dressing City Dressing Hotel Branding	Vinyl, Mesh Vinyl, Canvas, Dibond, Dura Wood, Acrylic, Polypropylene Board, Plexiglass	No cut outs
Mandatory	<a href="#">Backdrops</a>	3.3.2	Venue Dressing Hotel Branding	Vinyl, Mesh Vinyl, Canvas, Polyester Fabric, Non-woven fabric	No cut outs
Mandatory	<a href="#">Speaker Lectern</a>	3.3.3	Ceremonies Press Conference	Aluminum, Dibond, Acrylic, Dura Wood, Plexiglass	
Mandatory	<a href="#">Award Podium</a>	3.3.3	Ceremonies	Wooden or metal frame; Vinyl, Mesh Vinyl, Canvas, Dibond, Dura Wood, Acrylic, Polypropylene Board	Dimensions: 1200 x 90 x 40 cm
Mandatory	<a href="#">Trophy Stand</a>	3.3.3	Ceremonies Press Conference	Aluminum, Dibond, Acrylic, Dura Wood, Plexiglass	Dimensions: 50 x 50 x 110 cm
Mandatory	<a href="#">Winners Board</a>	3.3.3	Ceremonies	Dibond, Dura Wood, Acrylic, Polypropylene Board	Dimensions: 800 x 70 cm
Mandatory	<a href="#">Team Signs</a>	3.3.3	Ceremonies	Dibond, Dura Wood, Acrylic, Polypropylene Board	
Mandatory	<a href="#">Flags</a>	3.3.3	Ceremonies Press Conference	Polyester Fabric	Link
Recommended	<a href="#">Sideline Fences</a>	3.3.1	Field of Play	Vinyl, Mesh Vinyl, Canvas, Polyester Fabric, Non-woven fabric	No cut outs
Recommended	<a href="#">Rotational Banners</a>	3.3.1	Field of Play	LED, Vinyl, Mesh Vinyl, Canvas	Electronic or Mechanic
Recommended	<a href="#">Scoreboard Outlines</a>	3.3.1	Field of Play	Vinyl, Mesh Vinyl, Canvas, Adhesive Vinyl, Polyester Fabric, Dibond	
Recommended	<a href="#">Grass Printing</a>	3.3.1	Field of Play	Air printing, Powders, Special Dry Compounds, Water Based Paints	Outside the foul lines only
Recommended	<a href="#">Billboards</a>	3.3.2	Venue Dressing City Dressing	LED, Vinyl, Mesh Vinyl, Canvas	Outside the Batter's eye area
Recommended	<a href="#">Ribbon Boards</a>	3.3.2	Venue Dressing City Dressing	LED, Vinyl, Mesh Vinyl, Canvas	Outside the Batter's eye area
Recommended	<a href="#">Feather Flags</a>	3.3.2	Venue Dressing City Dressing Hotel Branding	Vinyl, Mesh Vinyl, Canvas, Polyester Fabric, Non-woven fabric	
Recommended	<a href="#">Vehicles &amp; Cars</a>	3.3.4	Window Stickers	Adhesive Vinyl	
Recommended	<a href="#">Event's Programme</a>	3.3.4	Booklets and Pamphlets	Coated Paper	Formats: A4, A5, A6



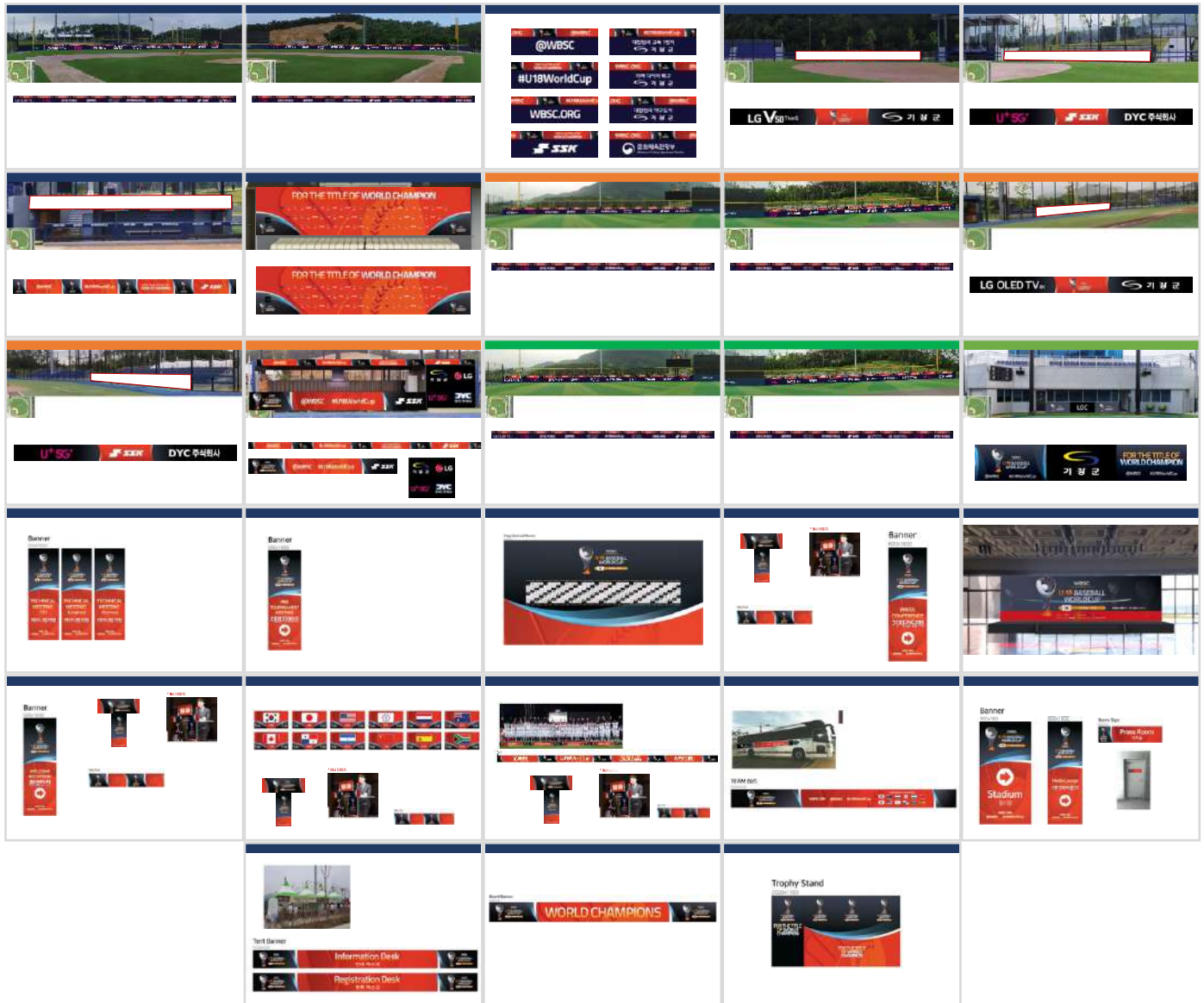
# Appendix 2 – Branding Plan

EXAMPLE 1 – Women's Softball World Cup, 2018, Chiba, Japan.



## Appendix 3 – Branding Plan

EXAMPLE 2 – U-18 Baseball World Cup, 2018, Gijang, South Korea.



## Appendix 4 – Timeline

TIMELINE	ACTIONS
<b>18 to 12 months prior</b> (After the tournament has been awarded to the LOC)	WBSC to share: <ul style="list-style-type: none"> <li>○ Lookbook</li> <li>○ Core Assets (Logo Rollout, Watermarks, Taglines, Dividers etc...)</li> <li>○ Team Logos</li> <li>○ Branding &amp; Promotion Guidelines (present document)</li> <li>○ Merchandising Guidelines</li> </ul>
<b>6 to 4.5 months prior</b>	LOC to provide a proposal of the Branding and Promotional Plan
<b>4 months prior</b>	Deadline to finalize the Branding and Promotional Plan
<b>1 month prior</b>	Quality control on produced items and merchandising
<b>1 week prior</b>	Quality control on branding installation