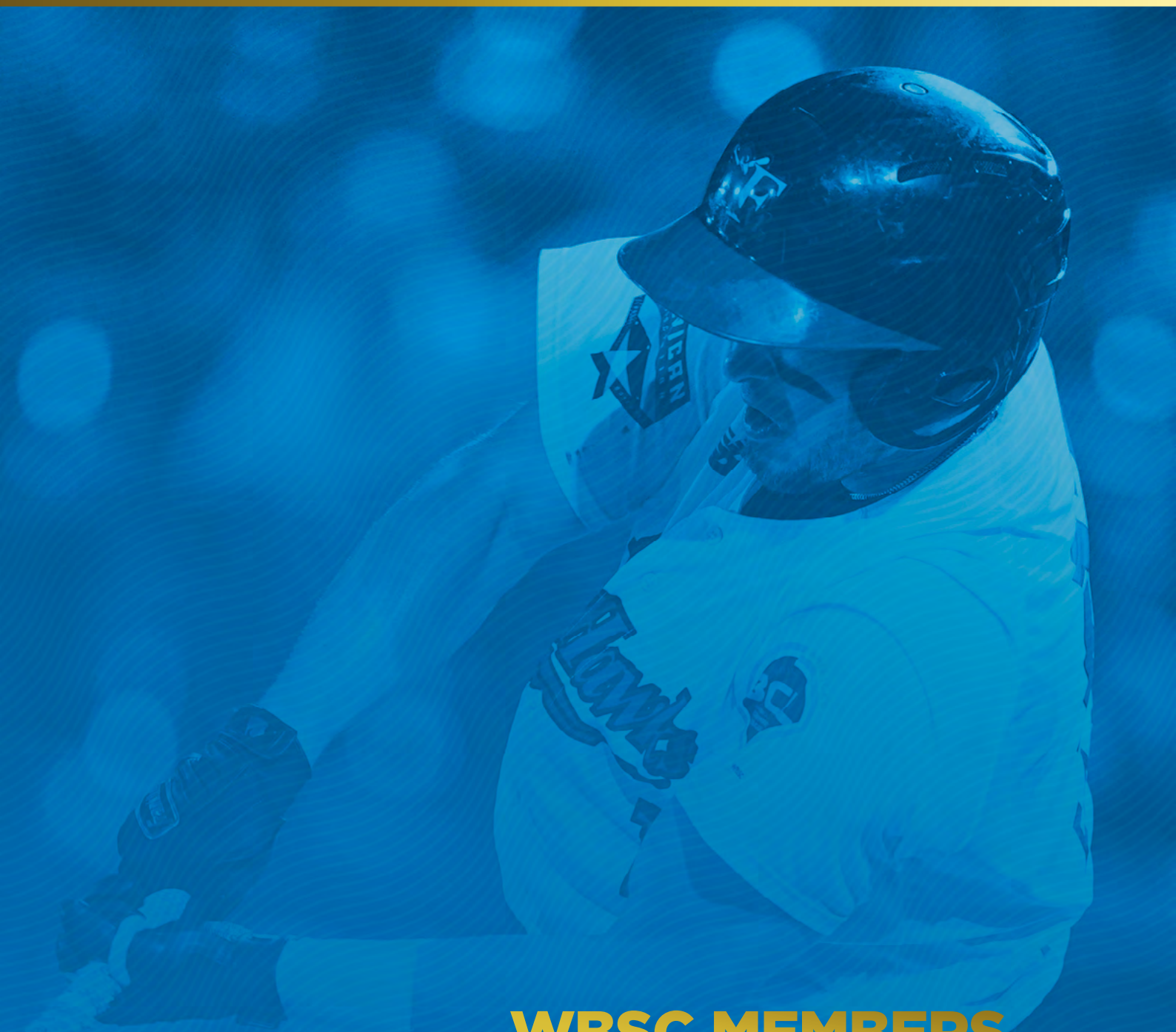

WBSC MEMBERS HANDBOOK

Ver.2 (2026)

BE A PART OF THE CHANGE

WBSC
WORLD
BASEBALL SOFTBALL
CONFEDERATION
Game Time!

Version History

Version	Year
Ver. 1	2024
Ver. 2	2026

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List of acronyms and abbreviations

AIBxC	Italian Association Baseball for the Blind
AIMS	Alliance of Independent Recognised Members of Sport
ANOC	Association of National Olympic Committees
ANOCA	Association of National Olympic Committees of Africa
ARISF	Association of (IOC) Recognised International Sport Federations
ASOIF	Association of Summer Olympic International Federations
ASTM	American Society for Testing Materials
AIOWF	Association of Winter Olympic International Federations
BBF	British Baseball Federation
BFA	Baseball Federation of Asia
BWC	Baseball World Cup
CA / CAs	Continental Associations
CAS	Court of Arbitration of Sport
CONPASA	Pan American Softball Confederation
COPABE	Pan American Baseball Confederation
EOC	European Olympic Committees
FIBS	Italian Baseball Softball Federation
FVB	Venezuelan Baseball Federation
GFP	Green Future Project
GTF	Governance Task Force
IBF / IBAF	International Baseball Federation
IF / IFs	International Federations
IOC	International Olympic Committee
IP	Intellectual Property
IPACS	International Partnership Against Corruption in Sport
ISF	International Softball Federation
IT	Information Technology
ITA	International Testing Agency
KBBSF-FRBBS	Belgium Baseball Softball Federation
KNBSB	Netherlands Baseball Softball Federation
KPIs	Key Performance Indicators
LBPN	Nicaraguan Professional Baseball League
LOC	Local Organising Committee

MLB	Major League Baseball
MoU	Memorandum of Understanding
NF / NFs	National Federations
NOC /NOCs	National Olympic Committees
OCA	Olympic Council of Asia
OG / OGs	Olympic Games
ONOC	Oceania National Olympic Committees
OS	Olympic Solidarity
OTT	Over-the-top (platform)
OVS	Olympic Virtual Series
PASO	Pan American Sports Organisation
PMC	Prevention of Manipulation of Competition
ROI	Return On Investment
SA	Softball Asia
SBSF	Swedish Baseball and Softball Federation
SDGs UN	UN Sustainable Development Goals
SWC	Softball World Cup
TC / TCs	Technical Commissioners
THF	Taekwondo Humanitarian Foundation
UN	United Nations
VIK	Value-in-Kind
WADA	World Anti-Doping Agency
WBC	World Baseball Classic
WBSC	World Baseball Softball Confederation
WIPO	World Intellectual Property Organisation

CHAPTER 1

INTRODUCTION

President's Message and Career

President's Message

The WBSC carries the legacy of two great international federations - the IBAF and the ISF - with rich Olympic and global histories. Since the unification of our movement in 2014, we have experienced an intense and dynamic period marked by a growing number of events and initiatives. At the same time, we have remained firmly committed to embracing change, continuously updating and improving all our activities to meet the evolving demands of the international sporting landscape.

This handbook, now in its second edition, is a tool that the WBSC has developed for its members to clearly explain what we do, how we do it, and what is essential to understand about the international world of Baseball/Softball. It is designed to reflect the full scope of the WBSC's work and the services we provide, helping every member to maximise their capabilities and play an important part in the growth of Baseball/Softball around the world.

Each member plays a vital role at national level, while the WBSC offers an international perspective that encourages collaboration and exchange across continents and on a global scale. Our sport exists at many levels and is practised in a wide range of countries, each with its own needs, structures, and approaches. The WBSC strives to support development in all areas and to provide clarity on the evolution of our sport worldwide, ensuring that relevant information reaches every corner of our global community.

In today's environment, where younger generations are constantly exposed to new forms of entertainment and expectations, it is essential that we preserve our core values while adapting them to this new reality. We must remain sustainable for event organisers and increasingly attractive to new audiences, particularly the youth who represent the future of our sport.

At the same time, we find the international movement of Baseball/Softball at a decisive stage. We are united under common objectives and a shared vision for growth, yet we must continue to strengthen our sense of community and work together as one team. This includes reinforcing our relationships with professional organisations, whose greater involvement can significantly elevate the visibility, competitiveness and global impact of our sport.

We must continue to enhance the value of our competitions and ensure they remain relevant, accessible and meaningful worldwide. We must further expand participation, for both men and women, particularly in regions where our presence can still grow. We must also continue to develop all our disciplines, which are engaging an increasing number of athletes every day, and ensure that our organisational structure remains efficient, responsive and aligned with the needs of our members.

Baseball/Softball is a truly global sport, practised across all continents and capable of engaging millions of athletes, coaches, officials, fans and families as well as future generations. The universality of Baseball/Softball is one of our greatest strengths, allowing us to attract the attention of media, partners and sponsors. We must continue to build on this foundation, always in harmony with the values of the Olympic Movement, and remain fully committed to strengthening our position within the Olympic programme.

Together, we can ensure that the WBSC continues to grow, modernise and flourish, building a stronger and more inclusive global Baseball/Softball community in which each of you plays an integral role.

I hope that this handbook will serve as a valuable resource for all of you. The WBSC office remains at your full disposal for any questions or support you may require. I also encourage you to remain actively engaged and to share your views on our future. The thoughts, comments and suggestions of our international community are always welcomed and highly valued.

WBSC President
Riccardo Fraccari

Career

Riccardo Fraccari
Born May 30, 1949 in Pisa, ITA

Riccardo Fraccari was elected as the first-ever president of the World Baseball Softball Confederation (WBSC) – the world governing body for baseball and softball - in 2014.

He has gone on to take international Baseball/Softball and the WBSC into an exciting era featuring new disciplines and tournaments such as Baseball5, eBaseball and the Baseball Champions League as well as increasing the WBSC event portfolio to more than 10 World Cups for men's and women's Baseball and Softball.

He led WBSC's successful bid for baseball and softball's inclusion at the Olympic Games Tokyo 2020 and Los Angeles 2028, fulfuilling one of the major components in his election manifesto. He had previously served in seven Olympic Games as a baseball official.

In 2015, under Fraccari's leadership, the WBSC launched a new top-tier Baseball World Cup property PREMIER12®, which generated $131 million in brand exposure, No. 1 TV ratings in the host countries (Japan and Taiwan) and broke social media records for an international baseball tournament.

Another important milestone of his leadership in the WBSC is the development of Baseball5, a 5-on-5 street/urban baseball discipline that only requires a ball and a flat surface to play. This new discipline has spread quickly in every continent and became officially a WBSC recognised discipline in 2018 before being added to the Sport Programme of the Youth Olympic Games Dakar 2026.

Fraccari led WBSC negotiations for a multi-year, multi-million-dollar agreement with USA's Major League Baseball (MLB) for the ongoing operation and sanctioning of the World Baseball Classic (WBC) and the inclusion of a qualification system that incorporates 12 additional National Teams, extending the WBC platform to 28 of WBSC's Member Federations.

Fraccari, who was president of the International Baseball Federation (IBAF) from 2009 to 2014 before the IBAF merger with the International Softball Federation (ISF) in 2014 to create the WBSC, began his career in sports leadership with the Italian Baseball Softball Federation in 1985 and served as the national federation's president from 2001-2016.

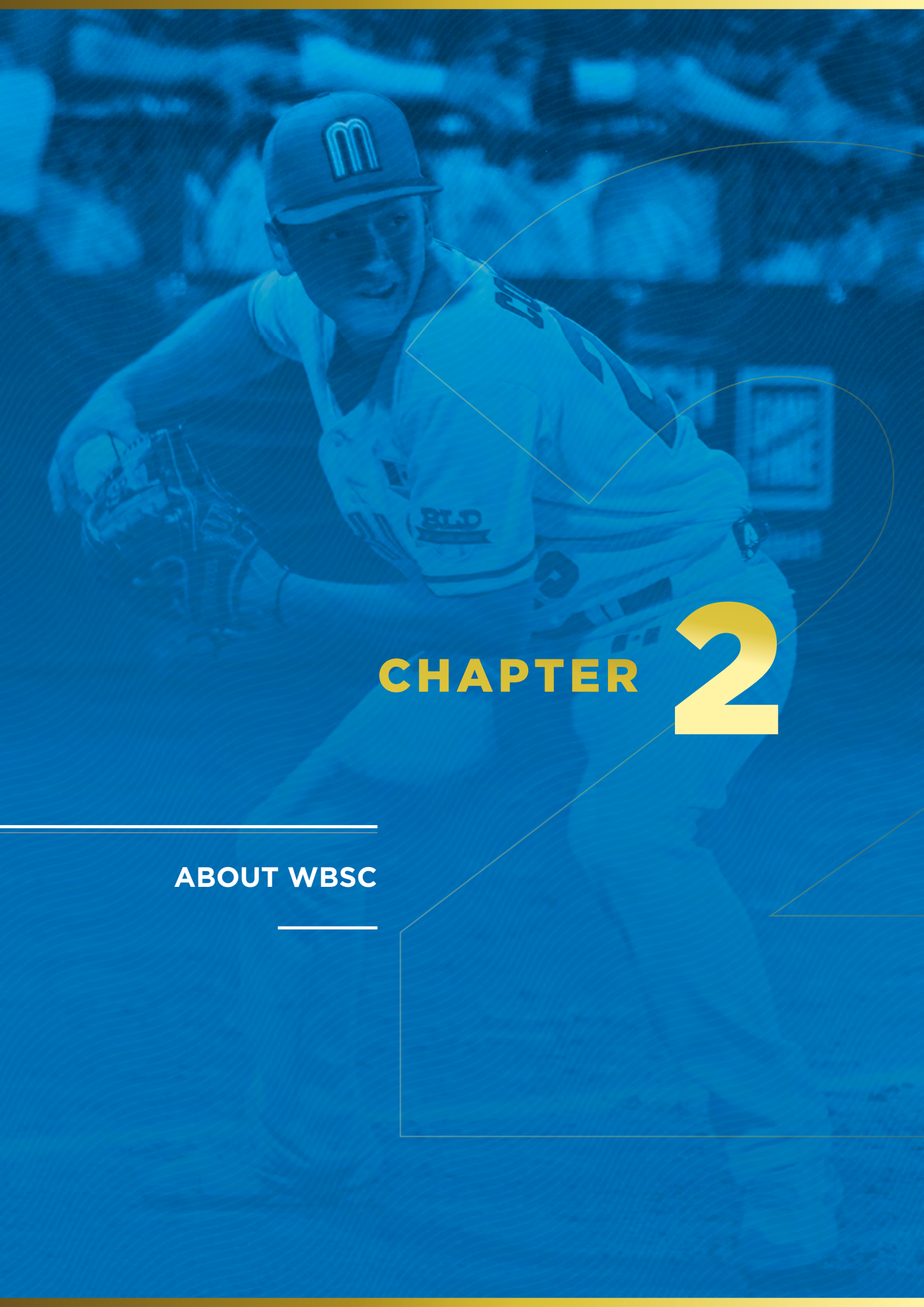
Under Fraccari, the WBSC established the first-ever "Europe" branded baseball team to compete in officially recognised international competitions, which set a historical precedent.

Fraccari also dedicates his time to serve on or chair other executive boards in world sport, including such roles as Secretary General of the Association of IOC Recognised International Sports Federations (ARISF), Executive Council Member and Treasurer of SportAccord and Member of the International Olympic Committee (IOC) Esports Commission. He received the United States Sports Academy's 2019 Eagle Award; and he is Honorary Teacher of the National Sports Academy "Vassil Levski" in Sofia, Bulgaria.

Honours

- Gold Star of Sport Merit granted by the President of the Italian Olympic Committee
- Knight of Merit of the Italian Republic
- Inducted into the Hall of Fame of the Italian Baseball Softball Federation

Fraccari was previously Professor of Organic Chemistry, Technical Industrial Institute.



CHAPTER 2

ABOUT WBSC

WBSC Statutes

WBSC Statutes are the formal written rules that govern the organisation. The latest version of the Statutes contains all the modifications and amendments approved as follows:

- First approved and ratified by the first WBSC Congress held in Hammamet, Tunisia, on 10th May 2014.
- Further amendments approved by the WBSC Extraordinary Congress held in Gaborone, Botswana on 13th October 2017.
- Further amendments approved by the WBSC Extraordinary Congress held on 18th December 2021.
- Further amendments approved by the WBSC Congress held in Taipei City, Chinese Taipei on 4th July 2022.
- Further amendments approved by the WBSC Congress held electronically on 6th December 2023 and to enter into force by the 2025 WBSC Congress.
- Further amendments approved by the WBSC Congress held in Bangkok, Thailand, on 18th October 2025.

As per Art. 6.2 of the WBSC Statutes, the Statutes, By-Laws, Rules and Regulations of a Member must not conflict with those of WBSC. In the event of a conflict, the WBSC Statutes, By-Laws, Rules and Regulations shall prevail.

Link to the WBSC website – Statutes

WBSC Organisational Profile

Headquartered in Pully, Switzerland – adjacent to Lausanne, the Olympic Capital – the WBSC is the international governing body for baseball and softball. The WBSC has 192 National Federations and 15 Associate Members in 142 countries and territories across Asia, Africa, Americas, Europe and Oceania, which represent a united baseball/softball sports movement that encompasses over 65 million athletes and attracts approximately 150 million fans to stadiums worldwide annually (as of December 2023).

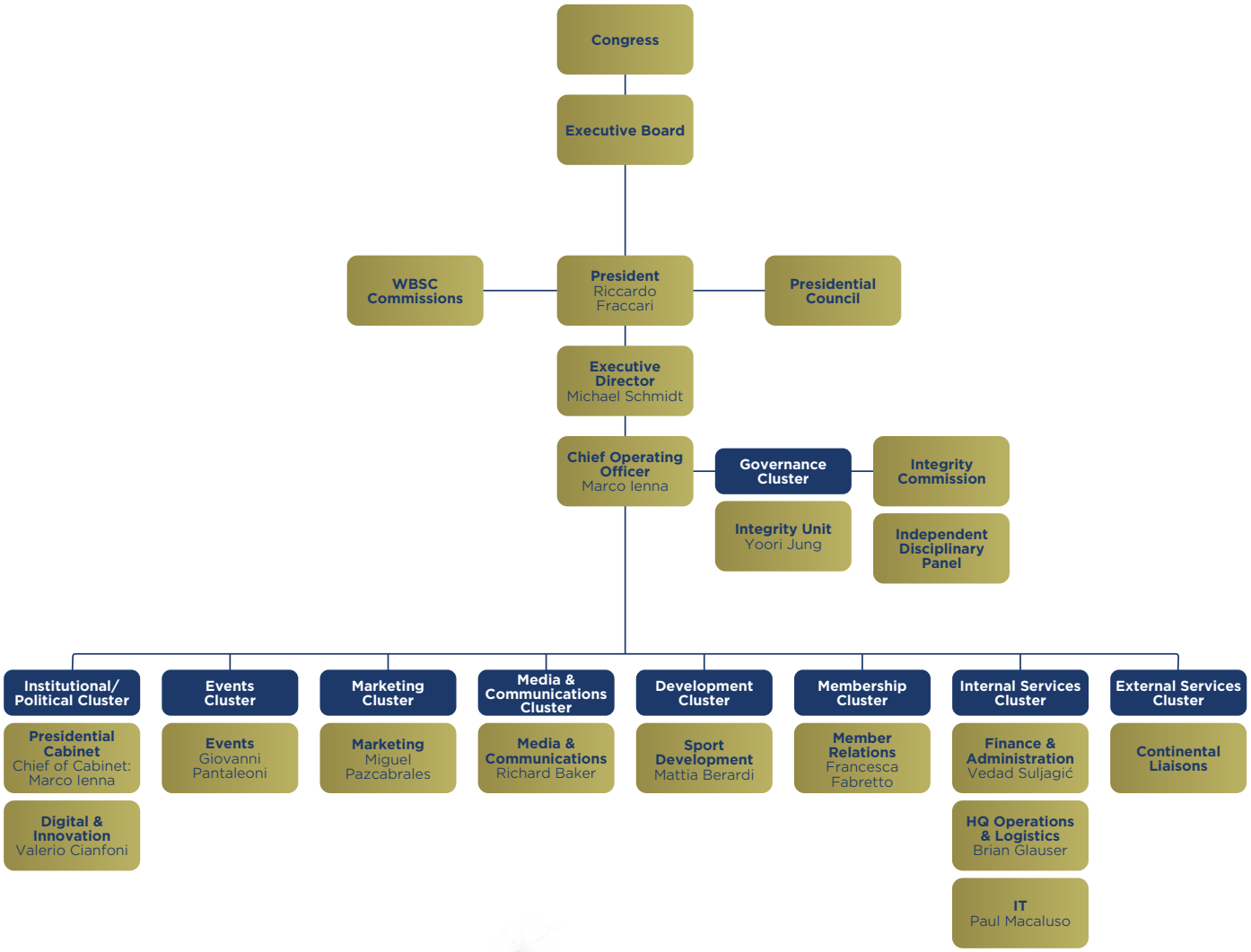
Amongst its responsibilities, the WBSC governs all international competitions involving official National Teams. The WBSC oversees the Premier12, the WBC, the Baseball World Cups (U-12, U-15, U-18, U-23 and Women's), the Softball World Cups (U-12 Mixed, U-15 Women's, U-18 Women's, U-18 Men's, U-23 Men's, Women's and Men's) and the official disciplines Baseball5 (Senior and Youth World Cups) and eSports (Virtual Cup, ePremier12, and Olympic eSports Series) and Parasports as well as Baseball, Softball and Baseball5 events at the Olympic Games and Youth Olympic Games.

To guarantee the WBSC interacts with its Members and stakeholders effectively, the WBSC has developed a new organisational profile with the aim of setting a variety of universal attributes to ensure the WBSC's strategy and actions are of value to every single member of our audience.

Link to the WBSC Organisational Profile

WBSC Structure

Link to the WBSC Structure



9 Clusters

10 Departments

1 Unit

Departments Job Description & Secretariat Contact Details

In order to understand each department and staff job description and how the workflow is distributed and carried out, we invite our Members to navigate in the "Department & Staff Job Description" document. Inside you can also find all departments' email addresses.

Link to the Department & Staff Job Description

WBSC Executive Board

The WBSC Executive Board shall be composed of the officers elected or appointed in accordance with the Election By-Laws. You can find the current Executive Board Members on the WBSC Website.

WBSC Commissions

As per WBSC Statutes, WBSC Commissions serve under specific purposes.

ARTICLE 18. THE COMMISSIONS

18.1 - The Executive Board has the power to create any Commission that it deems necessary for the good administration of WBSC and, as applicable, the Objectives or the business of WBSC. The composition and the functions of all Commissions are set out in the Commissions By-Laws.

18.2 - The President shall appoint and dismiss Chairpersons and members of Commissions with the approval of the Executive Board.

18.3 - Commissions act on the authority and under the supervision of the Executive Board and report to the Executive Board and the Congress, if required. Every Commission shall have terms of reference and operating procedures, which shall be approved by the Executive Board.

The WBSC has 8 mandatory commissions:

- The Athletes' Commission
- The Medical Commission
- The Integrity Commission
- The Legal Commission
- The Paralympic Commission
- The Baseball Commission
- The Softball Commission
- The Baseball Pro Leagues Commission

And has established other technical commissions to advise the WBSC EB and the Congress on specific matters. The WBSC might also create Working groups assigning projects and specific goals.

Link to the Commissions

WBSC Strategic Goals

The WBSC is responsible for the administration, promotion and growth of Baseball and Softball around the world and has identified nine goals as top strategic priorities for the 2024-2028 cycle, to help our sport reach the highest standards of excellence. The WBSC has created a comprehensive roadmap for each goal, forming its strategic plan to guide the future of our sport.

Link to the WBSC Strategic Goals

WBSC Strategic Plan

Dear WBSC National Federations, Associate Members and the global baseball and softball community,

After a careful study made by the WBSC leadership and its Departments, and consultation with key stakeholders - including the WBSC Athletes' and other key Commissions, the IOC and a range of leaders within the Olympic Movement - we have crafted the WBSC 2022-28 Strategic Plan.

The aim of this important strategic plan is to guide the WBSC community with a measurable long-term strategy and objectives.

It includes the WBSC Organisational Profile and WBSC Structure as well as our growth objectives for 2028 including nine Strategic Goals, 71 Sub-Goals, 244 Roadmaps and 436 KPIs with targeted outcomes created to achieve our goal to grow our global sport by expanding within existing member regions and taking root in new territories.

The monitoring and evaluation of our international baseball and softball objectives will be done each quarter of the year, and when needed other roadmaps and KPIs will be added.

The WBSC's overall strategy is aligned with the IOC's Agenda 2020+5 through a pilot project done in cooperation with the IOC.

Our 2022-28 Strategic Plan will ensure that the global baseball-softball community is aligned and growing together in the same direction, taking strength from each other's experience and development to help secure our sport's future and allow it to maximise its potential on the international stage.

Link to the WBSC Strategic Plan 2022-2028

WBSC History from IBAF & ISF

After a history spanning 75 years, the IBAF and ISF joined together to create the WBSC in 2014 to form the world governing body of baseball and softball.

Link to WBSC history since 1938

WBSC Headquarters

The WBSC officially opened "Home Plate" in July 2020, its new headquarters in Pully, Switzerland, designed with sustainability as its heart.

Links to the full WBSC Home Plate sustainable HQ case study and to the Home Plate

Our Sport and its Disciplines

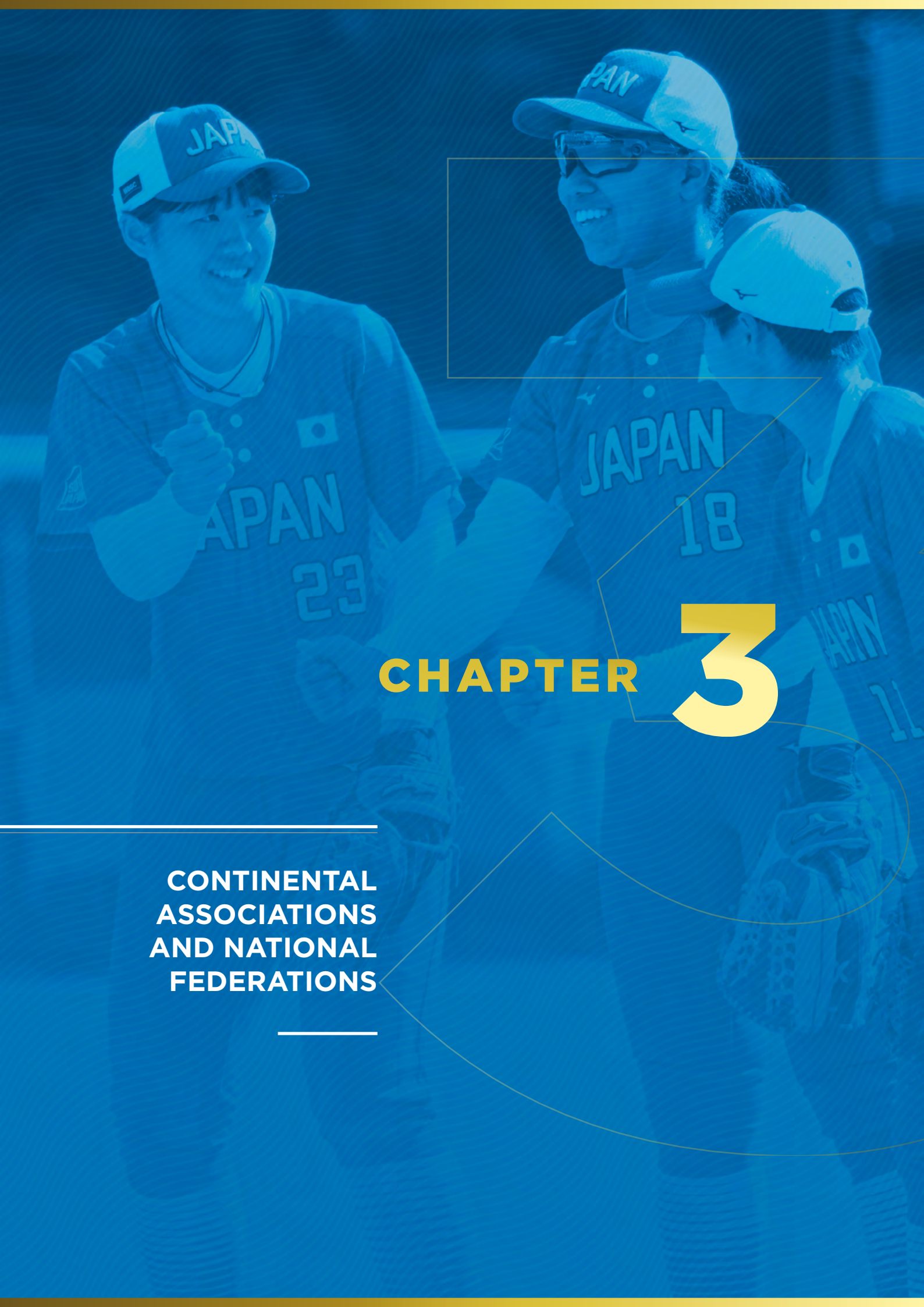
- **Baseball**
  Baseball represents the core discipline governed by the WBSC. It is played between two nine-player teams over nine innings and serves as the foundation for all other forms of the sport. The discipline includes professional and national team competitions such as the Baseball World Cups and the Premier12, as well as youth categories (U-12, U-15, U-18 and U-23) that provide a structured development pathway for athletes worldwide. Further information can be found here.
- **Softball**
  Softball is one of the main disciplines governed by the WBSC, played on a smaller field with underhand pitching. It includes several formats such as Fast Pitch, the official international version featured in WBSC World Cups and the Olympic Games; Slow Pitch, a more recreational and inclusive adaptation often played in mixed-gender teams with players from various age groups. Further information can be found here.
- **Baseball5**
  Baseball5 is an urban, five-on-five, five-inning version of Baseball/Softball that can be played anywhere with limited space and no equipment. Created to make the sport more accessible to youth and urban communities, it represents WBSC's most innovative step toward global inclusion and mass participation. Further information can be found here.
- **eSports**
  eSports represents the WBSC's official entry into the digital sports ecosystem. In collaboration with KONAMI, the WBSC organises the WBSC eBASEBALL™ Series and the eBASEBALL™ Power Pros World Championship, integrating traditional baseball values into an electronic gaming format. Through this discipline, the WBSC aims to engage new generations of fans, expand digital participation, and bridge the gap between on-field and online baseball communities. Further information can be found here.

- **Parasports**
  In line with the WBSC's Sport for All vision, several inclusive and adapted disciplines have been developed to make baseball and softball accessible to everyone. Blind Baseball is a WBSC-sanctioned para-sport for visually impaired athletes, featuring its own official rulebook and an international competition structure, with the Blind Baseball International Cup organised every two years. Wheelchair Softball provides athletes with physical impairments the opportunity to enjoy and compete in softball through an adapted format that emphasises teamwork and inclusivity. In addition, through a Memorandum of Understanding signed with VIRTUS in 2022, the WBSC aims to promote Baseball5 among athletes with intellectual disabilities, further expanding participation and accessibility. Together, these initiatives highlight the WBSC's commitment to inclusivity, diversity, and the universal value of sport.

Useful links! @	
Official Rules of Baseball	https://static.wbsc.org/uploads/federations/0/cms/documents/d3d36a7c-4a8a-1cca-adc1-d4edff1efc30.pdf
Official Rules of Fast Pitch Softball	https://static.wbsc.org/uploads/federations/0/cms/documents/c4423d39-179f-04ec-9054-99f919b1f85b.pdf
Official Rules of Slow Pitch Softball	https://static.wbsc.org/assets/cms/documents/5e85a934-d622-2bd8-62f9-854264607589.pdf
Official Rules of Baseball5	https://static.wbsc.org/uploads/federations/0/cms/documents/8c-db67cc-fcd0-6e9a-29d2-b9287ac5be93.pdf

List of Hall of Fame & Awardees

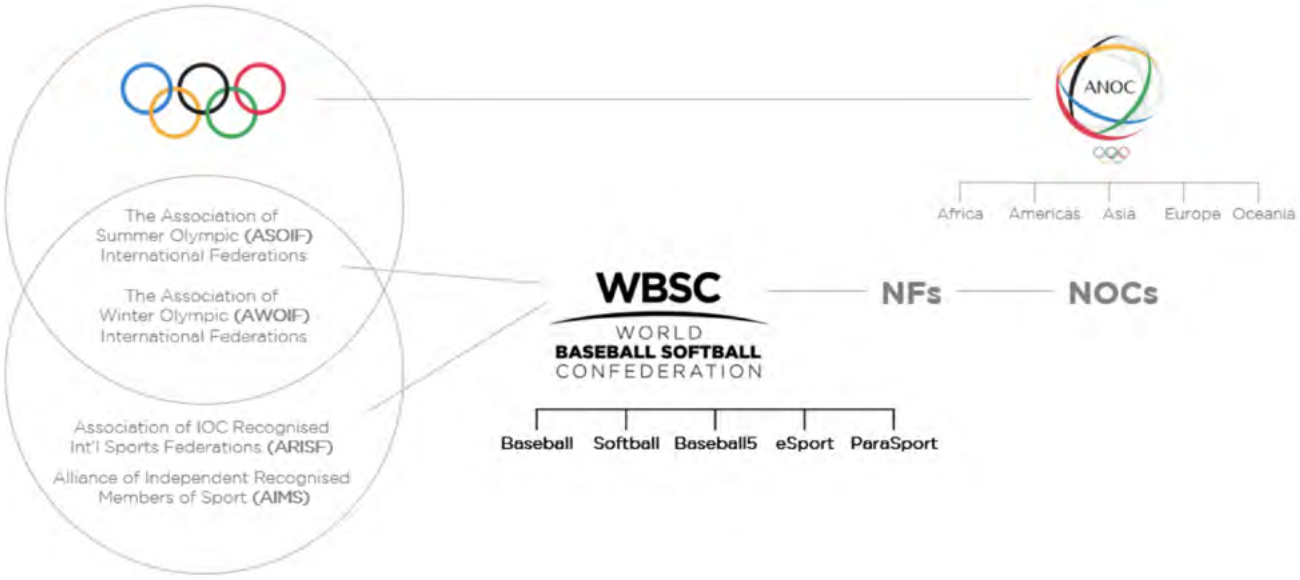
Link to the List of Hall of Fame and Awardees



CHAPTER 3

CONTINENTAL ASSOCIATIONS AND NATIONAL FEDERATIONS

The International Sport Landscape



International Olympic Committee (IOC)	The IOC is the guardian of the Olympic Games (OGs) and the leader of the Olympic Movement. It collaborates with all Olympic stakeholders, including the athletes, the NOCs, the IFs, Organising Committees for the OGs, the Worldwide Olympic Partners, and Olympic broadcast partners, as well as public and private authorities, including the United Nations and other international organisations. The vision of the IOC is to "Build a Better World through Sport".
National Olympic Committee (NOCs)	The NOCs are a constituent of the Olympic Movement under the leadership of the IOC. The mission of the NOCs is to develop, promote and protect the Olympic Movement in their respective countries, in accordance with the Olympic Charter. The Association of National Olympic Committees (ANOC) is an organisation that affiliates the current NOCs recognised by the IOC with the following five continental associations: ▪ Association of National Olympic Committees of Africa (ANOCA) ▪ Pan American Sports Organisation (PASO) ▪ Olympic Council of Asia (OCA) ▪ European Olympic Committees (EOC) ▪ Oceania National Olympic Committees (ONOC)
International Federation (IFs)	The IFs are international non-governmental organisations recognised by the IOC as administering sport(s) at the world level. There is only one official IF for any given sport, and each IF creates a common set of rules, rankings, and procedures (such as safety and anti-doping rules) and organises international competitions for the promotion of the sport.

WBSC Continental Associations

For the purposes of managing and organising all championships and events at the regional and continental level, WBSC recognises seven (7) Continental Associations, constituted by WBSC affiliated members geographically located within each continent. Continental Associations have duties and responsibilities to promote, develop, and control Baseball/Softball activities including continental, regional, and sub-regional tournaments, while also ensuring compliance with the WBSC Statutes, Code of the Divisions, By-Laws, Rules and Regulations.

List of WBSC Continental Associations and their leadership:

- WBSC Africa
- WBSC Americas Baseball
- WBSC Americas Softball
- WBSC Asia - Baseball Federation of Asia (BFA)
- WBSC Asia - Softball Asia (SA)
- WBSC Europe
- WBSC Oceania

WBSC National Federations

An official National Federation (NF) should be recognised by the IF as well as the local government (Ministry of Sport and/or NOC) to operate in their country. There is only one official NF in each country per sport discipline (Baseball and/or Softball), as recognised by the IF. NFs have the same objectives as an IF, but within the scope of one country. They support local members and clubs, organise national competitions, and are responsible for national teams.

Link to all WBSC Members

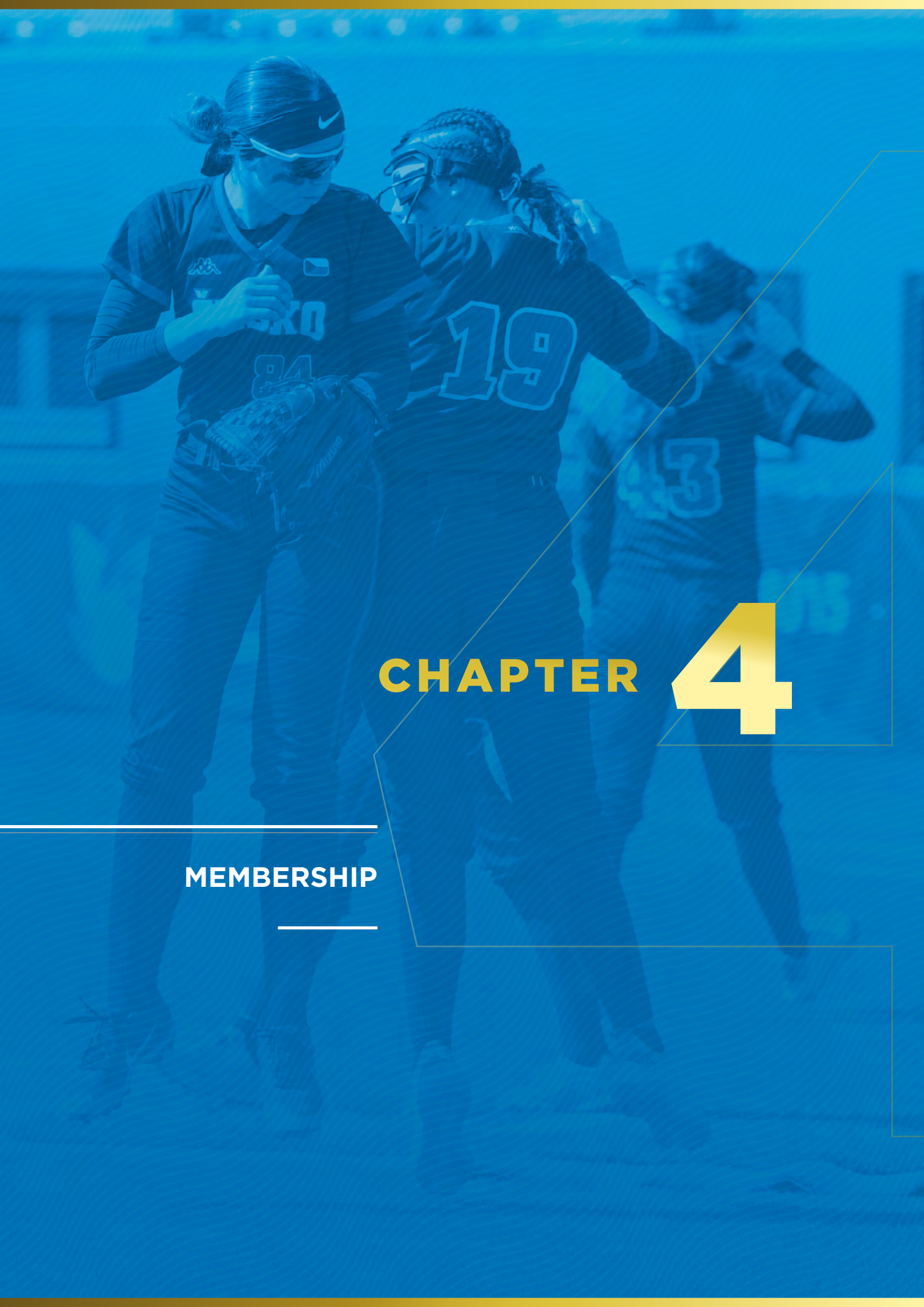
WBSC Services & Continental Liaisons

The WBSC has appointed dedicated liaisons for each region/continent.

Africa	Mattia Berardi	mattia.berardi@wbsc.org
Americas	Victor Isola	victor.isola@wbsc.org
Asia	Aki Huang	aki.huang@wbsc.org
Europe	Francesca Fabretto	francesca.fabretto@wbsc.org
Oceania	Aki Huang	aki.huang@wbsc.org

Continental Associations and NFs may communicate with the WBSC through the liaisons for any assistance that they may need. Liaisons are responsible for:

- Establish, nurture, and maintain a solid working relationship with the Continental Associations and NFs;
- Manage/support any projects and actions involving such NFs or Continental Associations;
- Monitor key concerns and issues of the NFs, and work closely with such federations and the WBSC on possible resolutions and/or to manage their expectations;
- Manage/support any projects and actions involving such NFs and the WBSC;
- Ensure that communication and services provided to such NFs are delivered in an efficient and timely manner;
- Ensure that the data of each NF are always up to date and coordinate news updates for publication on the WBSC website, together with the Media & Communications Department.



CHAPTER 4

MEMBERSHIP

WBSC Membership

Following the merger of the International Baseball Federation (IBAF) and International Softball Federation (ISF) as one governing body for the sport of Baseball/Softball and all related disciplines of the sport, the WBSC has a total of 192 NFs (185 Full and 7 Provisional) as affiliated members and 15 organisations as associated members from over 142 countries in all 5 continents (as of December 2025). For the list of NFs and their leadership, refer to the WBSC Members Website. The list of NFs should follow the alphabetical order of NOC by IOC Country Code.

As per the WBSC Statutes Article 6.1, the members can be either Baseball NF, Softball NF, or Combined NF:
The recognised national or territorial sports bodies governing Baseball or Softball, or those single bodies jointly governing Baseball and Softball, shall be eligible for membership in WBSC as a National Federation if qualified, or such other condition of membership as may be established by the Executive Board. The member must:

- be a separate legal entity under the laws of the country or territory in which it is organised;
- be a charitable, public service, or not-for-profit entity having as its purpose the advancement of the Sport, with the managerial and financial capability to plan and execute its obligations;
- not discriminate in its membership policies;
- be governed by a board whose members are selected without discrimination;
- provide and enforce proper procedures for the prompt and equitable resolution of grievances of its members, providing due process in all instances.

As per Article 6.4, the WBSC has two classes of Members:

- Affiliated members, which will be categorised as either Full Members or Provisional Members; and
- Associated members, officially approved by the WBSC Executive Board.

How to Become a WBSC Member

Affiliated Member	Full Member	As per WBSC Statutes Articles 6.5.2 and Article 6.5.4: **6.5.2** - That there exists a National Olympic Committee (NOC) in the country or territory of the Federation, Association or Organisation applying for affiliation. **6.5.4** - When a country or territory wishes to set up its own NOC and requires a minimum National Sports Federations, Associations or Organisations in order to obtain such status, the WBSC may accept from the applicant its request for incorporation into and recognition by the NOC in the process of the NOC's incorporation and in such case, WBSC may admit it as a provisional member. Such provisional acceptance shall remain in force pending the decision of the IOC in relation to recognition of the corresponding NOC.
	Provisional Member	As per WBSC Statutes Article 6.6.2: **6.6.2** - The applicant does not have an IOC-recognised NOC in its country or territory but is recognised by WBSC to be the only Federation, Association or Organisation authorised to legislate and pass resolutions, motions and provisions in its country or territory, in all Baseball/Softball competitions organised within its jurisdiction or territory and to set up relations with other members, in accordance with the WBSC Statutes, By-Laws, Rules and Regulations.
Associated Member	WBSC identifies associated members as those who particularly endorse international baseball and softball with their own leagues in partnership with the WBSC. These leagues support baseball and softball to the extent that they are major sports in their respective countries. Please refer to link for the current list of Associated Members.	

Contact the Member Relations Department or the Continental Liaison under respective region for possible new membership. WBSC will require an application letter, a duly filled-in application form, and additional documents such as the Statutes or Constitution, etc. Upon approval of your application by WBSC Executive Board and ratification by the Congress, new membership will be effective.

Contact: membership@wbsc.org

Rights and Opportunities of WBSC Members

Being a member of the WBSC comes with rights and obligations.

The rights of the Members are exclusive and particular to each Member as an organisation and as such, these rights cannot be delegated by the Member to any other Member or others.

"Good Standing" means a member must be currently with no fees or dues outstanding prior to the year of the elections or have a prior written agreement with WBSC concerning payment of outstanding fees or dues. As per the WBSC Elections By-laws, a member in good standing should not be under any suspension or disqualification.

A. Rights and Opportunities of WBSC Affiliated Members (Full and Provisional)

A Member of the WBSC is the sole Federation, Association or Organisation recognised and authorised to legislate and pass resolutions, motions and provisions in its country or territory, in all Baseball/Softball competitions organised within its jurisdiction or territory, and authorised to set up relations with other members, in accordance with the WBSC Statutes, Code of the Divisions, By-Laws, Rules, and Regulations.

A.1 Full Member in Good Standing has the following rights:

a. to attend the Congress;

b. use the services of the WBSC (see the next page)

c. to have the right to speak in all deliberations at the Congress;

d. to vote in all deliberations and matters submitted to the Congress;

e. to take part in WBSC Events, Olympic Competitions and other WBSC sanctioned events for which they are eligible;

f. to select its national team under the WBSC Statutes, and the exclusive right to represent the country or territory name, flag and colours;

g. to be recognised as the only Baseball/Softball National Governing Body of its Country;

h. to do or engage in any other act to which a Member that is in Good Standing is otherwise entitled to do; and

i. to make proposals and submit resolutions to the WBSC for the consideration of the Executive Board and/or the Congress.

A.2 Provisional Member in Good Standing has the following rights:

a. to attend the Congress;

b. to use the services of the WBSC (see the next page);

c. to have the right to speak in all deliberations at the Congress;

d. to take part in WBSC competitions and events and WBSC sanctioned competitions for which they are eligible;

e. to do or engage in any other act to which a Member that is in Good Standing is otherwise entitled to do; and

f. to make proposals and submit resolutions to the WBSC for the consideration of the Executive Board and/or the Congress.

WBSC Congress Representation

- Members which govern Baseball/ Softball shall be entitled to a single accredited delegate at a WBSC Congress;

-Members which govern both Baseball and Softball may have up to 2 accredited delegates.

Similarly, a Member can only exercise its rights in a Congress of the WBSC through a delegate duly and properly appointed and authorised by the Member. A delegate so appointed and authorised by a Member may only represent and vote exclusively on behalf of that Member. A delegate may therefore represent only one Member.

Topic	Opportunities
Events	To develop and run national competitions for: - Baseball and Softball - Baseball5 - eSports - Parasports
	To be able to participate in WBSC events, Qualifiers and WBSC sanctioned events
	To be able to bid as host of WBSC events, Qualifiers and WBSC sanctioned events
	To participate in official Continental Events organised by the WBSC Continental Association (C.A.), under the C.A. regulations
	To be included in the WBSC rankings for the different disciplines
	To apply for Events sanctioning under the WBSC jurisdiction and possibility to earn ranking points
	To recommend International Officials for WBSC events, under the established conditions and regulations
	To recommend and nominate officers for approval by WBSC to serve on WBSC Commissions
Education and Development	Access to the WBSC Academy
	Access to the WBSC Development Programmes through the CAs
	Access to the WBSC Integrity educational tools and campaigns such as Anti-Doping, Safeguarding, Prevention of Manipulation of Competitions, Medical, etc.
	Access to the IOC Olympic Solidarity Programmes
	Access to the WBSC Licensing Programmes
Services	WBSC mailbox
	WBSC MyWBSC Digital Suite
	WBSC Scoring System
	Administrative consultation for organising and hosting competitions and events
	IT support and consultation (Google workspace, website creation, etc.)
Governance	Nominate candidates for the WBSC Executive Board
	Jurisdiction and rights to discipline or disqualify in its country or territory and its own sport for: - Any person in accordance with the Member's regulations; - Any foreign person that, in a WBSC Competition sanctioned by the NF, violates the NF regulations.
Media	News on the WBSC website and social media channels
	Possibility to promote activities through the WBSC media channels
	Receive the WBSC Home Run newsletter and press releases
	Access to WBSC photo archive for national media & communication purposes
Marketing	Local league and tournament global exposure through access and promotion on WBSC OTT Platform Gametime.sport
	Business and marketing consulting
	Potential commercial benefits through the introduction and access to WBSC global partners

Rights and Opportunities of WBSC Associated Members

An Associated Member in Good Standing has the following rights:

a. to attend the Congress;

b. to use the services of the WBSC (see the next page);

c. to have the right to speak in all deliberations at the Congress;

d. to take part in WBSC events and WBSC sanctioned competitions for which they are eligible;

e. to do or engage in any other act to which a Member that is in Good Standing is otherwise entitled to do; and

f. to make proposals and submit resolutions to the WBSC for the consideration of the Executive Board and/or the Congress.

Topic	Opportunities
Events	To develop WBSC disciplines: - Baseball and Softball - Baseball5 - eSports - Parasports
	To recommend internal officials for WBSC events, under established conditions and regulations
	To be able to participate in WBSC events for which they are eligible
Education and Development	Access to the WBSC Academy
	Access to the WBSC Development Programmes
	Access to the WBSC Integrity educational tools and campaigns such as Anti-Doping, Safeguarding, Prevention of Manipulation of Competitions, Medical, etc.
	Access to the WBSC Licensing Programmes
Services	WBSC MyWBSC Digital Suite
	WBSC Scoring System
	IT support and consultation (Google workspace, website creation, etc.)
Governance	Nominate candidates for the WBSC Executive Board
Media	News on the WBSC website and social media channels
	Possibility to promote activities through the WBSC media channels
	Receive the WBSC Home Run newsletter and press releases
	Access to WBSC photo archive for national media & communication purposes
Marketing	Local league and tournament global exposure through access and promotion on WBSC OTT Platform Gametime.sport
	Business and marketing consulting
	Potential commercial benefits through the introduction and access to WBSC global partners

Obligations and Responsibilities of WBSC Members

All Members shall:

a. Support the WBSC in its efforts to achieve its objectives;

b. Act in accordance with the decisions of the WBSC and the Congress;

c. Faithfully carry out the duties and responsibilities entrusted to them, maintaining ethical principles and moral values proper to the organisation;

d. Pay the annual fee and all other financial obligations timeously;

e. Maintain themselves as Members in Good Standing;

f. Inform the WBSC concerning the organisation of their national competitions, activities and other events/tournaments and the results of the same, and update the WBSC on the number of their own membership, athletes and such other information as may be required by the WBSC;

g. Inform WBSC of any changes to the organisation (name, address, contact details, merge with other organisation, cancellation of membership, etc.), the leadership of the organisation (election of the Executive Board)

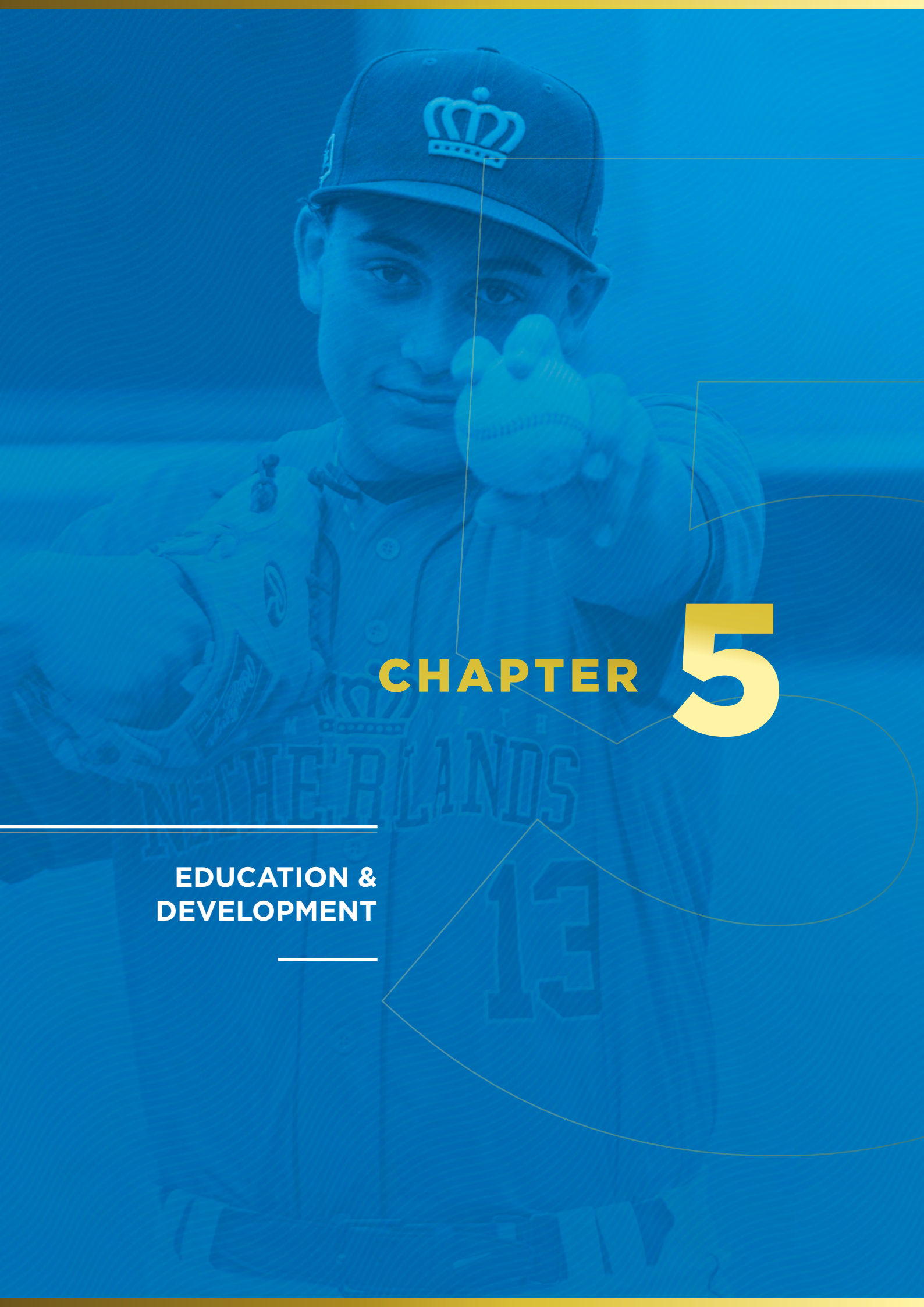
h. Ensure and where necessary, amend, their own Statutes, By-Laws, Rules, Regulations and Policies so that they are consistent with the WBSC Statutes, Code of the Divisions, By-Laws, Rules, and Regulations;

i. Obtain approval of WBSC for any change of name and/or its own Statutes, By-Laws, Rules, and Regulations before any such changes are valid; and

j. Ensure that all athletes and other individuals and organisations under the jurisdiction of that Member are bound by and comply with the responsibilities and duties of the Member and with the WBSC Statutes, Code of the Divisions, By-Laws, Rules, and Regulations.

Procedure to Inform WBSC About Events and Changes

Any update related to the Member, such as elections of the new executive board, new officers (media, anti-doping, etc.), new Statutes and By-Laws, activity report, etc. shall be sent to the respective Continental Liaison and/or to the Member Relations Department at membership@wbsc.org



CHAPTER 5

EDUCATION & DEVELOPMENT

The WBSC Academy

The WBSC Academy aims to facilitate athletes, coaches, officials and Member Organisations' personnel in conducting efficient self-learning of the various technical and operational topics related to Baseball, Softball, Baseball5, Parasports and all our disciplines.

It is hoped the WBSC Academy will help to provide the necessary tools to further expand our sport's popularity and practice, in both traditional and emerging Baseball/Softball countries and territories.

The Academy is composed of 2 different areas:

Open Area: Accessible to everyone through the WBSC website. It contains all educational and informative content to keep the WBSC community continuously stimulated and up to date on the latest WBSC initiatives.

Link to the open area.

Reserved Area: Dedicated to premium material and to the WBSC Licensing Programmes for officials and coaches that wish to earn a license from the world governing body for Baseball and Softball. The area is available to all WBSC Members through the MyWBSC platform; therefore, in order to receive access, all users must be registered and obtain a profile through their NF of belonging.

Link to the reserved area.

List of Courses

Courses, available in English and Spanish, are instructed by specialists in each subject, offering expert training and sharing of technical advice.

Link to the list of courses.

How to Register?

NFs have full control over the user registration process, which is made up of three steps:

Step 1:

NFs create the users' profiles in the MyWBSC platform, by using the login credentials provided by the WBSC;

Step 2:

Academy team checks the profiles created by the NFs and grants the users access to the Academy;

Step 3:

Academy users request access to the courses of interest and the Academy team grants access, whenever a request is aligned with the profile of the applicant.

The WBSC Development Programmes

The top priority of the WBSC is to develop Baseball, Softball and Baseball5 at all levels. In order to achieve this goal, it is important to focus on specific areas that are considered essential for the future of our disciplines.

For this reason the WBSC outlines, through the release of the Development Programmes, common guidelines for all its members, in order to funnel their focus into specific areas of their organisations and seek WBSC support, directly or through the CAs, dedicated to those areas.

The first edition of the programmes (2017-2021) was able to assist NFs and CAs to reach some of their main goals, through financial, technical and in any other possible support highlighted in each programme; while providing to the WBSC itself constructive feedback to upgrade the operational procedures for the 2022-2024 version.

As a result, the new edition 2025-2028 of the Development Programmes have been revised to better respond to the needs that have emerged in recent years, eliminating the guidelines outlined for the application procedures since these will be determined by each CA based on their specific peculiarities and priorities. The Development Programmes focus on two key areas:

- Athletes and Sport Development;
- Management and Sport Promotion.

A total of five categories of programmes geared towards athletes, coaches, officials, management & administration, and sport promotion. Each category has several specific programmes for an overall 13 detailed programmes.

In 2023 the WBSC Executive Board decided to divide the overall WBSC budget dedicated to sport development by allocating the 70% to the CAs for the general development of their continent; while keeping the remaining 30% for the WBSC to support special needs, projects and/or events of high relevance.

The framework of the WBSC Development Programmes has been made available to the CAs for their use at continental level, while they continue providing strategic guidance to develop the game of baseball/softball and capitalise on the increased profile of the sport throughout the world. All the application procedures and eventual forms will be finalised, in full autonomy, by the CAs.

How to Apply?

Only WBSC Members (NFs, CAs and Affiliated Members) may apply for the Development Programmes following the procedures indicated below.

CONTINENTAL SUPPORT

Applications related to Players, Coaches and Officials development, as well as any other activity related to continental sport development, must be addressed to the relevant CA in the modality set by the CA itself.

WBSC SUPPORT

Applications related to support special needs, projects and/or events of high relevance, must be submitted to the WBSC – with the support of the relevant continental liaison, along with all necessary documentation and any other information deemed useful to facilitate the request evaluation process.

The WBSC continental liaisons are available to assist the members in assessing the needs, selecting the proper programmes, and by providing the dedicated request forms.

Olympic Solidarity (OS)

The aim of the OS is to provide assistance to all NOCs for athlete development programmes, in particular those with the greatest needs of it.

This assistance is achieved through multi-faceted programmes prioritising athlete development, but also training of coaches and sports administrators, and promoting the Olympic values.

From the addition of Baseball and Softball to the Tokyo 2020 OG, to the inclusion of Baseball5 in the next Youth Olympic Games in Dakar, and further inclusion of Baseball and Softball to the LA2028 OG, our sport, being an official sport on the Olympic Programme, not only allows our NFs to benefit from OS support, but it is now more global and accessible than ever before, aligning our vision with and value proposition to that of the broader Olympic Movement.

Remaining eligible for OS funds signifies that WBSC Member Federations, through their NOCs, will still be able to apply for a variety of resources and programmes made available to Olympic sports by the IOC. This important status provides our sport with an exciting opportunity to further grow the game, while strengthening our partnerships with the Olympic family and NOCs.

The WBSC strongly recommends to each NF – as leaders of our sport in each country and territory – to work closely with respective NOC in order to select and apply for the most appropriate OS programme according to the specific needs and availability.

- Link to the OS World Programmes
- Link to the OS Programmes available for WBSC Members

How to Apply?

In order to submit an application for an OS Programme, a NF must contact the NOC of its country or territory, as the NOCs are the only bodies entitled to request and access OS funds. The application process is detailed below:

- **NF Inquiry:** NF contacts the NOC to inquire about available programmes.
- **NOC Approval:** The NOC approves the allocation of a programme to the NF and provides all necessary information, including the application form.
- **Project Preparation:** The NF contacts the relevant WBSC liaison to jointly prepare the project.
- **Submission to NOC:** The NF submits the completed application form to the NOC.
- **NOC Submission to IOC:** The NOC uploads the project to the OS platform and requests approval from the IOC, which then seeks confirmation from the IF (WBSC).
- **Approval Process:** The IF (WBSC) approves the project IOC subsequently approves it for the NOC Approval allows the project to start.
- **Fund Allocation:** Depending on the project, funds will be allocated either to the NOC or directly to the WBSC and then forwarded to the NF.

Link to Olympic Solidarity Programmes available for WBSC NFs (*webpage to be updated, working on it.*)

Licensing Programmes

The WBSC developed licensing programmes for coaches, umpires, technical commissioners and scorers for Baseball and Softball, with the intention to establish – with the necessary support from all parties – recognised international standards of certification.

The licensing programmes will serve as a reference point for an adequate evaluation of the general level of coaches and officials within each country and continent. Therefore, a great assessment tool for tailoring development projects based on objective strengths and weaknesses of each category compared to corresponding levels in the rest of the world.

The implementation of the WBSC Licensing Programmes will encourage the organic growth of the:

- National coaching programmes;
- Overall level of the umpires, scorers and TCs;
- General development of the sport.

Types of Licenses

Licensing programmes are available for Baseball and Softball for the following categories:

- Coaches;
- Umpires;
- Scorers
- Technical Commissioners.

Link to the Licensing Programmes

How to Apply for a License?

All licensing courses can be performed either on-site, through camps or clinics managed by WBSC instructors, or online, through the WBSC Academy. In both cases, NFs have full control over the registration process of the participants.

To attend a licensing course, all participants are requested to pay the related fee.

- Applications for on-site clinics shall be submitted by the member organisations to the WBSC through the relevant continental liaison, providing all the necessary information on the requested course;
- Applications for online courses must be validated by the relevant NF by, first, confirming the fulfilment of the requested requirements and, second, the creation – on behalf of the attendees – of the users' profiles within the MyWBSC platform.

Specific criteria to attend a licensing course are set by the WBSC commission of reference and vary depending on the type and level of course. Only requestees in possession of the requested criteria are allowed to attend a licensing course.

What are the Benefits to Have a License?

Any WBSC license is an official document released by the world governing body for Baseball and Softball that attests to an acquired status by a coach, umpire, technical commissioner, or scorer at the international level.

By obtaining a license, any official is effectively included into the lists of those eligible to be appointed to international competitions at continental and world level, starting from the junior and senior continental championships, and up to the Baseball / Softball World Cups for the higher tier licenses.

How to access Baseball for the Blind Development Funds

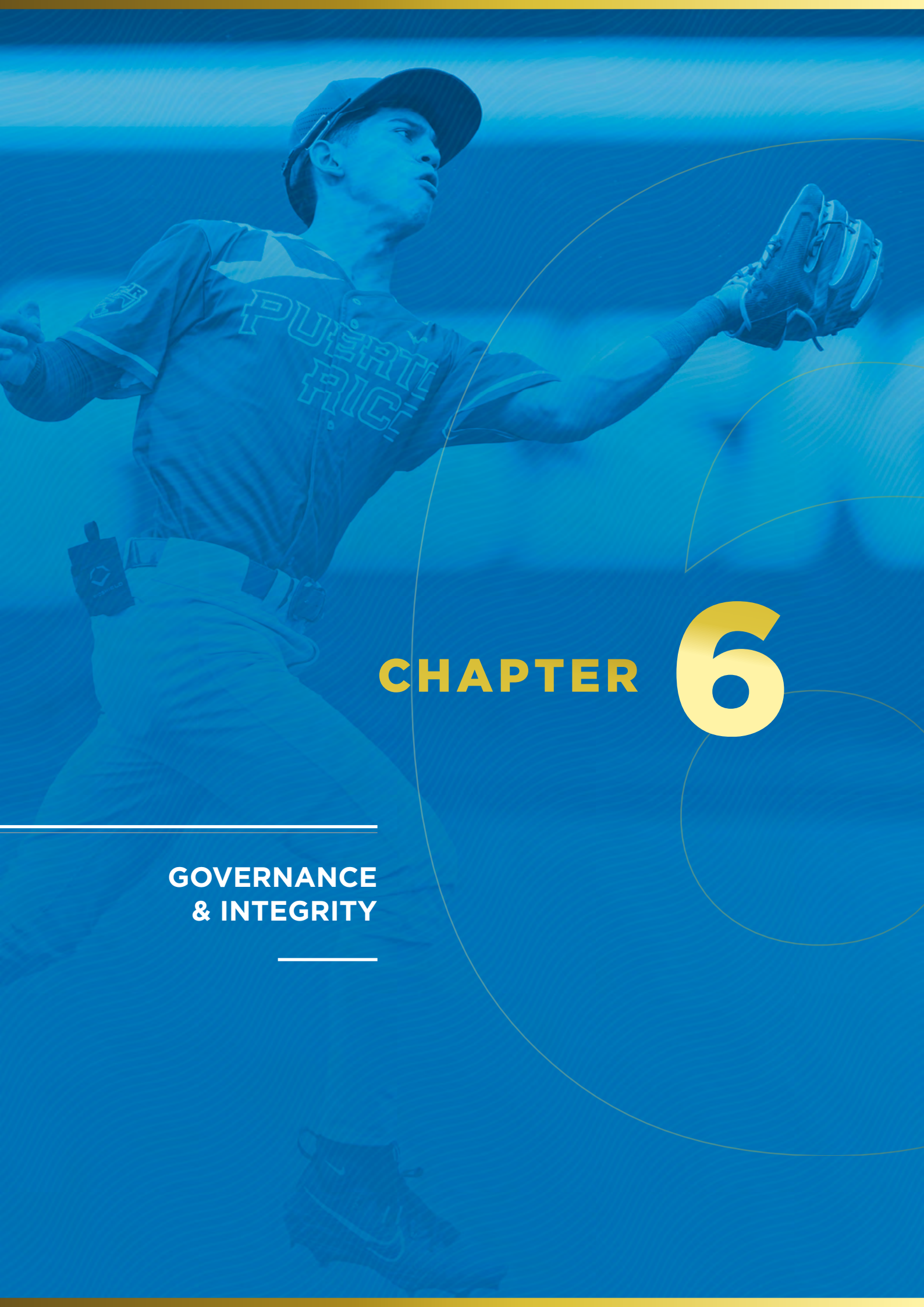
The WBSC outlined a procedure for NFs to access Baseball for the Blind Development Funds.

Interest in introducing the discipline in the country/ territory could come from the NF itself, your blind community, a local club or sport organisation, the AIBXC and / or the WBSC.

In any case, the NF is always requested to gather information from the various parties, if any, and put together a first development project draft which will be then shared with the relevant Continental Liaison and Paralympic Commission.

Through this step, the necessary assistance will be provided in reviewing the project before the official submission to the Development Commission which will then perform the final evaluation and eventually grant support.

- Link to the Baseball for the Blind development funds (ENG)
- Link to the Baseball for the Blind development funds (ESP)



CHAPTER 6

GOVERNANCE & INTEGRITY

The Importance of Governance in the Sport Landscape

Governance is the system by which organisations are directed, managed, and held accountable to their internal and external stakeholders. It clarifies expectations and sets the tone for organisational culture.

The WBSC, together with the WBSC Integrity Unit, is committed to upholding the highest standards of integrity, transparency, and accountability in governance.

Good governance ultimately aims to lead the WBSC to long-term success by protecting the interests of the whole WBSC family, while creating value for all stakeholders at the same time. Good Corporate Governance seeks to balance entrepreneurship, control and transparency, and to support the WBSC with its efficient decision-making processes. Public scrutiny of sport organisations rightly remains high, and the concept of good governance continually evolves to keep moving forward.

While good governance does not guarantee success, poor governance almost inevitably leads to failure. Much like a coach designs a training plan and goals for a team, governance helps an organisation to set its purpose, vision, and the plans to achieve them. For a game plan to be effective, it is important to know the objectives, the rules, the team members, and the team's approach. The same applies in governance.

Each sport organisation should regularly review whether its governance structure allows it to best achieve its mission and respond to the challenges of a changing environment. There is no one-size-fits-all approach. Each federation must adopt a structure that reflects its specific needs and future direction.
All sport organisations require resources and commercial revenues in order to fulfil their mission to promote and develop sport at national and international levels. These revenues are essentially re-invested in development programmes such as grassroots activities, coaching courses, infrastructure, sports equipment and events.

As a result, governance in sport must integrate both not-for-profit principles and corporate-style accountability.

While the sports movement welcomes initiatives that promote better governance in sport, it must also ensure that such initiatives duly consider the following key aspects:

- The complex environment in which international sport evolves, where IFs have a statutory duty to first and foremost protect the interests of their national member federations (and them to do the same with their members) while taking into account the interests and (at times, diverging) views of all its stakeholders (athletes, officials, clubs, leagues, event organisers, fans, media, public authorities, etc.);
- The unique nature of sport, which is deeply embedded in society through the social, educational, health, economic and recreational values it generates;
- The hybrid structures of sport organisations, combining voluntarism and professionalism, and pursuing not-for-profit missions supported by commercial activities.
- The international nature of sport organisations, requiring that any measure be implementable worldwide, with due regard to the diverse cultures and levels of development among nations.
- The universally recognised pyramidal structure of sport where athletes are members of clubs, which in turn belong to National Federations, themselves members of International Federations. IFs thus serve as the global governing bodies responsible for the rules and regulations that form the foundation of international competition.

Compliance of the WBSC with Other Stakeholders

Some of the most essential principles of good governance are integrity and compliance. The boards of sport organisations should uphold the highest standards of integrity by embedding values, fostering good practices and promoting high ethical standards within the organisation and the broader environment. This aligns with their obligation to comply with legal and regulatory requirements and to remain aware of their fiduciary, financial, and risk management responsibilities.

The WBSC is in compliance with below:

- IOC Olympic Charter
- WADA Code (Code Signatories)
- IOC PMC Code
- ASOIF Governance (ASOIF Review of IF Governance)

In accordance with the WBSC Statutes Articles 1.2 to 1.5, 6.1 to 6.3, 6.9, and 6.11, Members and their affiliated organisations, athletes, and officials, by voluntarily affiliating with the WBSC and participating in its events or tournaments in any capacity, implicitly and explicitly agree to adhere to the principles and conditions set out in the WBSC Statutes, Codes, By-Laws, and Regulations in force at the time.

Non-compliance with these provisions and Statutes, or a conflict between decisions of the Executive Board and the CAs may result in intervention of WBSC as appropriate, including sanctions as provided in its Statutes and in the Disciplinary By-Laws.

IOC Basic Universal Principles of Good Governance within the Olympic Movement (BUPGG)

IOC has called for the reinforcement of ethical and fundamental principles of good governance which evolved to include higher standards, particularly regarding transparency and checks and balances.

The WBSC aligns with the Basic Universal Principles of Good Governance (BUPGG) to strengthen and implement good governance while promoting values such as legality, responsibility, accountability, integrity, safety and health, transparency, gender equality, inclusivity, and efficiency across the WBSC community.

Useful links! @	
IOC Integrity	https://olympics.com/ioc/integrity/universal-principles-for-integrity
BUPGG	https://stillmed.olympics.com/media/Documents/Beyond-the-Games/Integrity/Bonne-Gouvernance-EN.pdf

IPACS and Good Governance Task Force

The objectives of the IPACS are "to bring together international sport organisations, governments, international organisations, and other relevant stakeholders to strengthen and support efforts to reduce the risks of corruption and promote a culture of good governance in sport". IPACS provides various tools and guidance on good governance. As a partner of IPACS and a member of its new task force, the WBSC contributes to fostering a culture of good governance in sport.

The IPACS Good Governance Task Force has issued guidelines to serve as a common reference for governments and the sports movement, based on the existing ASOIF framework. Further details can be found in the following part.

Useful links! @	
IPACS Good Governance Task Force	https://www.ipacs.sport/good-governance-task
IPACS International Federations	https://www.ipacs.sport/international-federations
IPACS Tools Library	https://www.ipacs.sport/tools-guidance
IPACS Sport Governance Benchmark & Guidelines Handbook	https://www.ipacs.sport/tools-guidance/good-governance

ASOIF Review of International Federation Governance

The ASOIF established the foundations for good governance in sport through the launch of the Governance Task Force (GTF) and its model. First established in November 2015 to promote a stronger culture of governance, the GTF's work has been widely recognised by public authorities, the Council of Europe, expert commentators and the media. Its model, including indicators and recommendations, has been adopted and implemented across the sport community, including by the WBSC.

The ASOIF GTF initiated the Review of IF Governance, which is an evaluation on the governance of its member IFs. For the assessment, IFs are asked to respond to a self-assessment questionnaire consisting of 60 measurable indicators across 5 governance pillars: Transparency, Integrity, Democracy, Development & Solidarity, and Control Mechanisms, which are revised each round. All submitted questionnaires undergo independent moderation. The WBSC has participated in the review since its second edition and continues to do so as a permanent associate member of ASOIF.

All reports and relevant documents are available here: https://www.asoif.com/governance

WBSC Continental Association Governance Review

Following completion of the ASOIF Review of IF Governance, the WBSC took a further step by conducting and analysing the governance of WBSC CAs using the same methodology. The indicators applied by the WBSC were carefully selected from the ASOIF IF Governance Review Questionnaire and represent the most essential elements of a modern and trustworthy organisation.

This governance review is conducted biennially and influences the allocation of the WBSC Development funds to the CAs, serving as one of the parameters used to calculate funding. The WBSC will continue to carry out this review in pursuit of its Strategic Goals to "Strengthen WBSC Governance and Reputation" and will publish the results transparently through the WBSC Governance Report.

Best Practices and Expectations

After each round of the WBSC CA Governance Review, several examples of good governance practices among the WBSC CAs are identified. The list of best practices demonstrates that these CAs have met the relevant criteria in a state-of-the-art manner. The objective in compiling this list is to showcase a wide range of examples. Therefore, the selected cases should not be considered as definitively the best in each category, nor should the omission of any example be interpreted as criticism.

Link to the documents regarding WBSC CA Governance Review

The WBSC's next steps and expectations are:

- Continuous improvement: All CAs are encouraged to continue strengthening their governance through the WBSC CA Governance Review. Over time, these efforts will contribute to fostering a culture of good governance throughout the WBSC membership.

- Expansion of governance education: In the longer term, the WBSC aims to extend the governance education to all NFs. The goal is to develop experts capable of enhancing governance at the national level, serving as valuable assets to raise overall standards. This section of the Handbook has been developed to inform NFs about good governance. We strongly encourage our members to familiarise themselves with the governance resources available on the WBSC Integrity Unit webpage and the governance section of the ASOIF website.

WBSC Governance Report

The WBSC published the first edition of the WBSC Governance Report in March 2023. The report, compiled by the WBSC Integrity Unit, was made public to demonstrate the WBSC's ongoing commitment to good governance and to enhance transparency within its operations. As noted above, the WBSC Governance Report will be published biennially, incorporating governance reviews across all levels of the WBSC Governance.

Link to WBSC Governance Report

Governance of a National Federation

The term "Sport Governance" is derived from two concepts: Corporate Governance, which measures the quality of management in business, and Democratic Governance, which assesses the level of democratic process in the public sector. It represents a hybrid model that combines the core elements of both characteristics as below:

Democratic Pillar	▪ Alignment with IF Statutes, Rules and Regulations, and indirectly alignment with Olympic Charter (including PMC, CAS, etc.). ▪ Autonomy from government interference. ▪ Fair and transparent electoral process (e.g., clarity on who is entitled to vote).
Corporate Pillar	▪ Independence from any other organisation or governing body. ▪ Clearly defined organisational structure (size, office, and staff). ▪ Fulfilment of all reporting requirements, including: - Basic info - Contact details - Leadership - Activity over a given period of time - Use of development support given by IF / CA
Sport Pillar	▪ Implementation of activities that fulfil the organisation's purpose as the national governing body for the sport. ▪ Range and level of sporting activities. ▪ Responses and communications. ▪ Participation in international competitions. ▪ Engagement across multiple disciplines and categories. ▪ Organisation of national-level activities and events. ▪ Participation in the WBSC General Assembly. ▪ Payment of membership fees. ▪ Compliance with the criteria required to remain in good standing.

The WBSC Integrity Code

This Integrity Code has been adopted by the WBSC Integrity Unit and the WBSC Executive Board, to ensure that WBSC's values are consistently reflected in the conduct of those entrusted with the governance and administration of the sport. It has been developed with reference to best practices in corporate and sports governance. The WBSC Integrity Unit may amend it, subject to the approval of the WBSC Executive Board, to ensure that it continues to uphold the highest standards of ethical conduct expected of an international governing body.

The WBSC Integrity Unit & Webpage

The WBSC Integrity Unit manages all integrity-related matters in international Baseball / Softball, including anti-doping, safeguarding, ethical breaches, betting-related issues and any kind of result manipulation. It protects the integrity of the sports by investigating and prosecuting violations, strengthening the capacity to prevent future misconduct, and ensuring that the WBSC fulfils its obligations under the World Anti-Doping Code, as well as the WBSC Statutes, By-Laws, Rules and Regulations. Moreover, the WBSC Integrity Unit upholds the rights of the athletes at all times by fostering a safe, diverse and trustworthy environment for them to excel. It also reinforces the Governance of the WBSC by applying stringent standards of Good Governance and Accountability.

The Importance of Integrity Educational Activities at National Level

In line with the Olympic Agenda 2020+5 recommendations, the WBSC Integrity Unit has set a primarily preventive mission, providing information and education on the ethical principles, and advising on the promotion their effective application across all levels of the organisation.

Recent educational initiatives conducted by the WBSC Integrity Unit include:

- Education sessions on ethical matters, including conflicts of interest, delivered to all WBSC staff and World Cup officials. (link)
- Awareness programmes and Safeguarding guidelines on the prevention of Harassment and Abuse targeting athletes and coaches by presenting #Safecall Campaigns during the World Cups. (link)
- E-learning modules on anti-doping education, developed in cooperation with the International Testing Agency (ITA). (link)
- On-site workshops on Integrity and Governance topics held during the Continental Congresses and meetings. (link)
- Activation of Ambassador Programme for the Prevention of Competition Manipulation. (link)

Further educational materials can be found including:

- Prevention of Manipulation of Competition
- Anti-Doping Education Tools
- WBSC #Safecall Guidelines
- WBSC #Safecall Videos

Education and awareness-raising remain essential pillars for achieving lasting integrity in sport. It is impossible to ensure full protection of sport or the effectiveness of any integrity plan without a strong educational foundation. CAs and NFs play a crucial role in reaching athletes and their entourage with these educational programmes. By assessing organisational needs and drawing inspiration from good practices at international and continental levels, national level campaigns, training, seminars or conferences can be designed to strengthen integrity awareness.

Appoint Your NF's Integrity Officer

As a first step, the WBSC encourages all members to appoint an individual or establish a commission responsible for integrity-related matters. This Integrity Officer will serve as the main point of contact for all integrity reports and procedures, including whistleblowing of harassment and abuse, corruption and doping cases.

Appointed Integrity Officers may contact the WBSC Integrity Unit directly at – integrity@wbsc.org – to join the network and seek further assistance when needed.

WBSC Hotlines and Report Mechanisms

Who can report?

Anyone may report to the WBSC when a violation is suspected or there is probable cause to believe that a breach of integrity has occurred within our sport. Regardless of whether the report concerns a potential criminal offence, whistleblowers are protected from any form of unjustified treatment and may receive confidential advice, provided they act in good faith with an honest and reasonable belief of wrongdoing.

Reports may be submitted anonymously; however, anonymity may limit the ability to obtain sufficient evidence to verify the alleged misconduct before initiating an investigation.

All information relating to an alleged incident, including personal data, evidence gathered during the investigation, and the investigation's outcome ("Confidential Information") will be treated as confidential.

What can be reported?

Any form of fraud, corruption, violation of WBSC By-Laws, Rules and Policies is incompatible with the core values of our sport. The WBSC maintains a zero-tolerance policy for such misconduct. The report contains the following information:

- WHAT improper activity occurred?
- WHO committed the activity?
- WHEN did it occur?
- WHERE did it happen?
- HOW did it happen?
- ANY other parties involved?
- EVIDENCE section

The report can be received in any form, such as email, document, recording and photos. Official Reporting Forms can also be found below for anyone in need. The report requires as much evidence as possible to authenticate the allegation(s) such as witnesses, documents and other relevant and specific advice.

Where can it be reported to?

- For Doping: REVEAL
- For Harassment and Abuse: safeguarding@wbsc.org
- For Competition Manipulation: confidential.wbsc@protonmail.com
- For any other reports: whistleblowingreport@wbsc.org
- For any anonymous written mail:

  World Baseball Softball Confederation (WBSC)
  Avenue Général-Guisan 45, 1009 Pully, Switzerland
  Attention to: Integrity Unit
- The IOC Integrity Hotline is also accessible for anyone at any time to confidentially and anonymously report any suspicious actions that have come to your attention.

How will the report be processed?

The WBSC Integrity Unit is responsible for documenting all reports and determining whether further action is required. The Integrity Unit will then recommend whether a case should be submitted to a third party such as a lawyer or the police or if local authorities need to be notified to pursue local law. For clarity, the local authorities are responsible for determining whether to conduct a criminal investigation in relation to an alleged incident. All reports will be made under the guarantee of confidentiality.

Further details of the procedure can be found as an appendix to the rules and policy regarding each topic.

Responsibilities in the Fight Against Doping

All necessary information and documents about anti-doping are available on the WBSC Anti-Doping webpage.

The use of doping substances or doping methods to enhance performance is fundamentally wrong and is detrimental to the overall spirit of sport. Drug misuse can be harmful to an athlete's health and to other athletes competing in the sport. It severely damages the integrity, image and value of sport, whether or not the motivation to use drugs is to improve performance. To achieve integrity and fairness in sport, a commitment to clean sport is critical.

1. What is Doping?

Anti-Doping Rule Violations (ADRVs)

Doping is defined as the occurrence of one or more of the following ADRVs:

- **Presence** of a prohibited substance or its metabolites or markers in an athlete's sample;
- **Use** or attempted use by an athlete of a prohibited substance or method by an athlete;
- **Refusing**, evading, or failing to submit to sample collection by an athlete;
- **Failure to file** whereabouts information and/or missed tests by an athlete;
- **Tampering** or attempted tampering with the doping control process by an athlete or other person;
- **Possession** of a prohibited substance or method by an athlete or athlete support person;
- **Trafficking** or attempted trafficking of a prohibited substance or method to an athlete;
- **Administration** or attempting to administer a prohibited substance or method to an athlete;
- **Complicity** or attempted complicity in an ADRV by an athlete or other person;
- **Prohibited association** by an athlete or other person with a sanctioned athlete support personnel;
- Acts to **discourage or retaliate** against reporting to authorities.

Principle of strict liability

In case an anti-doping test shows a positive result (adverse analytical finding - AAF), the principle of strict liability applies. It states that athletes are solely responsible for any substance that is found inside their bodies, regardless of whether the substance was taken intentionally or unintentionally. For example, an athlete is sanctioned even if the substance in question was present in a nutritional supplement suggested by trusted persons or if it was not highlighted on the label of the product. We would therefore like to take this opportunity to remind our athletes that if they use nutritional supplements or particular diets, they do so at their own risk and we advise them to use extreme caution while using them.

Consequences of committing an ADRV

The consequences of an ADRV can be broken down into: Sports, Social, Legal and Financial.

Sports

The sanctions for an ADRV can include:

- disqualification of results at an event;
- a ban from competing, training or coaching for up to four years or even life in cases of recidivism;
- publication of your ADRV.

Social

Research has shown that doping can result in a loss of standing, esteem and credibility. A bad image sticks in the consciousness and the athlete could become isolated.

Legal

In some countries like Italy, Austria and Switzerland an ADRV can also trigger certain legal consequences such as imprisonment, substantial fines and community service requirements.

Financial

An ADRV leads to financial fines, restitution of prize money, in addition to other loss of earnings caused by potential withdrawal of sponsors, loss of government funding, other forms of financial support and by non-participation in the competitions. In accordance with Article 12.4 of the WBSC Anti-Doping Rules, we would also like to kindly remind you that National Federations (NFs) are responsible for the costs related to the results management of any eventual positive cases, effective as of 1 January 2024.

Whereabouts

Whereabouts is information about the daily location of athletes and their related activities. They are sent by a limited number of top elite athletes to the WBSC or the related National Anti-Doping Organisation (NADO) that included them in their respective Registered Testing Pool (RTP)/Testing Pool (TP).

They are one of the most powerful means of deterrence and detection of doping and are crucial to ensure efficiency of the anti-doping programme, which is designed to protect the integrity of sport and clean athletes.

The whereabouts must be provided on the Anti-Doping Administration and Management System (ADAMS) by athletes included in RTP/TP to comply with the principle "no-advance notice" of out-of-competition tests, as required in the World Anti-Doping Code (Code) Article. 5.5 and in the International Standard for Testing and Investigations (ISTI).

Requirements for TP athletes

The athletes included in the WBSC TP shall provide the following whereabouts:

- an overnight address;
- competition/event schedule and
- regular training activities.

Consequences for TP athletes

As established in the Article. 5.5.12 of the WBSC Anti-Doping Rules, an athlete's failure to provide whereabouts information on or before the date required by WBSC or the Athlete's failure to provide accurate whereabouts information may result in WBSC elevating the athlete to WBSC's Registered Testing Pool (if one is established) and/or additional appropriate and proportionate non-Code Article 2.4 consequences, established by WBSC if any.

Useful links! @	
International Standard for Testing and Investigations (ISTI)	https://www.wada-ama.org/en/resources/world-anti-doping-code-and-international-standards/international-standard-testing-and
ADAMS	https://www.wbsc.org/en/organisation/integrity-unit/anti-doping/anti-doping-administration-managment-system
ADAMS Help Desk	https://adams-help.wada-ama.org/hc/en-us

2. Institutions

What is WADA & what is its role

The World Anti-Doping Agency (WADA) was established in 1999 as an independent international agency and is composed and funded equally by the sport movement and governments of the world. Its key activities include in particular scientific research, education, development of anti-doping capacities, investigations and monitoring of the Code and its application by Code signatories (International Federations (IFs), NADOs, Major Event Organisations (MEOs), etc.).

WADA, during its constant work of updating, released a new World Anti-Doping Code (Code) that came in force from 1 January 2021; it is the core document that provides the framework for harmonised anti-doping policies, rules and regulations within sport organisations and among public authorities.
It works in conjunction with 8 International Standards aimed at bringing harmonisation among Anti-Doping Organisations (ADOs) in various areas.

The International Standards are composed as follows:

- Prohibited List (List)
- International Standard for Testing and Investigations
- International Standard for Laboratories (ISL)
- International Standard for Therapeutic Use Exemptions (ISTUE)
- International Standard for the Protection of Privacy and Personal Information (ISPPPI)
- International Standard for Code Compliance by Signatories (ISCCS)
- International Standard for Education (ISE)
- International Standard for Result Management (ISRM)

Useful links! @	
WADA	https://www.wada-ama.org/
World Anti-Doping Code	https://www.wada-ama.org/en/resources/world-anti-doping-code-and-international-standards/world-anti-doping-code
International Standards	https://www.wada-ama.org/en/what-we-do/international-standards

What is ITA & what is its role

The International Testing Agency (ITA) is an international organisation constituted as a not-for-profit foundation, based in Lausanne, Switzerland. Its mission is to manage anti-doping programmes, independent from sporting or political powers, for IFs, MEOs and all other ADOs requesting support.

ITA is a fair, transparent and intelligence led organisation that has the welfare of athletes, the integrity of events and the reputation of sporting bodies at its heart. It gathers together subject experts with significant experience in the field to help support the best sporting experience.

This institution encourages individuals and organisations to work with it to improve their credibility, ensure compliance with the Code and its connected standards, develop a collaborative approach to anti-doping, and lead agile and flexible professional anti-doping programmes at events where the eyes of the world are watching.

WBSC has a partnership with ITA in order to receive support regarding the management of TUEs, Testing and Intelligence and Education.

Useful links! @	
ITA	https://ita.sport/
ITA - WBSC webpage	https://ita.sport/partner/world-Baseball-Softball-confederation-wbsc/

The role of WBSC in the fight against doping

WBSC cooperates with WADA and ITA in the fight against doping.

In accordance with the WBSC Risk Assessment and the WBSC Test Distribution Plan (TDP), WBSC together with ITA, leads the following activities in the sensitisation about anti-doping in order to establish a level playing field for our athletes under the same rules:

- Testing In-Competition (IC)
- Testing Out-Of-Competition (OOC)
- Intelligence
- Education
- Support for testing, intelligence and education at continental and national level.

The WBSC IU has three persons working in anti-doping and fulfilling the following tasks:

- management of the sport specific Risk Assessment
- management of the TDP;
- coordinating Testing Pool's strategies;
- monitoring of ADAMS;
- maintaining compliance with the Code and its International Standards;
- communications and relations with National Federations (NFs) and NADOs and
- supervision of the education plan.

WBSC, in compliance with the 2021 Code, approved the new WBSC Anti-Doping Rules that came in force from 1 January 2021. You can also find below the significant changes only applied to the previous version.

Useful links! @	
WBSC Anti-Doping Rules	https://www.wbsc.org/en/organisation/integrity-unit/anti-doping/documents-regulations

3. Responsibilities of WBSC in the Fight Against Doping

Since WBSC is one of the World Anti-Doping Code Signatories it shall:

- adopt and implement anti-doping policies and rules which conform with the Code and International Standards;
- require all athletes preparing for or participating in a Competition or activity authorised by itself or one of its Members and all Athlete Support Personnel associated with such Athletes to agree to and be bound by anti-doping rules in conformity with the Code as a requisite of such participation or involvement;
- not employ a Person in any position involving doping control who is provisionally suspended under the Code;
- require athletes to be available for sample collection and to provide accurate whereabouts information as part of the WBSC TP;
- take appropriate action to discourage non-compliance with the Code and the International Standards;
- facilitate the Independent Observer Programme at international events;
- withhold some or all funding to NFs that are not in compliance with the Code;
- vigorously pursue all potential ADRVs;
- implement anti-doping education;
- accept bids for World Championships only from countries where the government has ratified, accepted, approved or acceded to the UNESCO Convention and not accept bids from countries where the National Olympic/ Paralympic Committee and/or the NADO is not in compliance with the Code;
- cooperate with WADA and the ADOs;
- have its own Anti-Doping Rules;
- respect the independence of laboratories.

4. Responsibilities of the NFs in the Fight Against Doping

The WBSC Members shall:

- collect samples (with prior authorisation of WBSC) in compliance with the ISTI and in collaboration with the related NADO;
- confront/collaborate always with WBSC and the local NADO in the implementation of the anti-doping programme;
- recognise the authority of the NADO in their country;
- conduct Testing only under the documented WBSC authority and referring to the local NADO to collect samples;
- analyse samples using a WADA accredited laboratory;
- In case of an ADRV, after a doping control under their authority, delegate the case to an operationally Independent hearing panel;
- be aware that they are bound by the Code and WBSC anti-doping rules;
- establish their own anti-doping rules, (including and/or citting the WBSC anti-doping rules) and reinforce the message that the athletes and Athlete Support Personnel are bound by these rules;
- report any information relating to an ADRV to the local NADO and WBSC and collaborate with the NADO in the investigation;
- plan, implement, evaluate and promote an anti-doping education plan in collaboration with the local NADO;
- ensure that the athletes under NF's authority comply with their obligations in order to provide whereabouts information under Code article 5.5;
- provide up to two (2) names of a person that WBSC can contact directly in order to coordinate the sensitisation about anti-doping.

5. What WBSC Can Offer to the NFs

WBSC provides its Members the following documents/operations:

Testing and Intelligence:

- Testing at the International Events under WBSC jurisdiction, Out-Of-Competition and In-Competition;
- WBSC Testing Pool;
- WBSC Risk Assessment;
- Cooperation with ITA which also allows the use of the Reveal platform, useful for reporting doping cases to ITA in compliance with the Code.
- Cooperation with WADA, which also includes the use of the Speak Up platform. Having similar functions as Reveal, through this platform you can report doping cases to WADA, in compliance with the respective Code.

Reveal

Reveal is the ITA confidential and secure whistleblowing platform that enables anonymous reporting in a secure manner while actively supporting the investigation of Anti-Doping Rule Violations or other potentially criminal behaviour that could undermine the sensitisation about anti-doping in Baseball and Softball.

If you witnessed an ADRV or any act that undermines the awareness about anti-doping, please visit the Reveal's webpage and then click on "Report".

Close cooperation with WADA, National Federations, NADOs and law enforcement agencies, ITA will ensure that intelligence shared through Reveal is applied in the most effective way for clean sport and athlete protection.

Education:

WBSC Education Plan 2025-2028 that is characterised mainly by the following actions:

- **Webinars:** (registration free of charge)

  Sport Specific Webinars: they are exclusively reserved to WBSC members and all the content is tailored for Baseball and Softball. The main objective is to inform WBSC stakeholders about the compulsory education topics as set out in the Code such as principles and values of clean sport, Prohibited List, Athletes' rights and responsibilities, Therapeutic Use Exemption (TUE) with the related process, risks of supplements, doping control process and so on. The added value of these activities includes: reaching numerous WBSC members in different parts of the world; the adaption of the learning tasks in order to meet the needs of the participants; the continuation of education in adverse health situations such as the Covid-19 pandemic and a low environmental impact than an event-based education and in-person workshop.

  IF's Education Webinar Series: WBSC is among the seven (7) IFs that adhered to this ITA programme; and

  Monthly webinars: international and professional speakers explain the main anti-doping concepts on a monthly basis.

- **Face to Face education activities**
  These activities spread not only educational content as at the webinars but allow social interaction among the beneficiaries that is really valuable in the sports world.

- **Update of the WBSC website** according to the WADA updates.

- **Coordination of the WADA Anti-Doping Education and Learning platform** (ADEL), promoting especially the following courses: ADEL for International Level Athletes, ADEL for National-Level-Athletes, ADEL for Medical Professionals and ADEL for Parents.

Results Management:

Results Management for the cases where WBSC is the Result Management Authority (RMA) and monitoring of national proceedings. We strongly recommend our Members to inform and update us about national cases through the email antidoping@wbsc.org.

According to WBSC Anti-Doping Rules Article 12.4, the NFs are responsible for the costs relating to the results management of any eventual positive cases.

Useful links! @	
WBSC Anti-Doping webpage	https://www.wbsc.org/en/organisation/integrity-unit/anti-doping
WBSC anti-doping webpage about Reveal	https://www.wbsc.org/en/organisation/integrity-unit/anti-doping/reporting-channel
ADEL	https://adel.wada-ama.org/learn/signin
Reveal Platform	https://www.reveal.sport/frontpage

6. Therapeutic Use Exemption

Since 2020, the management of TUEs is handled by ITA in order to grant transparency and expertise in this field.

What is a TUE?

A Therapeutic Use Exemption is a certificate granted by an ADO: WBSC for international-level athletes, NADO for national-level athletes and Major Event Organisation for athletes participating in a MEO event. It allows an Athlete with a medical condition to use a Prohibited Substance or Prohibited Method, but only if the conditions set out in Article 4 of the ISTUE are met.
In other words, a TUE allows an athlete to use a Prohibited Substance or Method to treat a specific disease/condition without committing an ADRV.

Criteria for granting a TUE:

All of the four following criteria must be met (for more details, please refer to the art. 4 of the ISTUE):

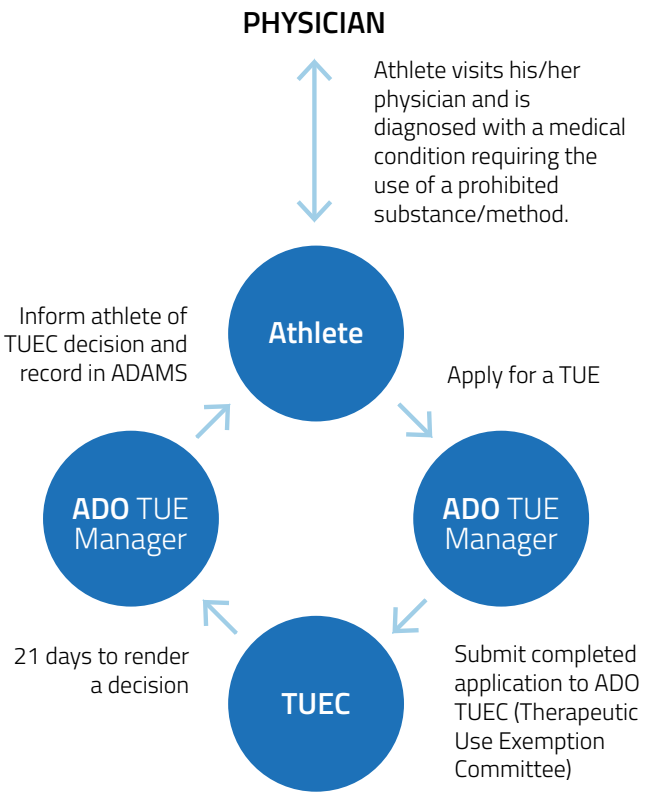
- the athlete has a clearly diagnosed medical condition which requires treatment using a prohibited substance or method;
- the therapeutic use of the substance will not produce significant enhancement of performance beyond the athlete's normal state of health;
- there is no reasonable therapeutic alternative to the use of the prohibited substance or method;
- the necessity to use that substance or method is not a consequence of the prior use (without a TUE) of a substance or method which was prohibited at the time of use.

Therapeutic Use Exemption Process

For all the categories of athletes: First of all, check if the required substance or method you intend to take or use is prohibited as per WADA Prohibited List. We suggest using the online platform Global DRO.

If it is not included in the PL, no further action is required.

If it is included in the PL, please find the lifecycle of a TUE application process below.



The ADO assumes a facilitator role between the athlete and the TUEC. ADO Staff dealing with TUEs should not be involved in others areas which may create a conflict of interests. E.g. testing or intelligence

However, if you are an International-level-athlete, you shall follow the following steps:

1. You must exclusively submit your TUE application to ITA, including the required medical evidence, via ADAMS.
   If you experience issues with ADAMS, please download the Application Form (see below "useful links") and once duly completed (legible capital letters or typing) and signed, send it together with the required medical file to tue@ita.sport.

2. If the ITA TUE Committee recognises it, no further action is required and you can participate in sports competitions for the duration indicated on the document. Please note that:

   - any change in substance, dosage, route of administration and/or frequency requires the submission of a new TUE;
   - in case of persistence of the medical condition, it is the athlete's responsibility to apply in advance for renewal of the present TUE prior to its expiry date.

3. If the ITA TUE Committee does not recognise it, WADA must review the decision as per Article 8.1 of the ISTUE.

- **If you have already a TUE recognised by your NADO:** If it is on the list below[1] that TUE is automatically valid for international-level competition and it is not necessary to apply to WBSC for recognition, provided that such exemption has been granted in accordance with Article 5.4 of the ISTUE. However, please notify about this to WBSC to antidoping@wbsc.org. If it is not in the list, you need to apply to WBSC and follow the process above mentioned.

- **When to apply:**
  - for substances prohibited in-competition only: Athletes should apply at least 30 days before their next competition;
  - for substances prohibited at all times: The TUE application must be submitted as soon as the medical condition requiring the use of a prohibited substance or method is diagnosed.
- **Keep a complete copy of the TUE application** form and all medical information submitted in support of your application, and proof that it has been sent.
- **We suggest consulting** the WADA's Resources List for guidance and support, and Medical Information to Support the Decisions of TUECs for guidance on specific common medical conditions, treatments, substances, etc.
- Have a look at the "WBSC Anti-Doping Rules 2021" (above): They constitute the official rules governing the anti-doping framework at the WBSC.

For more information, please consult the WBSC anti-doping webpage and feel free to contact us at antidoping@wbsc.org or at tue@ita.sport.

[1] NADOs with agreement with WBSC for TUE mutual recognition: USA, JPN, KOR, CUB, MEX, TPE, CAN, AUS, NED, PUR, NZL, ARG, CZE, HKG, ITA, GER.

Useful links! @	
WADA International Standard for Therapeutic Use Exemptions	https://www.wada-ama.org/en/resources/therapeutic-use-exemption-tue/international-standard-for-therapeutic-use-exemptions-istue
ITA TUE application form	https://static.wbsc.org/assets/cms/documents/de90f222-d560-f667-1c60-f12a8924b79f.pdf
WADA's resources list	https://www.wada-ama.org/en/resources/search?f%5B0%5D=field_topic%3A161
Medical Information to support the decision of TUECs	https://www.wada-ama.org/en/search?q=medical%20support&filters%5Bcontent_type%5D%5B%5D=%22resource%22&filters%5Bresource_collection%5D%5B%5D=%22Therapeutic+Use+Exemption%22
GlobalDro	https://www.globaldro.com/Home

Responsibilities in the Fight Against Harassment and Abuse

> **He punched me in the chin, and my mouth was bleeding. He grabbed me by the collar and lifted me up. About 90 percent of my teammates went through physical abuse too. We'd even joke around, saying things like, "You haven't been hit yet? When's your turn?"**
>
> **– Former Highschool Baseball Player**

Harassment and Abuse are prevalent in all sport. It could occur to any athlete regardless of age, sporting ability, gender, nationality, race or ethnicity, social class, education level, sexual orientation or disability. Not only does this affect athletes themselves physically and mentally, but also it affects people around the athletes including the sport itself and the organisation.

"Safeguarding" our athletes means "Safeguarding" our sport and our organisation.

Following the IOC's release of Consensus Statement on Harassment and Abuse in Sport, the WBSC has implemented various policies and procedures to safeguard our athletes – WBSC Safeguarding from Harassment and Abuse Rules.

Certified Safeguarding Officers have been on-site during WBSC Tournaments to provide assistance that athletes may need. In 2022, the Athletes Commission has put together a Strategy to better protect fellow athletes and their well-being – Strategy to Safeguarding Baseball/Softball Athletes.

To further raise awareness among all those involved in WBSC events – including athletes, officials, staff and athletes' entourage – the WBSC released new #Safecall Guidelines in 2023 and distributed them to all stakeholders. The guidelines specifically designed for athletes were translated into 13 languages to enable young athletes to educate themselves with ease. In 2025, additional video materials were produced and presented at all WBSC tournaments, available in four languages, to further reinforce these key messages

Responsibilities in the Fight Against the Manipulation of Competitions

Competition manipulation is legally defined by the Convention on the Manipulation of Sports Competitions (the Macolin Convention) as "an intentional arrangement, act or omission aimed at an improper alteration of the result or the course of a sports competition in order to remove all or part of the unpredictable nature of the sports competition with a view to obtaining an undue benefit for oneself or for others."

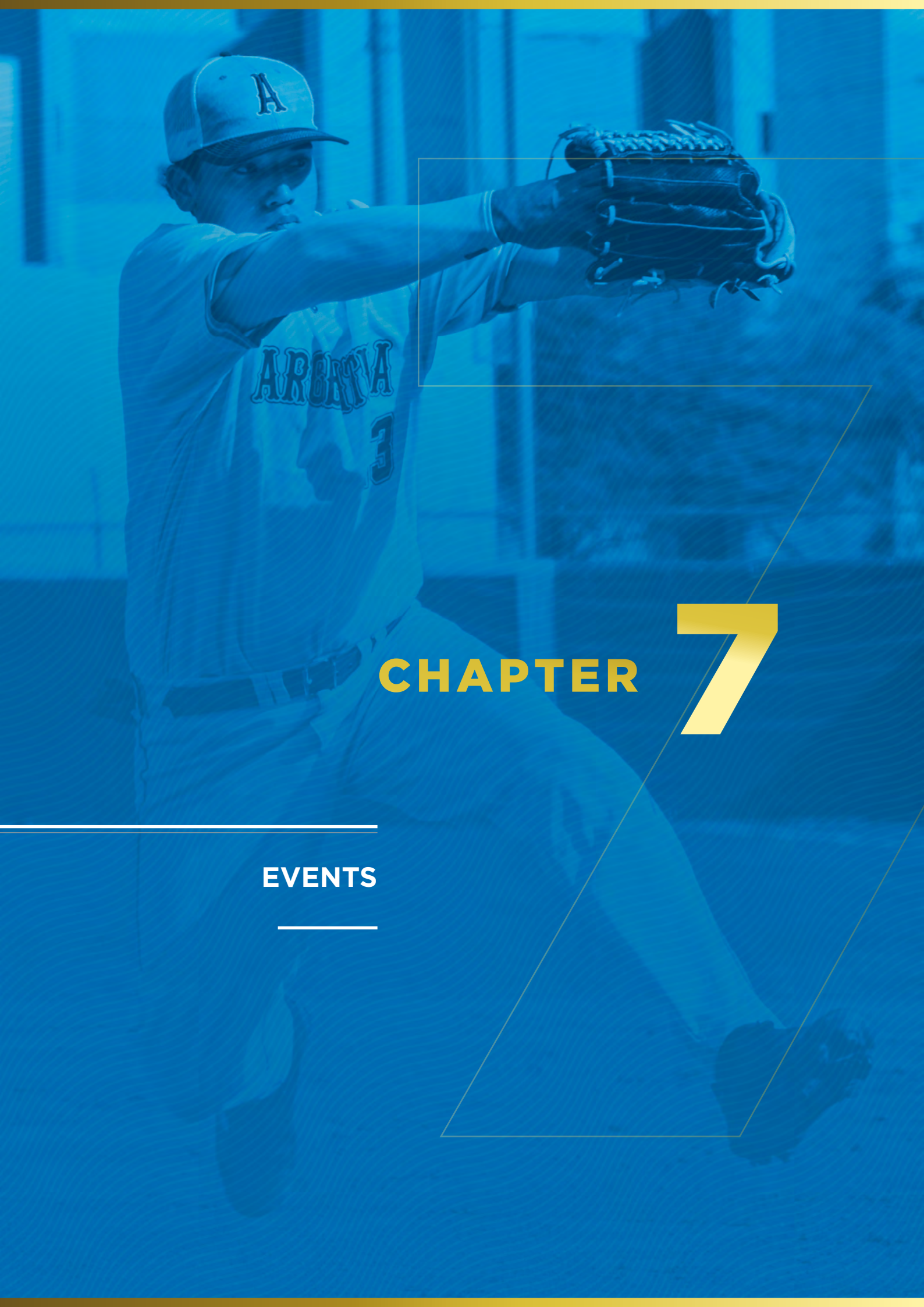
Competition manipulation occurs when one or more participants in a Baseball/Softball competition (an athlete, athlete support personnel, official, umpire, judge, etc.) intentionally alter the course or outcome of the competition, removing its unpredictability to gain an unfair advantage. Such participants knowingly underperform or deliberately make wrongful decisions that affect the result or course of a competition, which is entirely against the Olympic spirit. The motivation behind such conduct is often to gain a sporting advantage (e.g., facing an easier opponent in the 2nd round of a tournament) or a financial benefit, notably linked to sports betting.

To support the integrity of sport and fight against the manipulation of competitions, the WBSC has established standard rules in compliance with the Olympic Movement Code on the Prevention of the Manipulation of Competitions – WBSC Prevention of Manipulation of Competitions Rules

- Link to Educational Videos – Preventing Competition Manipulation
- Link to the Relevant Documents & Regulations – Preventing Competition Manipulation

Disputes & Resolutions

Despite the goodwill, positive attitude, and spirit of cooperation present in the work of the Federation, conflicts and disputes arise in the normal course of the WBSC operations, which must be resolved through legally sound and duly approved procedures in accordance with the WBSC Disciplinary By-Laws.



CHAPTER 7

EVENTS

History of WBSC's Main Events

In order to access the history of all the WBSC Events, podiums, overall medal records and standing of all previous editions, please refer to the following links:

- U-12 Baseball World Cup
- U-15 Baseball World Cup
- U-18 Baseball World Cup
- U-23 Baseball World Cup
- Women's Baseball World Cup
- Premier12
- U-12 Mixed Softball World Cup
- U-15 Women's Softball World Cup
- U-18 Women's Softball World Cup
- Women's Softball World Cup
- U-18 Men's Softball World Cup
- U-23 Men's Softball World Cup
- Men's Softball

List of WBSC Events

The WBSC Events with their corresponding specifications established by the WBSC Executive Board are listed below:

WBSC TOURNAMENT DETAILS				
	WBSC WORLD CUPS	NEXT EDITIONS	NUMBER OF TEAMS	CONTINENTAL SPOTS – PARTICIPATING TEAMS
Softball				
1	**U-15 Women's World Cup** (Biannual event)	2027, 2029, 2031	8	Africa (1), Americas (4), Asia (2), Europe (2), Oceania (2), Wild Card/Host (1)
2	**U-18 Women's World Cup** (Quadrennial event to be played in 2-Stages)			
	Group A	2028, 2032	6	Africa (2), Americas (5), Asia (3), Europe (3), Oceania (2), Wild Card/Host (3)
	Group B		6	
	Group C		6	
	Finals	2029, 2033	8	Top 2 teams from each Group + 2 wild cards
3	**Women's World Cup** (Quadrennial event to be played in 2-Stages)			
	Group A	2026, 2030	6	Africa (2), Americas (5), Asia (3), Europe (3), Oceania (2), Wild Card/Host (3)
	Group B		6	
	Group C		6	
	Finals	2027, 2031	8	Top 2 teams from each Group + 2 wild cards
4	**U-18 Men's World Cup** (Quadrennial event)	2027, 2031	12	Africa (1), Americas (4), Asia (2), Europe (2), Oceania (2), Wild Card/Host (1)
5	**U-23 Men's World Cup** (Quadrennial event)	2026, 2030	12	Africa (1), Americas (4), Asia (2), Europe (2), Oceania (2), Wild Card (1)
6	**Men's World Cup** (Quadrennial event to be played in 2-Stages)			
	Group A	2028, 2032	6	Africa (2), Americas (5), Asia (3), Europe (3), Oceania (2), Wild Card/Host (3)
	Group B		6	
	Group C		6	
	Finals	2029, 2033	8	Top 2 teams from each Group + 2 wild cards

WBSC TOURNAMENT DETAILS				
WBSC WORLD CUPS		NEXT EDITIONS	NUMBER OF TEAMS	CONTINENTAL SPOTS – PARTICIPATING TEAMS
Baseball				
7	**U-12 World Cup** (Biennial event)	2027, 2029, 2031	12	Africa (1), Americas (4), Asia (3), Europe (2), Oceania (1), Wild Card/Host (1)
8	**U-15 World Cup** (Biennial event)	2026, 2028, 2030, 2032	12	Africa (1), Americas (5), Asia (2), Europe (2), Oceania (1), Wild Card/Host (1)
9	**U-18 World Cup** (Biennial event)	2027, 2029, 2031	12	Africa (1), Americas (4), Asia (3), Europe (2), Oceania (1), Wild Card/Host (1)
10	**U-23 World Cup** (Biennial event)	2026, 2028, 2030, 2032	12	Africa (1), Americas (4), Asia (3), Europe (2), Oceania (1), Wild Card/Host (1)
11	**Women's World Cup** (Quadrennial event to be played in 2-Stages)			
	Group A	2026, 2030	6	Africa (0), Americas (4), Asia (4), Europe (1), Oceania (1), Wild Card/Host (2)
	Group B		6	
	Finals	2027, 2031	6	Top 2 teams from each Group + 2 wild cards
12	**Premier12** (Quadrennial event)			
	Qualifier A	2026, 2030	4	Teams ranked 13 to 18 (6) in World Rankings at the end of the previous year + Wild Card/Host (2)
	Qualifier B	2026, 2030	4	
	Premier12	2027, 2031	16	Top-12 teams in World Rankings at the end of the previous year of the qualifiers + Top 2 Teams from each Qualifier
Baseball5				
13	**Baseball5 World Cup** (Biennial event)	2026, 2028, 2030, 2032	16	Africa (2), Americas (4), Asia (3), Europe (3), Oceania (1), Wild Card/Host/Previous Host (3)
14	**Youth Baseball5 World Cup**(Biennial event)	2027, 2029, 2031	16	Africa (2), Americas (4), Asia (3), Europe (3), Oceania (1), Wild Card/Host/Previous Host (3)
eSport				
15	**WBSC Virtual Cup**	2026 and on	Open	Opening round available at selected Strikezon Locations
17	**WBSC eBaseball™ Series** (annual)	2026 and on	Open	Available online via WBSC eBASEBALL™: Power Pros on PlayStation Network and Nintendo Switch
18	**ePremier12**	2027,2031	Open	Available online via WBSC eBASEBALL™: Power Pros on PlayStation Network and Nintendo Switch (featuring physical finals)

Global Calendar 2026-2032

The WBSC Global Calendar 2026-2032 lists the events organised by the WBSC and the Continental Associations in the 2026-2032 Olympic Cycle. Such events are established in the following chart:

WBSC GLOBAL CALENDAR 2026-2032								
Softball EVENTS		2026	2027	2028	2029	2030	2031	2032
1	**U-15**							
	Continental Qualifier	O		O		O		O
	WBSC World Cup		X		X		X	
2	**U-18 Women's**							
	Continental Qualifier		O				O	
	WBSC World Cup – Group Stage			XXX				XXX
	WBSC World Cup – Finals				X			
3	**Women's**							
	Continental Qualifier				O			
	WBSC World Cup – Group Stage	XXX				XXX		
	WBSC World Cup – Finals		X				X	
4	**U-18 Men's**							
	Continental Qualifier	O				O		
	WBSC World Cup		X				X	
5	**U-23 Men's**							
	Continental Qualifier				O			
	WBSC World Cup	X				X		
6	**Men's**							
	Continental Qualifier		O				O	
	WBSC World Cup – Group Stage			XXX				XXX
	WBSC World Cup – Finals				X			
7	**The World Games**				X			
8	**Olympic Qualifiers**		XXX	X			XXX	X
9	**Olympic Games**			X				X

WBSC GLOBAL CALENDAR 2026-2032								
	Baseball EVENTS	2026	2027	2028	2029	2030	2031	2032
1	**U-12**							
	Continental Qualifier	O		O		O		O
	WBSC World Cup		X		X		X	
2	**U-15**							
	Continental Qualifier		O		O		O	
	WBSC World Cup	X		X		X		X
3	**U-18**							
	Continental Qualifier	O		O		O		O
	WBSC World Cup		X		X		X	
4	**U-23**							
	Continental Qualifier		O		O		O	
	WBSC World Cup	X		X		X		X
5	**Women's**							
	Continental Qualifier				O			
	WBSC World Cup – Group Stage	XX				XX		
	WBSC World Cup – Finals		X				X	
6	**World Baseball Classic**							
	World Baseball Classic Qualifiers				OO			
	World Baseball Classic	O				O		
7	**Olympic Qualifiers**		X	X			XXX	
8	**Olympic Games**			X				X
	Baseball5 EVENTS	2026	2027	2028	2029	2030	2031	2032
1	**Baseball5**							
	Continental Qualifier		O		O		O	
	WBSC World Cup	X		X		X		X
2	**Youth Baseball5**							
	Continental Qualifier	O		O		O		O
	WBSC World Cup		X		X		X	
3	**Youth Olympic Games**	X		X				

Hosting a WBSC Event – Benefits & Opportunities

Organising WBSC Tournaments gives the opportunity for hosts to establish a legacy that will help develop the game locally, while also providing worldwide exposure for their programme and the hosting region.

Among many others, some of the potential benefits of hosting a WBSC World Cup are:

- Support in the construction of new or renovation of existing facilities to favour the development of the game at all levels;
- Increased number of high-quality development programmes for professional, amateur, youth and grassroots levels;
- Improved cooperation between host cities, sponsors, media and the local community at large;
- Enhanced partnerships and greater commercial activity and investment from new sponsors, media and broadcasters;
- Help in breaking down social barriers for participation and better opportunities for people of all ages and genders;
- Use of well-known players, coaches or local VIPs as role models to encourage kids and emerging players and to promote health and other social benefits;
- Use of multi-venue / location to maximise host city and tourism impact;
- Multiple brand activations, campaigning and merchandising opportunities;
- Extensive host city / host country programme (dressing and branding) including fan zones; and
- Promotional support on WBSC dedicated webpages and social media channels.

Hosting Bid Outlines	
Baseball	https://static.wbsc.org/uploads/federations/0/cms/documents/dd7aca0f-6bc0-0547-3960-915aa8efc02d.pdf
Softball	https://static.wbsc.org/uploads/federations/0/cms/documents/17bc9107-417b-4bec-326f-f084ac5bb1da.pdf
Baseball5	https://static.wbsc.org/uploads/federations/0/cms/documents/b432a967-5910-d7d0-85c0-f7ccd5c5a46f.pdf
Youth Baseball5	https://static.wbsc.org/uploads/federations/0/cms/documents/7de3c-3dd-8800-0df1-99b2-253bc24d3db3.pdf
Premier12	https://static.wbsc.org/uploads/federations/0/cms/documents/0f81f1cd-b15c-65a6-3912-ca9b6c92bb76.pdf

How to Request WBSC Sanction for an International Event or Competition

In accordance with Article 19, specifically articles 19.1 and 19.3 to 19.6 of the WBSC statutes and relevant clauses of WBSC Articles of Association, a WBSC member on whose territory a WBSC-sanctioned event or competition is to be organised must obtain **"Sanction"**, an explicit written approval granted in advance from:

- WBSC, in case of matches and competitions involving national teams from different continents, or;
- WBSC CA in which territory the event takes place, in case of matches and competitions involving national teams from the same continent.

Some of the benefits associated with the sanction are:

- Ranking points allocation;
- Media exposure through all the WBSC Media channels;
- Right to host;
- Use of the official WBSC sanctioning logo

The sanction request should be directed to whom?

- To the WBSC when it refers to activities between countries or territories belonging to different Continents or
- To the CA when it refers to activities between its member countries or territories.

When is a sanction needed?

All International Baseball/Softball/Baseball5 competitions, matches, games, and tournaments not related to the events automatically sanctioned or to the Olympic competition and/or its qualification competitions must have the prior sanction.

"International Competition" means that a Baseball/Softball/Baseball5 competition comes under the jurisdiction of the WBSC when the competition features any of the following games:

- - National Team vs. National Team
- - National Team vs. Club

When is a sanction automatic?

- For all events organised directly by the WBSC or any CA
- For the exhibition series/games organised within 15 days prior to a major international sanctioned event

Why is a sanction needed?

- To abide by the WBSC Statutes and By-Laws. Therefore, to not incur infractions and fines
- To protect the rights of each one of the NF members
- To make sure rules and safety measures are respected
- To receive Ranking points if the event is included in the categories included in the relative Ranking Methodology
- To make sure the host organisation has the right to organise an international competition, especially whenever one or more national teams are participating
- To receive Media exposure through the WBSC institutional channels (i.e., WBSC website, social media, press releases etc…)

What is the process to request a sanction?

Please refer to the following link to access the Sanctioning Information:

Sanctioning Documents or Forms	
WBSC Statutes	https://static.wbsc.org/uploads/federations/0/cms/documents/2de73e13-7360-2635-c634-e87232135749.pdf
Post Event Report Form	https://static.wbsc.org/assets/cms/documents/48030c-fd-3d82-878a-7237-53e0db180d9e.pdf
Sanctioning Regulation	https://static.wbsc.org/uploads/federations/0/cms/documents/47926648-ab24-c053-c838-2986a9e2504c.pdf
Sanctioning Regulation – Request form BB/SB	https://static.wbsc.org/assets/cms/documents/04a91b09-807e-97dd-2ccc-6c1b637e28f1.pdf
Sanctioning Regulation – Request form B5	https://static.wbsc.org/assets/cms/documents/5020a7fa-50c4-cb41-e8a7-3fc5924520ad.pdf

The sanctioning application must be duly filled in, with any/all supporting documents and submitted no later than six (6) weeks prior to the start of the event.

The Post Event Reports shall be completed and provided to the WBSC or to the relevant WBSC CA within 72 hours after the conclusion of the game(s) or event in question. High-quality photographs of all teams and umpires concerned (pre-game and in-game) are required together with the Post Event Reports.

Failure to obtain this sanction would constitute a breach of the Statutes and such Member in breach thereof may be liable to disciplinary actions under the Disciplinary By-Laws.

Moreover, any fraudulent declaration will lead to the revocation of the sanction, cancellation of ranking points and a monetary fine could be applied and defined based on the level of severity of the false statement.

World Rankings - How They Work & How to Earn Points

The WBSC World Rankings is a system to measure National Team performance in WBSC-sanctioned international competitions over a four-year period. The rankings, which weigh a country's entire National Team programme from U-12 to Professional, are published by WBSC in five categories: Men's Baseball, Women's Baseball, Women's Softball, Men's Softball, and Baseball5 Coed.

The points that can be earned at each match or competition differ depending on the level of the event, with major tournaments of each discipline, such as Premier12 or Women's Softball World Cup awarding a higher weighting compared to minor regional and continental tournaments.

For more information about the ranking framework and point allocation refer to the World Ranking Guidelines and methodologies, in the following links:

WBSC World Rankings	
WBSC Baseball & Softball World Rankings Microsite	https://rankings.wbsc.org
World Rankings Guidelines	https://static.wbsc.org/uploads/federations/0/cms/documents/9b82f194-ac8a-c3de-0847-372cf24c2495.pdf
Men's Baseball World Ranking Methodology	https://static.wbsc.org/uploads/federations/0/cms/documents/0728e8c0-76fe-9b45-9eac-ab69e218485a.pdf
Women's Baseball World Ranking Methodology	https://static.wbsc.org/uploads/federations/0/cms/documents/6883e-dd2-3b52-f85d-2bf3-a814f24a663c.pdf
Men's Softball World Ranking Methodology	https://static.wbsc.org/uploads/federations/0/cms/documents/04b737a9-51a4-ef5c-c4dd-021013895b8b.pdf
Women's Softball World Ranking Methodology	https://static.wbsc.org/uploads/federations/0/cms/documents/d988b-ca2-4c2f-d9ad-2511-157b48d02798.pdf
Baseball5 World Ranking Methodology	https://static.wbsc.org/uploads/federations/0/cms/documents/0ea6d735-4dbc-cb9b-b593-dedf676cb16e.pdf

Official Sports Rules

Baseball	
WBSC Official Rules of Baseball 2025 - 2026	https://static.wbsc.org/uploads/federations/0/cms/documents/d3d36a7c-4a8a-1cca-adc1-d4edff1efc30.pdf
Tournament Regulations for WBSC World Cups	https://static.wbsc.org/uploads/federations/0/cms/documents/24a59c79-85a3-821f-e523-ea9ae9959741.pdf
Softball	
Fast Pitch Softball Playing Rules 2026 - 2029	https://static.wbsc.org/uploads/federations/0/cms/documents/c4423d39-179f-04ec-9054-99f919b1f85b.pdf
Slow Pitch Softball Playing Rules 2022 - 2025	https://static.wbsc.org/assets/cms/documents/5e85a934-d622-2bd8-62f9-854264607589.pdf
Tournament Regulations for WBSC World Cups	https://static.wbsc.org/uploads/federations/0/cms/documents/d8c-10caa-4912-22e5-d7fd-d97a038aff62.pdf
Baseball5	
Official Baseball5 Rulebook 2025	https://static.wbsc.org/uploads/federations/0/cms/documents/8c-db67cc-fcd0-6e9a-29d2-b9287ac5be93.pdf

eSports

WBSC eSports Strategy is built on 3 pillars since it was approved by the WBSC Executive Board in 2021.

Mass Participation
Mobile Platform

High Level Competitions
PC / console

Physical simulators
Virtual reality or Hybrid Version

The WBSC eSports projects have been developed through two main projects, both maintaining a strong connection with the Olympic Movement:

- the WBSC eBaseball™ Series, played on console using the official game title WBSC eBASEBALL™: POWER PROS; and
- the WBSC Virtual Cup, a baseball simulator competition that brings fans closer to the action through immersive gameplay.

Olympic Esports

In 2021, WBSC became one of the five founding International Federations in the first official Olympic eSports event - Olympic Virtual Series. The eBaseball™ competition featured over 6,000 participants and 125,000 games played.

In 2023, WBSC was featured in the Olympic Esports Series and eBaseball™ in the Olympic Esports Week became the most-watched event among 10 sports with 1.9 million views. This means that eBaseball™ was watched more than 9 other sports combined.

WBSC eBaseball™ Series

By taking advantage of the momentum of the Olympic Esports Series, the WBSC launched its own series – WBSC eBaseball™ Series in September 2023.

2023
@Olympic Museum, Switzerland

2024
@Tokyo Dome, Japan

2025
@NC State Univ, USA

The final of the "HUGAN WBSC ePremier12 2024" was played in front of 40,000 spectators in Tokyo Dome.

In 2025, the third edition of the Series embraced over 13 nations, and the first ever Women's Qualifier took place. The Women's Qualifier Finals were physically held in front of 150 spectators at Tokyo Game Show.

The World Finals was hosted by USA Baseball, with Visit Raleigh serving as the presenting partner, at North Carolina State University. This became another milestone followed by the finals in the Olympic Capital and Tokyo.

Link to the World Finals 2025 Instagram video

Virtual Cup

In 2022, the WBSC partnered with Newdin Contents to launch the WBSC Virtual Cup. The qualifier stage was held in Korea, Japan, USA and Mexico and 8,600 people participated. The final took place in Seoul with 12 teams, 24 finalists.
With the renewed partnership with Newdin, the Virtual Cup returns in 2026 and at least three editions will take place until 2028.

Link to the STRIKEZON Introduction video clip

Benefits for National Federations

The WBSC eSports projects - the WBSC eBaseball™ Series and the WBSC Virtual Cup - offer National Federations valuable opportunities to:

- Increase visibility through global digital exposure and in-game branding.
- Engage new audiences, especially youth, through accessible online and simulator-based competitions.
- Build operational capacity by hosting national qualifiers and collaborating with international partners.
- Align with the Olympic Movement, contributing to baseball's growing presence in the world of eSports.
- Grow membership for the NFs and increase participation in international events.

How to Participate

The WBSC eSports platform offers opportunities for both National Federations (NFs) and individual players to take part in officially sanctioned WBSC events. Participation follows an inclusive, tiered structure that connects local competitions with international championships.

A. National Federation Participation

National Federations play a key role in organising and promoting WBSC eSports activities within their territories.

To take part, NFs are encouraged to:

1. **Recognise eSports** as an official discipline under their statutes.
2. **Respond to official communication** from the WBSC eSports Team regarding the upcoming season.
   - In previous editions, formal invitation letters were sent to all NFs.
3. **Confirm your participation** upon receiving the official invitation.
4. **Collaborate with partners** to localise content, branding, communication, and promotional materials.
5. **Host National Qualifiers** for the WBSC eBaseball™ Series or Virtual Cup.
6. **Nominate and endorse national representatives** to compete in regional or global stages.

These steps ensure strong national engagement and alignment with WBSC's global eSports framework.

B. Competition Pathway

The pathway from local play to world championship level includes:

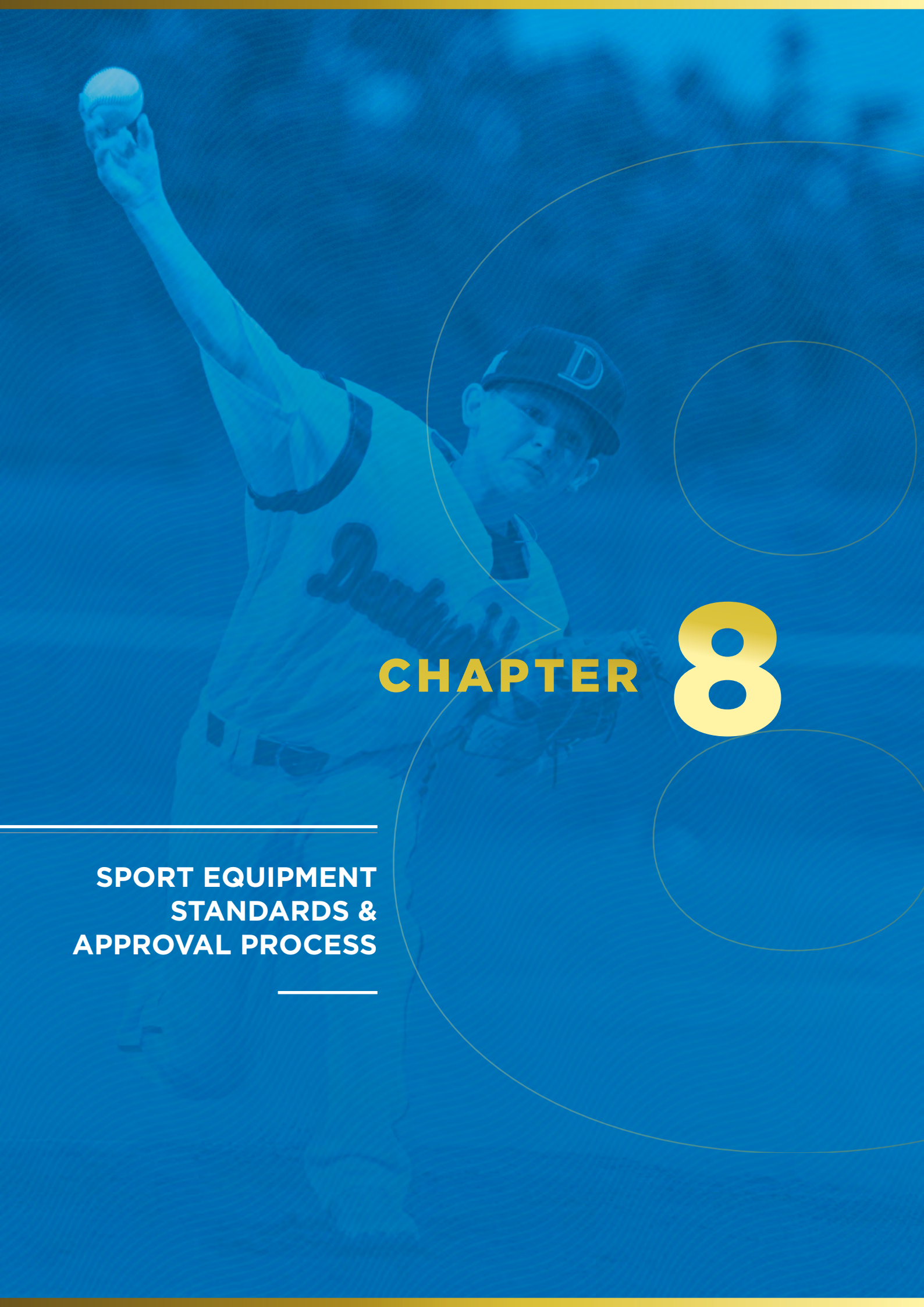
1. **National Qualifiers** – Managed by NFs or approved local organising partners.
2. **Regional or Continental Rounds** – Bringing together the top players from each region.
3. **World Finals** – The annual culmination event as part of the WBSC eBaseball™ Series or Virtual Cup.
4. **ePremier12** – A flagship international event that mirrors the structure of WBSC's Premier12, featuring top-ranked players representing their nations, and serving as the World Finals in the years when the Premier12 tournament takes place.

Note: The structure and competition format are flexible and may be adjusted for each edition to reflect regional needs, partner involvement, and event-specific objectives.

This system ensures that every player—from grassroots enthusiasts to top-level — has a clear route to reach the world stage under the WBSC umbrella.

C. Where to Find More Information

All official updates and event announcements are shared through:
Website: www.wbsc.org/disciplines/esport
Instagram: @wbscesport
Twitch: @wbsc_esport



CHAPTER 8

SPORT EQUIPMENT STANDARDS & APPROVAL PROCESS

WBSC Homologation Process

Homologation is the type of approval process through which Baseball, Softball, and Baseball5 equipment is required to go through for certification. Consistency on the material and equipment is essential for a fair competition and for the safety of the athletes.

The WBSC approval is necessary to allow players to use specific brands in WBSC Baseball, Softball, and Baseball5 events sanctioned by the WBSC regulations and requirements.

The release of such a certificate of homologation is subject to an independently organised lab test. Tests are thorough and guarantee the quality and the safety of the equipment. Tests are performed regardless of any previous or current certification from independent professional leagues.

Currently WBSC offers homologation certificates for baseballs, softballs, baseball5 balls, wooden baseball bats and softball bats.

How to Request a WBSC Homologation

To go through the homologation process, you would need to contact WBSC and request the required forms that explain the process, fees, and terms offered on different equipment.

For baseball wooden bats please contact Brian Glauser (brian.glauser@wbsc.org).

The homologation process has a fee of US$8,000 (eight thousand US dollars) for a certification with a term of 4 years.

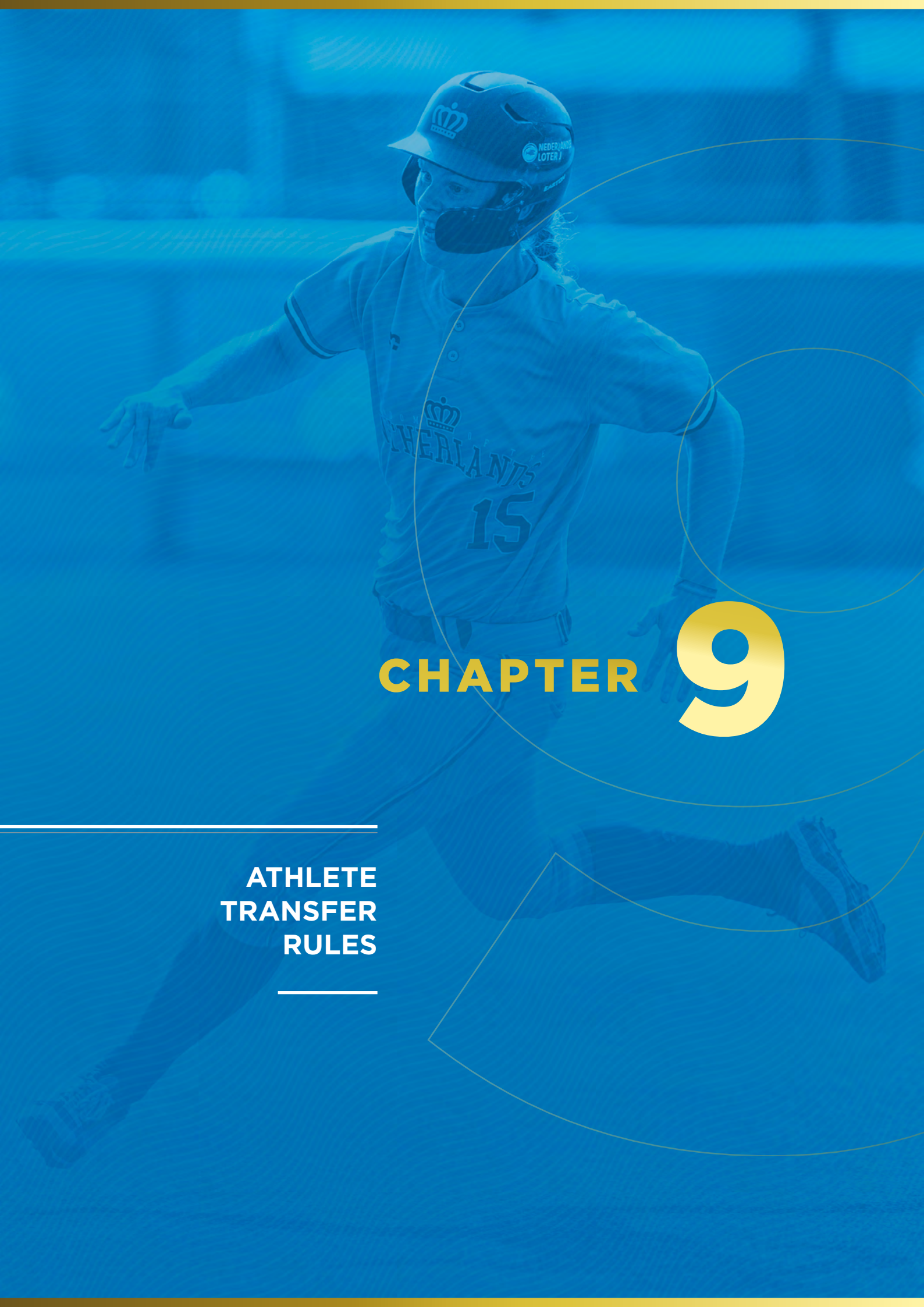
Submitted samples are analysed at the Baseball Equipment Laboratory located in Taiwan (R.O.C.)

Testing of 6 bat samples may take 4-5 weeks considering the drying periods of the laboratory, as well as shipping and handling timings and payment and processing.

For softball bats please contact Laurie Gouthro (laurie.gouthro@wbsc.org)

The homologation process has a fee of US$10,000 (ten thousand US dollars) or a VIK contribution of US$15,000 (fifteen thousand US dollars) for a term of 1 year with subsequent renewals.

The "WBSC Bat Performance Standard" for softball bats is performed by ASTM under the ASTM F2219 test methods. Samples need to be submitted to the Washington State University's Sports Science Laboratory located in Pullman, WA, U.S.A.



CHAPTER 9

ATHLETE TRANSFER RULES

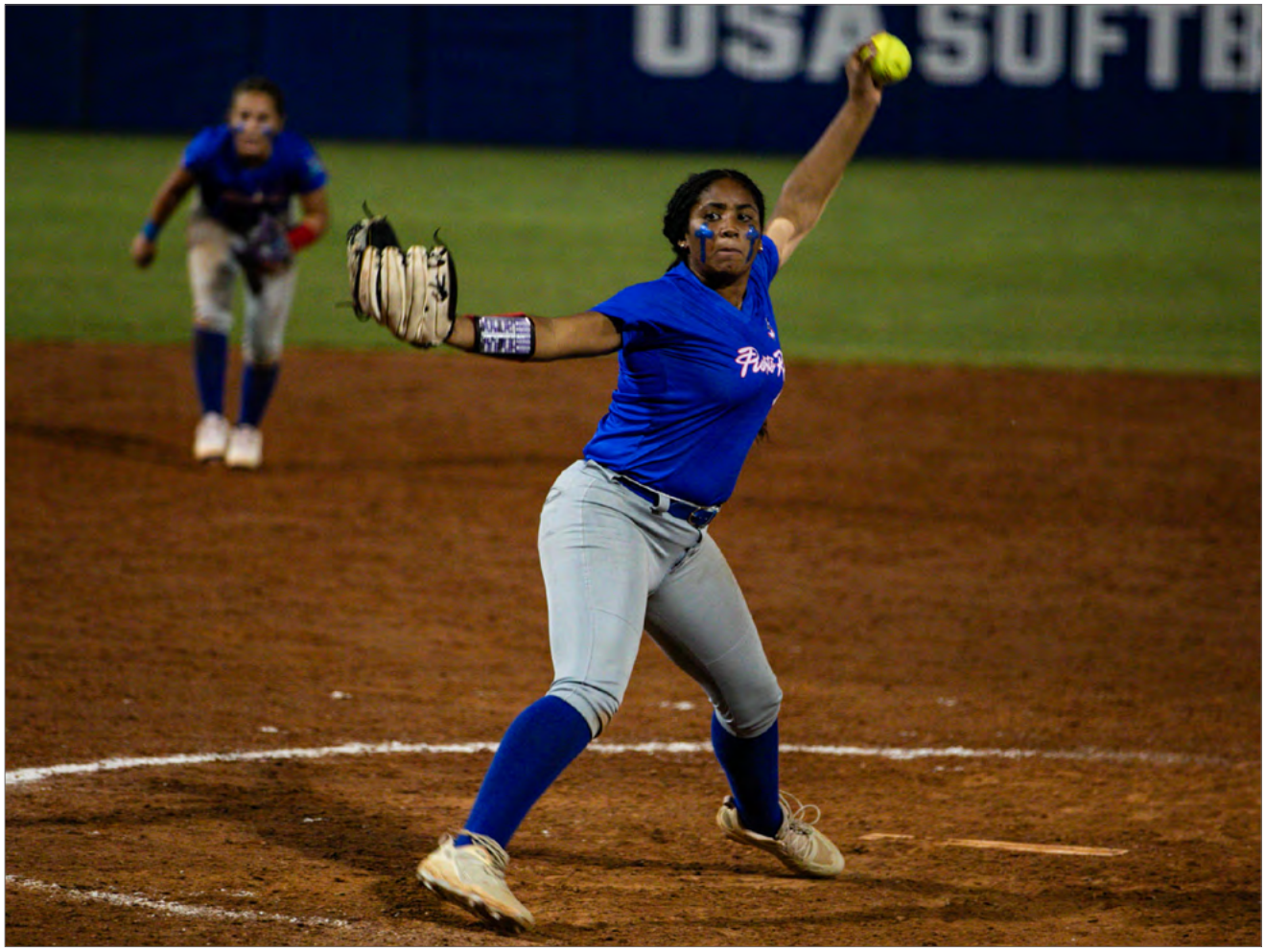
WBSC Athlete Transfer Rules

The WBSC Athlete Transfer Rules entered into force on 1 January 2025 to regulate and monitor the transfer of athletes from one club to another club affiliated with different National Federations in different countries.

The rules aim to increase the transparency and efficiency of the International Baseball/Softball transfer system, ensure that Athletes and Clubs respect each other's rights and obligations and that any Athletes seeking an international transfer (continental or intercontinental) subject to pending/ongoing sanctions, economic disputes, disciplinary proceedings or pending contractual obligations is duly reported.

All international transfer requests must be submitted in advance through MyWBSC (my.wbsc.org). National Federations shall cooperate and collaborate with each other during the transfer process to ensure the process is as efficient as possible and does not hinder the movement of the athlete without any reasons.

- Link to the Athlete Transfer webpage containing the relevant resources.
- Link to the My WBSC Manual for the explanation of the transfer process.
- Link to the relevant templates for the transfer process.



CHAPTER 10

MARKETING, BRANDING & VISUAL IDENTITY

Creating a National Federation Brand and Identity

To achieve commercial success, it is essential to build a strong brand. A brand is the visual representation, designed to clearly communicate its values and purpose.

In this chapter we will cover key branding concepts and initiatives that can help your federation or organisation enhance awareness, expand developmental opportunities, and strengthen commercial performance.

Introduction

A brand is a graphical symbol that embodies and communicates the purpose and values of an organisation. It may consist of a specific typeface, a colour palette, or a combination of visual elements. A strong brand is a powerful asset–one that makes an organisation easily recognisable and can even become a defining part of a culture or industry.

The most successful sports organisations and federations have developed strong brands that are instantly recognisable and that communicate the core values of the sport and its disciplines. These brands connect directly with fans and audiences, regardless of their background, language, or culture.

What is a brand?

A brand is a graphical symbol, that may be an image, a combination of images or simply letters. This symbol distinguishes a product or service and differentiates from competitors or similar industries or activities. The purpose is to use all graphical and images to capture and communicate the organisation's values, mission, and purpose. The brand should focus on generating emotions, something we find most commonly in sports branding.

For our purpose, the brand's federation should communicate and easily portray what is our sport and our discipline. This will position the federation as the maximum authority of the sport in the country. As an example, the WBSC brand shows how the organisation is overlooking the world referred through the arch below the WBSC letters and the silhouette works as the contour of a baseball or softball.

What are the benefits of having a strong brand?

Having a strong brand as a federation protects the sport in several aspects, but mainly helps with the communication, awareness, and respect from the participants of the sport within the nation. Thus, creating loyalty, trust, and confidence.

A strong and recognisable brand will allow federations to approach potential sponsors with a more convincing message and foundation of awareness and recognition from the market.

One of the most important aspects of a strong brand is intellectual property and the legal registration of the brand. Later on, in this handbook we will discuss how brands can be registered and protected under the law to avoid confusion and stealing of brand identities.

Points in favour of a successful branding:

- Highlights the real value of the sport to potential sponsors as well as differentiate you from the competitors in the market.
  (A strong brand is essential to show the values behind a federation in order to attract sponsors as well as differentiate themselves from the others.)
- Creates a shield in front of a crisis or competitors.
  (It means that athletes/coaches/sports associations/fans and sponsors can identify their sport and the federation itself generating loyalty, trust and confidence, which thus becomes the real defence weapon against crisis moments.)
- A brand as an aggregate.
  (The image/brand will become so popular that consumers want to be a part of it independent of their ability level.)

How can a federation create and manage a successful brand?

A successful brand requires planning and patience, which begins by analysing the assets of your federation (strengths and weaknesses/SWOT ANALYSIS) and choosing what you want to represent and how you want to position yourself in the market compared to your target audience.

Promotional Activities

This section will cover how to make the organisation's brand active. All the necessary actions to create a strong and attainable brand have been discussed, and now we will cover how to integrate that brand so that it reaches the market and increases its awareness.

Below are three main areas to consider using and activating the brand.

Internal communications:
The NF should do a formal presentation of the brand. A press conference or press release is important to set a "first-use-date" of the brand. This will help raise awareness to local media and affiliated organisations and take the opportunity to transmit the brand identity and values. The use of the brand must then be used in every possible way, either on official documentation, email signatures, official website and social media, media and press releases, and even throughout the office as a sign of presence and importance.

Events:
Use the brand in all upcoming and future events, even if the event has its own brand or logo, the NF brand must be prominent and higher in hierarchy to the event. It's important to signal that the NF is the highest organisation of the sport in the country. Look for ways in which the brand can be exposed on media, broadcast, other means of communication to raise its awareness.

Development:
All development efforts need to include the NF brand. Showing the brand to players and athletes in early stages and young age creates a brand affinity and unforgettable experience in their development and growth through the sport. These elements include apparel and other goods. The long-lasting awareness greatly overcomes the cost of production.

Brand promotion is essential to keep minor sports popularity growing. Use the numerous platforms that your federation has:

- **Interacting with existing clubs** (seminars for club leaders, coaching development seminars and classes for the specific teaching techniques): strengthening relationships with clubs, can demonstrate your commitment to the growth of the sport.
- **Supporting new clubs:** your federation can play a key role with new clubs by offering training, clinics or development skills; helping the growth of sport while increasing awareness of the federation's brand.
- **School based promotion:** schools are the best place where federations can promote positive aspects of the sport, linking it to social benefit and healthy way of living, inspiring participation in sports and awareness of your federation's brand.

NFs can also promote their brand through its products, which consists of tournaments/events held during the year:

- **Demonstrate a professional image:** a venue organised in a professional way generates a positive impact on the perception of your federation by players, media, and fans.
- **Exhibit your brand logo wherever possible.**
- **Let the event become the mirror of your brand image.**

Promoting your brand is the key to achieving long-term development goals of your federation.

Media Relations and Operations

Having a strong and consistent relationship with key media in your country or territory is important to ensure regular and correct communication of your events and news. The bigger and stronger your network of media contacts, the more likely you can have their help in spreading your message.

Each NF should have at least one part-time or full-time media officer to have this connection with the media to help promote Baseball-Softball activity in your country/region.

Equally important is having an efficient service for media covering your events. Providing the right facilities for media to do their job will ensure that your tournaments are promoted and covered accordingly.

Sometimes key media are unable to attend events and for that reason, your federation teams should have a press officer who attends continental and world cup competitions in order to:

- Cover the tournament with game reports (from the perspective of the NF)
- Posting photos, social media, behind scenes with players, player interviews/quotes
- Live streaming of national tournaments, activities or video highlights/interviews is also recommended where possible.

Digital Media and Social Networks

In today's world, digital and social media is the most efficient and cost-effective way to communicate directly to fans. While media still play a key role in communicating your message, you can reach directly to your fanbase through digital and social media. Since a lot of the social media channels are free and easy to use, it is the most effective way to expand your community, connect with your audience and your athletes and attract new fans.

It is also an efficient way in the long term to potentially attract sponsors and can also help gauge sentiment about Baseball/Softball in your territory, which can also lead to a more informed decision-making process.

How to Implement the WBSC Strategic Plan at National Level

WBSC strategic plan is a carefully drafted document made in combination with WBSC leadership, its departments, and in consultation with key stakeholders to provide an important long-term strategy and objectives to guide the WBSC community.

The WBSC 2022-2028 Strategic Plan includes nine Strategic Goals and 73 Sub-Goals with targeted outcomes created to achieve growth and expansion of our global sport.

Carefully read throughout the document and understand how it can be adapted to your NF, your region, territory, and the reach and influence the sport has in your country. Many of the topics have been already crafted by the WBSC and with your understanding can be adapted.

Each of the 9 Strategic Goals involve one or several departments of the WBSC. As you read through the document you may have questions or comments about each of the goals. Reach out to that department or to WBSC staff, schedule a meeting to learn further on each of the goals and how to implement them to your organisation.

The document includes a wide variety of topics, from governance and organisational chart, to commercial, integrity, transparency and even sustainability. The closer and more of these goals are shared and implemented by your NF, the stronger our sport will be. Achieving goals will benefit everyone in the future ahead.

Start by focusing on the nine key goals and then list activities or milestones, which can help your federation achieve these goals at a national level.

The WBSC Strategic Plan is for the 2022-2028 period so not all the goals need to be achieved in the first year. Map out the key activities and a timeline for when they will be achievable, so your strategic plan is clear for everyone to follow as well as setting targets and goals, for people to aspire to.

Ensure to review the plan regularly (at least twice a year) to review what is achievable or which areas need adjusting and communicate these updates to your community and audience so that they can feel engaged and empowered to also make a difference.

What Are the Values a National Federation Should Promote

A mission statement is the most important aspect that a federation needs to establish to define the path to which the organisation will grow. The mission statement is a small paragraph that includes the main message that defines the organisation. It's recommended that all federations establish a mission statement that defines the vision, mission, and goals of the organisation.

Below is the example of WBSC's mission statement:

To grow Baseball and Softball globally, increasing the practice, popularity, exposure, and access to the game, thereby making Baseball/Softball more attractive to new audiences, players, multi-sports organisations, event hosts, broadcast, and commercial partners. These goals are intended to serve our NFs and Associated Members domestically, as well as our sport internationally. It is also the responsibility of WBSC and our entire Baseball/Softball community, as a major global ecosystem, to harness our game for humanitarian objectives and to help shape a better and more sustainable world.

After establishing a mission statement, it's very important to know the values a federation should promote. Understanding this from the start will make it easier to work toward a goal without distracting from the important message.

WBSC has identified values that have been the basis of the work of the Confederation and has proven successful through the growth and awareness of Baseball and Softball around the world.

It's recommended that the NFs follows this same value proposition so that from the top to bottom values are aligned and efforts can be maximised.

- Team Spirit and friendship
- Integrity and respect
- Tradition and innovation
- Diversity and unity
- Excellence and fun

Finally, a federation should establish a vision. A vision is the goal the organisation wants to achieve. The vision is the outcome to which the mission statement and the values will reach. Below is the vision WBSC promotes, and it's recommended to follow a similar path as to achieve goals on all levels.

A billion strong, Baseball-Softball community where all participants have a stake at the game.

The WBSC reflects all NFs and Associated Members, whose tireless and diligent efforts and shared values help us work toward realising our vision and mission.

Summarising what we just said, the aim of a mission, vision and values is to grow as a federation.

There are three crucial questions that need to be asked to get started:

- Who are we?
- What do we want to achieve?
- How can we achieve this?

After answering these three questions, you can start with the gradual process by defining your objectives with a mission statement, vision and values.

Mission

Has to:

- Promote unity
- Allocate resources (define how to allocate financial and human resources)
- Provides foundation for growth (mission statement will be the first step to create growth in the later stages or strategic development)
- Culture promoter

Made of the following four characteristics:

- Identifiable (where members can recognise)
- Applicable (should be a practical tool)
- Measurable (staff should be able to measure their mission-related performance)
- Valuable (has to generate a competitive advantage)

Vision

Has to:

- Give a direction
- Bring growth (it encourages open communication, creative solutions and promotes interest and focus for the future)
- Empower federations (a vision should stretch the organisation's capabilities and image)
- Create cohesiveness (members have to feel proud, excited and part of something)

Made of the following four characteristics:

- Motivating (creates opportunities for members to become leaders)
- Powerful (empowers members)
- Captivating (think about the future)
- Effective (reminder of daily basis)

Values

Core values need to establish foundations of your federation's culture following:

- Create a base (setting goals and guide decision-making)
- Provide open environment (give the opportunity to reflect and have open discussion)
- Establish positive identity (positive core values bring loyalty to your federation)
- Reflect integrity and respect for your members
- Consistency meter

Ultimately, we can say that the development of these three factors is fundamental above all for the organisation and it is essential to avoid some mistakes or misunderstandings:

1. The Mission must lead the community to collaborate, express and listen to their own and other opinions as well as generate order. (NO close mindset and NO disorder)

2. The Vision must give long-term thinking and also the ability to think "out of the box" encouraging creative solutions. (NO short-term thinking and NO traditional thinking)

3. The Values must be associated with a positive and encouraging message. (NO negative tone and NO uncertain statements)

Turning Mission, Vision, and Values into a Brand

A brand is a growing and dynamic concept. Brands may mature or evolve as they are needed to adapt to new markets, new technologies and new approaches. But a brand should always have as a common denominator the reflection of the organisation's mission, vision, and values.

After establishing the mission, vision, and values explained in the chapter before. Now we move onto the task of communicating these aspects through the brand. For that we need to determine the local market, the maturity of the sport within the market and the desired reach and integration of the market.

Local market:
Is the sport relevant in the local population, is it covered by mainstream media or is it more on a grassroot and in a developmental phase?

Maturity of the sport:
Does the sport have a certain cultural history within the national market? Are there legends or cultural icons within the sport in the country? Is there a professional or major league in the country?

These two aspects can define how to approach a brand for the NF. If the sport is in a developmental/ grassroots phase, it is recommended to use more traditional elements like balls and bats, the brand needs to describe easily what the sport is the organisation represents, with a very clear wording of the federation name and country. If the sport is professionally and culturally relevant for the country, the federations may be more creative by using conceptual elements that resemble a baseball or softball or other of the elements of the sport.

The brand of the NF should be clear in the sport it represents, with clear wording as to reflect a strong organisation and creative use of elements that define unity, integration and other aspects of the mission, vision and values.

Developing a successful brand is the key to the commercial success of your NF.

For many sports, there are no easily marketable products due to cultural gaps or highly specific products for the reference sport and not reusable in other ways, thus making one's sporting movement the only target of reference, confining it to protect and retain more and more of its fans.

This is of crucial importance. Most of the sports movements in the world, not being able to hope for exponential growth, guaranteed by a product or by the large corporate aggregate (which look more to profit than to values), may only hope in a gradual and slow growth.
NFs must develop a unique brand, which makes its fans feel more recognised and prouder of their sport (federation), minimising the abandonment rate, hoping that in the future there will be a cultural change that guarantees the full recognition of one's sport for the mission, vision and values it represents by the mass of people and corporates.

Brand Registration and Intellectual Property

In the past sections we have gone over how the brand came to exist, its purpose, values and what it should communicate, but right after establishing the brand the most important thing to do is to register the brand so it has legal validity nationally and internationally.

Registering a brand legally is extremely important because it allows the creation and defend the intellectual property of the NF. Through the registration, the brand may be used on many commercial and business developments. Intellectual property is required to legally work with apparel companies and merchandising, it unlocks an amazing commercial potential to maximise commercial capabilities of the brand.

There are many ways to register a brand, but the first step should be to contact a lawyer that has experience in brand, trademark, and patent registration. The lawyer should advise which are the next steps to follow registration, from the local/national trademark office to a registration that covers and protects the intellectual property in several territories in the world.

A good place to start research is at the WIPO which is a self-regulated agency of the UN that tries to have a global registry and keep management of all intellectual property around the world. But we encourage you to take legal advice from a licensed lawyer for the proper legal registration of the brand nationally and internationally.

Authorised Use of WBSC Logo and Marks

WBSC has an important collection of logos and marks. These are legally registered around the world creating an official set of important IP and brand value.

The registered marks and logos not only comprehend the generic WBSC institutional logo, but also all the WBSC events and programmes. Your National Federation may request the use of these logos in writing with the purpose of promotion and development, but not for commercial use. Any commercial use related to WBSC marks must be approved in writing by the WBSC.

WBSC Institutional logo and variations

WBSC

WBSC Game Time!

WBSC WORLD BASEBALL SOFTBALL CONFEDERATION

WBSC WORLD BASEBALL SOFTBALL CONFEDERATION Game Time!

Premier12 and Baseball World Cups Emblems

PREMIER 12

WBSC U-23 BASEBALL WORLD CUP

WBSC U-18 BASEBALL WORLD CUP

WBSC U-15 BASEBALL WORLD CUP

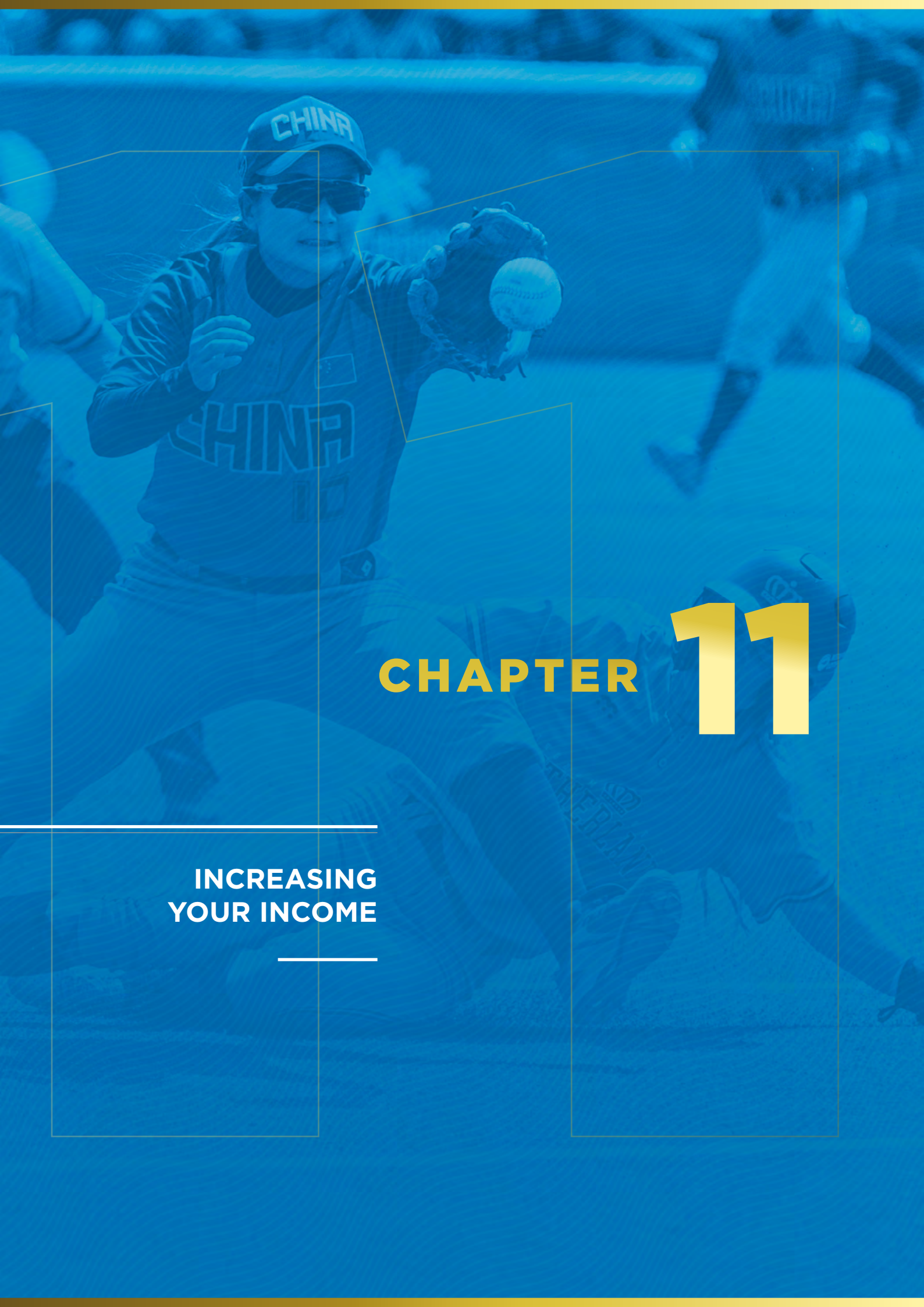
WBSC U-12 BASEBALL WORLD CUP

WBSC WOMEN'S BASEBALL WORLD CUP

Softball World Cups Emblems

Baseball5

Other marks



CHAPTER 11

INCREASING YOUR INCOME

Understand NF's Local Commercial Landscape, Reach and Limitations

Monetary revenue is important for any organisation to be successful. It doesn't matter if it's in the public or private sector, doing an activity that brings revenue is key to the success and maintenance of the organisation.

As explained in previous sections, it's very important to learn how the market reacts and how much penetration the sport has in that market. This will define the level of potential revenue from each of the areas described below and will help your organisation to focus efforts and assign resources.

There are several revenue streams a sports organisation can come up with to acquire funding. These activities each require a different type of due diligence, efforts, and tools.

- Membership fees through athletes and associated members
- Events and tournaments
- Sponsorships and media rights
- Public funding or grants

In some cases, NFs may have a larger revenue source coming from membership fees through a niche and/or specific market, rather than through

media rights on which there may not be potential clients to purchase such rights.

That is why learning and assimilating the reach and limitations of the sport within the territory is key to understanding where and how to focus efforts to maximise revenue, while helping the sport develop and grow and eventually secure larger partnerships.

Expanding is not just about maintaining, but rather about reactivating, renewing, retaining and recruiting members.

Build Revenue Through Memberships & National Events

One of the most accessible forms of revenue for your organisation can be through membership fees by creating regional and national events. It doesn't matter how popular the sport may be in your country; there will always be players willing to belong to a sports organisation and participate in events that will create a tighter and stronger market for the sports. These efforts will evolve in the promotion and awareness of the sport, developing and growing the participation in several categories and levels of tournaments and events.

Membership strategy for growth and retention:

—

As a NF it is key to have a concrete strategy focused on members. One strategy focusing on the growth of the members and another one that centres on the retention of the members.

Grow your membership base:
Developing an effective marketing and promotional plan focused on new members is very important. This way becoming a member will be attractive and creating a worthwhile experience will promote becoming a member extensively in the market.
It's recommended that the federation focus on local and regional leagues, offer them benefits of sanctioning and federation recognition in exchange for access to their player database.
Sanctioning events outside of the organisation's ecosystem can increase exponentially the reach and create closer bonds with associations, leagues, and stakeholders.

The key to grow is having a plan and being visible.
As you grow your federation, keep in mind that growing your federation in numbers is one thing, but growing your federation in terms of the quality of your members is another.
This is why federations have to develop a strategy based on "members analysis" in order to understand what is your target audience and then to decide: which events to participate in, not only for the sheer attendance, but also to study the right message to communicate once you are there; with whom to develop partnership, like new markets and educational sector (schools, university); developing your website and social network profiles which have now become your voice to the world and you can decide how you want your message to come across.

Retaining your membership base:
Efforts to grow and acquire members are important, but equally important is to create a loyal base of members. Offering incentives and programmes will allow your organisation to keep a base of members satisfied and that will keep renewing their membership cycle after cycle. For this you must keep high visibility on all events either from your organisation and external events. Offering programmes to learn the sport or certificates to become an official or a trainer are ways to keep the interest of the members. Using digital tools is important as well. Keeping up with a current database, offering news and updates, and inviting them to events through a website can go a long way in retaining members.

Remember, acquiring and retaining members not only gives a chance to have membership fees and renewals as a revenue stream, but it gives the organisation a strength when approaching potential commercial partners. Proving that your NF has hundreds or thousands of active members is one of the most attractive assets that can be offered to a sponsor.

According to the point about "social networks" we must specify that each social network has its own characteristics that must be clarified in order to use these tools in the best possible way both to retain and attract new people.

Website / Facebook to inform and reach out your members, staff and the public about new activities going on.

Instagram / TikTok to share creative and more content as well as the results of your national team for a youthful audience.

X / Linkedin to reach an adult and professional audience.

National Events:

Having periodic events organised by the NF is also a way of having an important revenue stream. Depending on the size of the market, these events can be organised as regional events qualifying to national events.
The events organised directly by the NF have many benefits, but mainly it can grow into the most important event of the sport and have a significant revenue stream through participation fees.
These events also can keep up relations with leagues and associations, by having them and their teams participate and offering incentives that will keep them coming every year.

How to Reach Commercial Stakeholders: Media and Sponsors

In the past sections we have covered how to build a brand, how to make a brand stand out through mission and values and have been over several revenue streams through membership and participation, but one of the most relevant ways to show how your organisation has grown is through acquiring and negotiating commercial partners in the form of sponsors or media rights holders. Often these commercial partners become the main source of revenue.

Selling sponsorship is not an easy task, and there are many variables to consider meeting what a commercial brand wants from a sports sponsorship. It's important to keep up with the latest trends in sponsorships and understand which industries are the big spenders in sports sponsorships. Industries are in constant change and susceptible to global market trends, understanding this will make your organisation be a step ahead of other organisations looking for sponsorship funding.

Brands and companies allocate budgets for sponsorship, and many sports organisations will compete for these limited funds. It is recommended to have within the organisation a person that understands these trends and has the will and nature to look for potential commercial partners. This person needs to be able to prepare a presentation that fits what a brand is looking for (exposure and awareness), this can be either through media/TV exposure or a more grassroots and direct approach to the market. It doesn't matter how big or small your organisation is, there's always areas of competitive advantage that can be used as key assets for brands to reach their consumers.

To understand your competitive advantage, it's needed to analyse what are the sponsorship assets that can be offered to a brand or company and focus on the assets that bring more revenue per unitary money invested (ROI). In some cases, this asset may be the direct reach to the market, maybe through a strong and large member database, in other cases it could be through media and TV exposure.

Once these assets and competitive advantages are identified, it's important to go out there and reach for potential partners. The most recommended way is to rely on direct contact or using your current network of known people. A close friend or family may be working on a company that can be a potential sponsor. Another strategy is to use business social network platforms like LinkedIn or similar networks to reach out to clients doing cold-calling or cold-mailing. Finally attending other sporting events or entertainment events can be a possible opportunity to meet key decision-making people in a company. The goal is to get a meeting with the company's key people and be ready with a presentation that shows the advantages of becoming a partner with your organisation.

In the case of media and media partners, the approach is different. Usually, media partners look for a product, in this case an event, that can attract massive audiences for them to resell with their own advertisers. Latest trends in streaming and digital broadcast have reduced the barriers of entry to produce and distribute an event to a global audience. This is a recommended approach to follow

before reaching out to major media networks. Doing a smaller scale production for streaming, may prove the event and sports popularity. It's also a direct control of the production and full knowledge of the audience and metrics. Streaming allows for monetization and by increasing audience numbers, it may also increase revenue. This information can become a good basis to eventually offer media rights to major networks either locally or around the world.

What strategies can federations use to attract and retain sponsors?

- Identify the strengths of the federation and its sports movement to know what your federation can offer them.
- Identify a potential partner company that has similar mission and values.
- Identify your sponsors' consumer base.
- You need to show interest in your sponsors' customers and show how your sport movement and event can strengthen brand loyalty.
- Make sponsors understand your uniqueness which will grant an increase in value.

In conclusion, when you are looking for sponsors, keep in mind that your federation's long-term strategies and values are in line with those sponsors and be in-tune to their customers and their interests.

Working with Public Sector

There are many challenges to work and attain commercial partners, namely sponsors and/or media partners. Working with the public sector may help your NF diversify revenue stream and be able to continuously fund your organisation. In the last decade, the public sector has been increasingly involved in the sports sponsorship and support sports programmes. Working with the public sector can allow a more sustainable long-term funding and can also expand the NF network and relevance in the country.

There are many benefits that are making the public sector become involved with sports. Sports offer exposure to a city, region or country through the exposure and participation of athletes. Sport events also bring a great amount of revenue for cities and regions using accommodation, travel, transportation, and many other services that benefit local economies.

In other cases, the public sector may use sporting events to build a physical legacy to a city or country. Governments may invest in sporting infrastructure to host a sporting event that would leave that structure as a benefit for their community.

There are other factors that the public sector wants to be related to sports. Sports by itself have certain values that are intrinsic to the well-being of humanity like brotherhood, fairness, healthy competition, health benefits, inclusion, and many other values that the public sector wants to be related and closely identified.

There are several paths your organisation may take to reach out and partner with the public sector, but here are a few recommended steps that will increase the possibility of working with the public sector.

- **Bidding**

  Reach out to local authorities or national sports entities and offer your event for them to bid and host. Cities and nations are looking for opportunities to host sporting events and reaching out gives a step ahead from other disciplines to propose your bid.

- **Value proposition**

  Be sure to show how cities or nations may increase their value proposition through your sport. The public sector may be interested in the revenue your event may bring to their community, but also the regional and global exposure and goodwill affiliation to your sport.

- **Be creative**

  This is a partnership, not much different from a commercial sponsorship. Be creative with how cities or nations can creatively partner and use your sport as an asset to increase their value. So be open to new and exciting ideas, allow the public sector to engage with your participants.

The commercial future of your federation can increase by diversifying and focusing on the relationships you may build with the public sector. You can become a close partner that can help cities, municipalities and even countries promote their brands while these entities can offer access to funding that can support your organisation's goals.

The real trick for both (federation and public sector) is daring to be different and be open to new ways of organising events.

One-way public-sector partnerships can be a win-win for both sides since it allows you to create a circuit format of your events, which will guarantee key benefits that a single (one-off) event cannot guarantee.
These benefits include:

- Added value for the public sector: Host cities have difficulties optimising the benefits on their first attempt.

- Added value for fans: NF knows that fans are fundamental to the success of the sport and a circuit structure provides them more content to consume and to enjoy.

- Added value for sponsors: Sponsors take more than one year to get a return on investment. (especially if the event takes place one a year)

- Added value for media: Media need a reason to believe that is important and relevant. (a circuit structure can provide seasonal calendar)

- Develop organising expertise: Organisers can improve their skills year after year.

In conclusion, it must be kept in mind that:

1. Diversify partnerships to include your public sector.

2. Strong partnerships between your federation and cities/region can create mutually beneficial opportunities.

3. Public sector partners can provide a lot of exciting potential like new markets, new venues and new fans.

Other Revenue Sources

In the past years, the opportunities, and sources of revenue for sports have diversified and increased even more. Below we are going to cover a few of these new opportunities that your federation may take advantage of for additional funding.

Sanctioning and certifications
Your organisation may take into the activity of offering sanctioning of events in exchange for a fee. These sanctioning fees may vary depending on the number of teams, players, categories, or even on the scale of the events. Similarly, your federation can offer certification of products related to our sport. These products may vary from bats or balls all the way to training equipment and software used for data acquisition. Fees can vary depending on percentage of sales or just a lump sum covering a specific period for the certification.

Licensing
A strong licensing programme may bring additional revenue to your federation. Licensing is a way in which sports organisations charge a royalty fee for the use of their IP to be used on product or services and increase their sales. Licensing can be seen in many forms, but most seen used on consumer products such as apparel. There are many apparel companies that can offer royalties just for the use of your brand in their products. Other forms of licensing come from the use of other products and services, even food products or video games.

Betting
Sports betting has increased in the sports industry exponentially. The correct and data availability has allowed betting companies to reduce significant risks and bad use of betting in sports. Data aggregators and global certifications have made betting more accessible for everyone, hence resulting in a confidence boost within the general market. Now it's the time to open a channel of communication to betting companies and betting data aggregators to offer data and streaming rights.

Community outreach and socially responsible initiative
Having a socially responsible initiative or having a community outreach programme can mean an additional revenue source for your organisation. Partnering with local or global non-profit organisations can increase the exposure of your federation and give access to a larger network of potential partners. A way to participate is to do events, auctioning programmes, and dinners in partnership with non-profit organisations and raise funds.

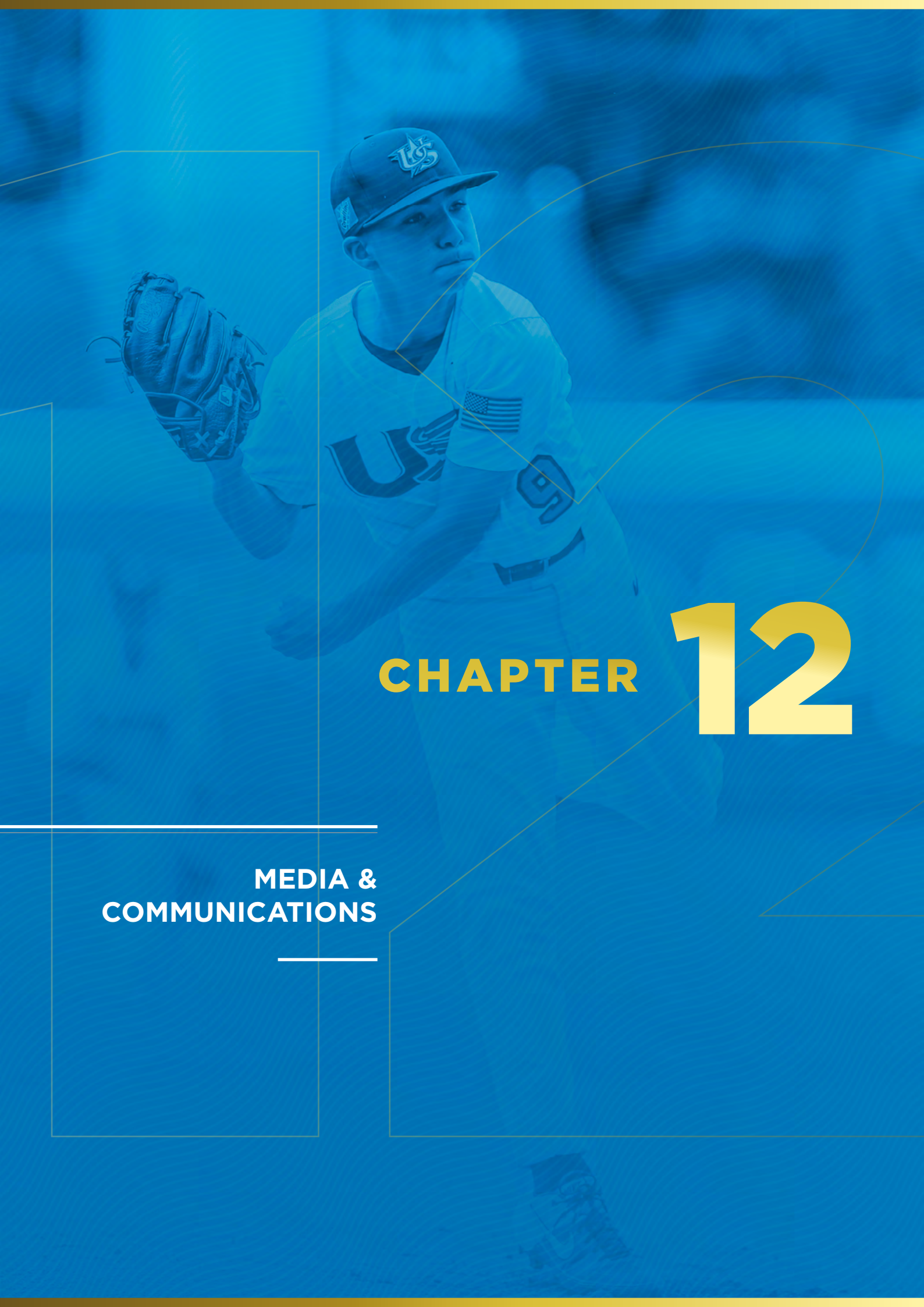
Dinner, auctions and donations
Another funding opportunity can be hosting an event to honour achievement within your federation, or for a cause such as accomplishments of your athletes, coaches.

In-kind donations
Donations "In-kind" can often be easier to obtain than monetary funds.
A federation can usually approach companies that sell or manufacture the equipment you are looking for and normally these companies are willing to discuss potential funding for your federation with in-kind services or gifts.

Advertising
Use your methods of communication to ensure that your federation gets as much attention as possible.

Make good impressions
No matter who you are speaking to, may it be donors, business or government officials, always be extremely polite, understanding and grateful.

In conclusion, when we speak about other revenue sources, you must think outside of the box (non-traditional ideas can bring new funding opportunities) and focus also on networking.



CHAPTER 12

MEDIA & COMMUNICATIONS

Tone of the National Federation Both Internally and Externally

The tone of a NF is important as it sets the position of the organisation and influences messaging and thinking.

Baseball and Softball have a strong and proud tradition and rich history, which can be leveraged.

NF should reflect our sport in their tone of voice – energetic, vibrant, inspirational and definitive.

Some points about Baseball and Softball to keep in mind in your messaging are:

- Are popular disciplines of a global sport
- Are youth disciplines - only sport with U-12 World Cup
- Are digital disciplines - esports
- Are urban disciplines - Baseball5
- One of the biggest sports in the world
- Great fit for the Olympic Games
- Millions of fans worldwide
- Team sport qualities, helping build stronger communities

Set Up Your Media Department

Each NF should have at least one part-time or full-time media officer to have this connection with the media to help promote Baseball-Softball activity in your country/region.

Equally important is having an efficient service for media covering your events. Providing the right facilities for media to do their job will ensure that your tournaments are promoted and covered accordingly.

Sometimes key media are unable to attend events and for that reason, your federation teams should have a press officer who attends continental and world cup competitions in order to:

- Cover the tournament with game reports and/or news articles (from the perspective of the NF)
- Posting photos...social media...behind-the-scenes with players...player interviews/ quotes

Other key aspects of the Media Department include:

- **PR**

To promote/highlight the growth, attractiveness, popularity of Baseball/Softball in your country, and therefore push Baseball/Softball's "globalisation", "growing appeal", etc. and/or helping society

- Accessible from youth to pro and from children to families
- Attractive on TV, in stadium experience and in video games
- Urban/street: Baseball5

- **Tools**

Federation Website (which WBSC.org can host)

- Publish news articles such as national team updates, try-outs, national championships, development activities etc.
- Include federation/sport background/history, year NF established and estimated number of players in the country

Official email address

- name@baseballcanada.com
- WBSC can host BaseballAruba@wbsc.org

Official logo development

- 1 for the NF
- 1 for the National Team (can also be used for NF logo)

Standard Communications/Press Releases/ Press Conferences

- New President and/or Executive Board
- Sponsors
- Broadcast
- Break ground on new venue
- National Team roster finalised
- National Team result/final standings (1st, 2nd, 3rd, etc.) in Continental Championships and WBSC Events (e.g., Olympic qualifiers, World Cups).
  - South Africa win Baseball5 African Championship, qualify for World Cup in Mexico"
  - "Australia place 3rd in WBSC U-18 Baseball World Cup"
- Place in latest WBSC World Rankings
  - "Canada is ranked 7th in the world in Softball following updated WBSC World Rankings"
- Players selected in professional draft

How to Use Social Media Channels

Register on social media platforms that are the most popular in your country/territory.
Register on social media platforms that international press follow, such as X (formerly Twitter). Register on the biggest and fast-growing platforms, such as Facebook, Instagram and TikTok.

Setting up an account:
User Name: Examples

1. Baseball/Softball and Country: @BaseballCanada @SoftballCanada @USABaseball @USASoftball
2. Initials: @CTBA (Chinese Taipei Baseball Association)

Profile Recommendations

- Use official NF/National Team logo for your profile image
- Include a short Bio: Official X (formerly Twitter) account of the governing body of Baseball
- Include a link to your official NF website

Language:
Post content in the language of your country's national/local media (and in English when possible to potentially spread the message globally)

FOLLOW:

1. @WBSC
2. National team players
3. Other NF and Associate Members
4. Tournament hosts
5. National Olympic Committees
6. National media outlets/important sports writers

POSTS

1. Announce national team rosters
2. National championship location, schedule, results, etc.
3. Player accomplishments
4. Team schedule and game times in continental events and WBSC events
5. Game results/images/standing of your National Team in continental and WBSC events
6. Starting line-ups
7. Noteworthy developments in Baseball, Softball or Baseball5 in your country/territory (e.g., new stadium built, sponsorship, live-stream or broadcast partnership, etc.)

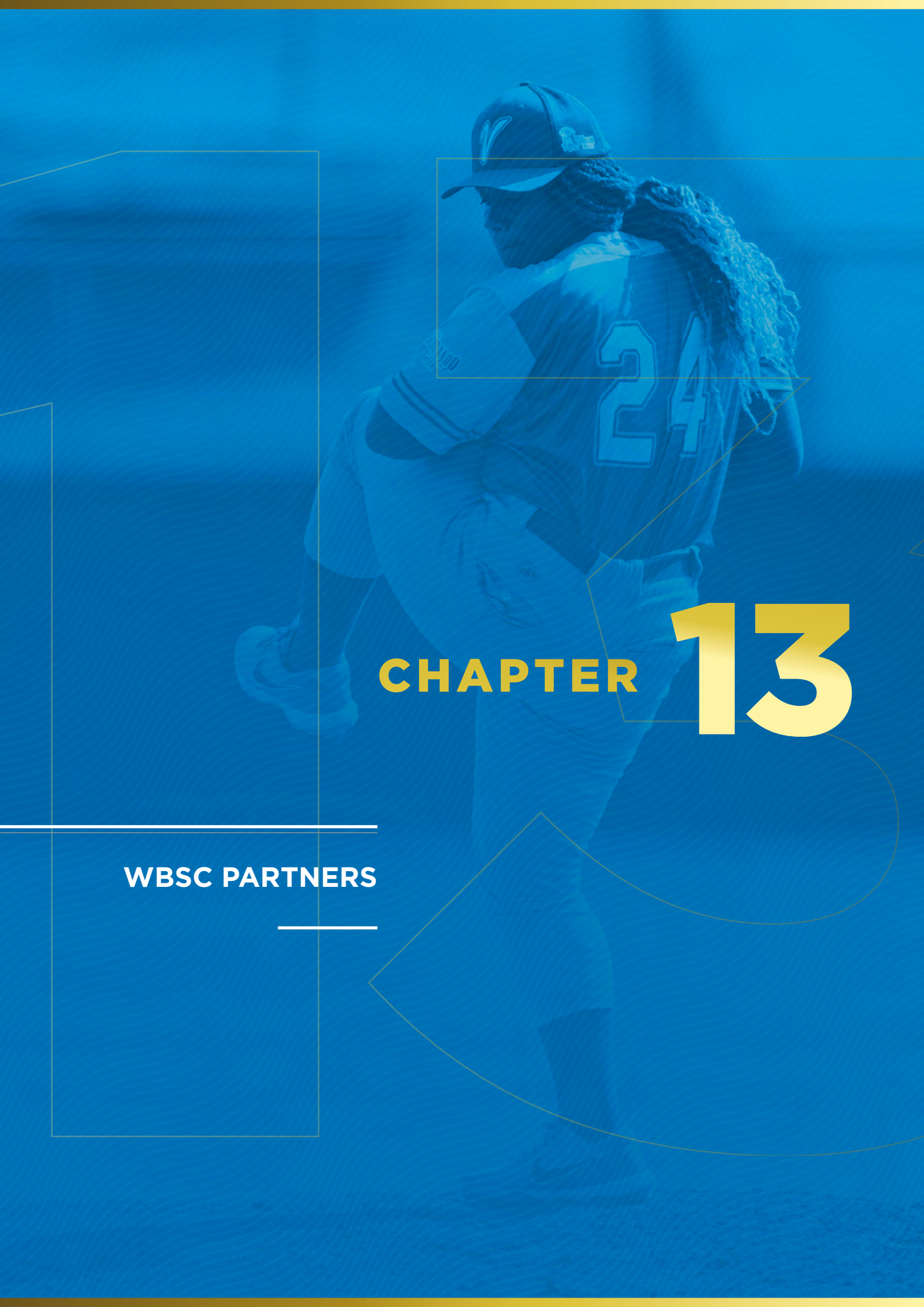
Include Photos/Artwork in posts
Develop graphics to generate more impressions, if budget permits, or make use of host/WBSC graphics where possible

WBSC Communication Tools

- WBSC website: www.wbsc.org
- OTT platform (GameTime): https://gametime.sport
- My WBSC (Content Management system)
- Constant Contact (press releases and electronic newsletters)
  - Weekly: Home Run Newsletter
  - Monthly: Global Newsletter
  - Press Releases
- Flickr (photo galleries)
- Google Drive (internal photo archive)
- Meltwater (media coverage evaluation and contacts)
- Sportsnavi-Yahoo in Japan

Social Media Channels (20)

- X (6)
  - WBSC: https://x.com/WBSC
  - WBSC Premier12: https://x.com/Premier12
  - Baseball5: https://x.com/Baseball5
  - President Fraccari: https://x.com/WBSCPresident
  - SG Beng Choo Low: https://x.com/WBSC_SG_Beng
  - GameTime: https://x.com/GameTime_Sport
- Facebook (3)
  - WBSC: https://www.facebook.com/WBSC
  - WBSC Softball World Cups: https://www.facebook.com/WBSCSoftballWorldCups
  - Baseball5: https://www.facebook.com/WBSCBaseball5
- TikTok (1)
  - WBSC: https://www.tiktok.com/@wbsc
- Instagram (4)
  - WBSC: https://www.instagram.com/wbsc
  - Premier12: https://www.instagram.com/Premier12
  - Baseball5: https://www.instagram.com/wbsc_Baseball5
  - GameTime: https://www.instagram.com/gametime.sport
- YouTube (1)
  - WBSC: https://www.youtube.com/WBSC
- WhatsApp (1)
  - WBSC: https://whatsapp.com/channel/0029VaK2YpE2ZjCrmh89U10A
- Weibo (1)
  - WBSC: https://www.weibo.com/TheWBSC
- Naver (1)
  - WBSC: https://tv.naver.com/wbsc/home
- LinkedIn (1)
  - WBSC: https://www.linkedin.com/company/wbsc



CHAPTER 13

WBSC PARTNERS

WBSC Partners

WBSC is a sport confederation with global reach. When we talk about the commercial capabilities, WBSC has many layers and complexities so that it maximises business opportunities. To be able to cover all areas, WBSC has key partners that allow access to sponsors at all levels and permit all stakeholders to benefit from these commercial opportunities.

WBSC Institutional Partners

ASOIF
ASOIF (Association of Summer Olympic International Federations) serves as the umbrella organisation for the IFs governing sports featured at the Summer Olympic Games. WBSC cooperates with ASOIF especially in terms of good governance of the organisation participating in the ASOIF IF Governance Review. The WBSC has been confirmed as permanent Associate Member of the ASOIF in May 2023.

ARISF
ARISF (Association of IOC Recognised International Sports Federations) is the world authority regrouping all IOC Recognised International Sport Federations to unite, promote, represent and support the member federations in reaching their objectives, coordinate their common interests and goals while preserving their autonomy, in a changing sports environment.

Olympic Channel
Olympic Channel is an OTT internet television service operated by the IOC. It was launched in August 2016, baseball and softball are present on the Olympic Channel since October 2016.

WADA
WADA (World Anti-Doping Agency) is an international independent agency to lead a collaborative worldwide movement for doping-free sport. The WBSC, as a signatory of the WADA, has full compliance with international rules and standards of WADA. Please refer to the Anti-Doping section for more information.

IWGA
IWGA (International World Games Association) is the governing body responsible for organising The World Games, a major international multi-sport event showcasing sports and disciplines that are not part of the Olympic Programme or are only partially included. Founded in 1980, the IWGA works in close cooperation with the IOC under a Memorandum of Understanding, promoting excellence, visibility, and development opportunities for its member International Federations. Through The World Games, the IWGA provides a global platform for athletes and sports to gain international exposure, strengthen competition pathways, and expand their fan base. The World Games also contributes to local legacies, community engagement, and sustainability initiatives in host cities, aligning with broader goals of good governance and sport development.

ISF
ISF (International School Sport Federation) is a non-profit international sports organisation founded in 1972, acting as the umbrella body for national school sport organisations worldwide, organising sport and educational events for youth aged 11-18. Recognised by the International Olympic Committee since 1995, the ISF currently has more than 135 members across five continents and includes over 30 sports in its competition programme. Beyond the events, ISF delivers educational and capacity-building activities for school sports stakeholders and reinforces values of integrity, inclusion, and excellence.

IMGA
IMGA (International Masters Games Association) is the organisation responsible for staging the World Masters Games, the world's largest multi-sport event for athletes aged 30 and above. Established in 1985, the IMGA promotes lifelong participation in sport and the philosophy of "Sport for All," ensuring that athletes of different ages, backgrounds, and competitive levels can engage in high-quality international competition. Recognised by the IOC, the IMGA collaborates with International Federations to ensure sport-specific standards, rules, and technical requirements are upheld at Masters events. The organisation also works closely with host cities to foster social, cultural, and economic benefits, strengthening community engagement and contributing to sustainable legacies through sport.

Useful links! @	
ASOIF	https://www.asoif.com/members
ARISF	https://www.arisf.sport/
Olympic Channel	https://olympics.com/en/sports/Baseball-Softball/
WADA	https://www.wada-ama.org/en
IWGA	https://www.theworldgames.org/
ISF	https://www.isfsports.org/index.php/
IMGA	https://www.imga.ch/

WBSC Integrity Partners

Clean Sport

ITA
WBSC partnered with ITA and delegated Anti-Doping duties to the ITA to make sure that the WBSC is fully compliant with the WADA Code. Please refer to the Anti-Doping section for more information.

IPACS
The IPACS is a multi-stakeholder initiative bringing together sports organisations, governments, and intergovernmental organisations to combine efforts for the fight against corruption in sport. It was launched at the IOC's International Forum for Sports Integrity (IFSI) held in February 2017. It is a multi-stakeholder platform with the mission "to bring together international sports organisations, governments, inter-governmental organisations, and other relevant stakeholders to strengthen and support efforts to eliminate corruption and promote a culture of good governance in and around sport", as agreed at IPACS' first working group meeting in June 2017.

IPACS also creates a link between the sports organisations of the Olympic Movement and governments in order to encourage dialogue between those two stakeholders on effective ways to mitigate the corruption risks in sport. This unique opportunity permits sports organisations to exchange best practices and experiences with government representatives so that, as a result of this process, all stakeholders can benefit from practical tools and guidelines that they can use in their own fight against corruption in sport.

Interest in the Partnership has grown significantly since its formation, and its aims and programme of work have been discussed at numerous international events, including the 14th and 15th Council of Europe

Conferences of Ministers responsible for Sport (Budapest 2016 and Tbilisi in 2018 respectively); the conference on Safeguarding Sport from Corruption organised in implementation of resolution 7/8 on corruption in sport adopted in November 2017 by the Conference of States Parties to the United Nations Convention against Corruption and the OECD Anti-Corruption and Integrity Forum in March 2018; calls made by the G20 leaders in the 2017 Hamburg Leaders Communiqué; the 2018 Commonwealth Heads of Government meeting and the inclusion of corruption in sport and a commitment to support IPACS as part of the 2019-2021 G20 Anti-Corruption Action Plan. For the first time, the United Nations General Assembly (UNGA) directly referred to IPACS in UNGA Resolution "Sport as an enabler of sustainable development" (A/77/L.28), adopted in December 2022.

The WBSC established an active partnership with the IPACS to further enhance governance standards, especially regarding the prevention of conflicts of interest.

Useful links! @	
ITA	https://ita.sport/
IPACS	https://www.ipacs.sport/international-federations

Social Responsibility

Taekwondo Humanitarian Foundation

THF was established in 2016 with its aim to help refugees gaining superior physical fitness, upgraded mental attitudes, self-defence, self-belief and self-respect by sending teams of taekwondo coaches to the refugee camps.

The WBSC signed a MoU with WT and THF in March 2020 to promote humanitarian, social inclusion, peace and development-supporting activities through participation in sports, sporting events, and other related activities.

The WBSC, through the creation of the WBSC Legacy Club, is now using Baseball5 as a vehicle to provide hope and opportunity for displaced people starting from the refugee camp of Azraq, Jordan.

Link to the Legacy Club pamphlet

UNHCR

UNHCR promotes the Pledges with various sports organisations to advance refugee self-reliance through sports. The WBSC, also as part of the Pledges, launched Baseball Refugee Team programme and is a member of the UNHCR Sport for Refugees Coalition.

Sport for All
Sport For All Declaration signing took place at the end of an International Summit on Sport in Vatican City on 29 and 30 September to promote cohesive and accessible sport for everyone. The WBSC has put its effort into making baseball/softball more accessible through its flagship parasport discipline, Baseball for the Blind, which celebrated its first-ever International Cup in the Netherlands in the summer of 2022.

Baseball5, the five-on-five and mixed-gender version of baseball/softball, took the sport to new communities, including underprivileged and conflict-struck areas.

The Baseball5 African Championship in Tanzania became the most successful baseball/softball event ever on the Continent.

IWG
The International Working Group (IWG) on Women & Sport is the world's largest network dedicated to advancing gender equity and equality in sport, physical education and physical activity. It is fully aligned to the 17x United Nations Sustainable Development Goals.
The WBSC supports IWG as one of their signatories, to promote gender equality in sport.

VIRTUS (International Sports Federation for athletes with an intellectual impairment)
VIRTUS is the brand name of the International Federation for athletes with intellectual impairment and is a founding member of the International Paralympic Committee.

Formed in 1986, VIRTUS (formerly INAS) has grown from 14 members to a membership of more than 500,000 athletes from more than 90 nations throughout Europe, Africa, Asia, North and South/Central America and Oceania.

In 2020, the VIRTUS sports programme included 15 annual events across both summer and winter sports with more than 7,000 athletes registered to compete at an international level.

VIRTUS is the recognised International Organisation of Sport for people with a Disability (IOSD), governing the eligibility of athletes with an intellectual impairment, elite competition, and sport development. Over the next decade to 2030, VIRTUS is committed to advocating inclusion in sport and building elite pathways for more athletes with an intellectual impairment to compete at the highest levels of international sport.

VIRTUS now has its sights on more involvement in the Paralympic movement – through the quadrennial VIRTUS Global Games held in the year prior to each Paralympic Games.

The WBSC signed a MOU with Marc Truffaut, the president of the VIRTUS, a founding member of the International Paralympic Committee (IPC) registered in the UK.

The MOU commits the two parties to encourage respective national federations to work together to promote baseball/softball for athletes with an intellectual impairment.

Useful links! @	
THF	https://thfaid.org/
UNHCR	https://globalcompactrefugees.org/sport-refugees-coalition-explores-innovative-role-sports-advancing-refugee-self-reliance-first-high
Sport for All	https://vaticansummitsportforall.com/
IWG	https://iwgwomenandsport.org/
VIRTUS	https://www.virtus.sport/

Environmental Sustainability

UN Climate Change
UN Climate Change invites sports organisations and their stakeholders to join a new climate action for sport movement. This initiative aims to support and guide sports actors in achieving global climate change goals.

They believe sports organisations can display climate leadership by engaging together in the climate neutrality journey. The WBSC is making its efforts to achieve this by taking responsibility for its climate footprint, which in turn will incentivise climate action beyond the sports sector, and therefore help global ambition step up in the face of the threat posed by climate change.

Pilio
Pilio is a certified carbon audit company that helps the WBSC to undertake and disclose internationally recognised and certified annual carbon audits.

"Papilio," the Latin name for butterfly, embodies the process of metamorphosis and as such Pilio is committed to supporting businesses to transition to a net carbon zero pathway.

As an energy and environmental innovation company born out of the University of Oxford in 2011, Pilio has years of experience in bringing the best cutting-edge expertise and approach to environmental and energy management.

Pilio works with businesses across the UK to give them the intelligence, tools and expertise to successfully transition into and spur the green economy.

Green Future Project
GFP is a climate-tech B Corporation that has the objective of supporting companies in hitting their ESG targets through different innovative solutions.

GFP is supporting the WBSC to achieve its sustainability strategic objectives by providing monthly subscriptions for its employees to support 5 environmental projects in 3 different continents. The overall goal is to involve our employees in being active players in the fight against climate change and to provide them and the broader community, a platform to track our positive impact in real-time, learning more about the projects we are supporting and ecosystems that we are protecting. Collectively, the WBSC is helping regenerate mangrove ecosystems in Madagascar, protecting some of the most biodiverse reserves in Ecuador, and supporting the development of wind projects in India.

Additionally, through GFP, the WBSC provides a green template to its community to showcase how sport can be an ambassador for meeting sustainability and social goals.

Alibaba Clouds
AAlibaba Cloud, founded in 2009, is a global leader in cloud computing and artificial intelligence (AI), providing services to thousands of enterprises, developers, and government organisations in more than 200 countries and regions. Committed to the success of its customers, Alibaba Cloud provides reliable and secure cloud computing and data processing capabilities as a part of its online solutions. In January 2017, Alibaba Cloud became the official cloud service partner of the Olympics.

Alibaba Cloud is committed to creating a sustainable future with innovation. Their solution helps achieve high energy efficiency and carbon neutrality goals with comprehensive energy and emission management features. These are based on leading technical capabilities in AI, data intelligence, and the Internet of Things (IoT), combined with proven expertise across energy sectors and industries. This will enable the WBSC to plan and implement effective sustainability strategies, monitor and manage energy consumption and environmental impacts, as well as integrate its strategy into the WBSC events and tournaments.

Dekra
DEKRA is the world's largest independent, non-listed expert organisation in the field of testing, inspection, and certification. As a global provider of comprehensive services and solutions, we help our customers improve their safety, security, and sustainability outcomes.

The WBSC has completed its first Materiality Assessment — a strategic milestone in advancing its sustainability leadership in 2025.

Conducted in collaboration with DEKRA Assurance Services GmbH (Germany), the project aims to identify, prioritise, and manage key environmental, social, and governance (ESG) topics relevant to WBSC's operations and stakeholder expectations. Following the double materiality principle (impact materiality + financial materiality), the assessment identified a range of potential ESG topics, which were subsequently refined into a strategic focus matrix.

Useful links! @	
UN Climate Change	https://unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action
Sustainability Partners	https://www.wbsc.org/en/organisation/integrity-unit/sustainability/sustainability-partners
GFP impact report	https://static.wbsc.org/uploads/federations/0/cms/documents/0a-5c595a-799a-9437-26cf-8a369aad01f4.pdf
Pilio brochure	https://static.wbsc.org/uploads/federations/0/cms/documents/ac96e42c-1dc8-3860-9f33-c5ff12041713.pdf
Carbon Footprint Report 2022	https://static.wbsc.org/uploads/federations/0/cms/documents/1844ff50-572e-4b9d-e8c3-6167b0b294a1.pdf

WBSC Commercial Partners

WBSC strategically works with a few commercial partners around the world in different commercial areas. The most important WBSC commercial partners is Dentsu. Based in Tokyo, Japan, one of the largest marketing agencies in the world, selling media and sponsorship rights for WBSC events including Premier12 together with the WBSC Marketing Department. Hakuhodo DY Media Partners is, and has been, a long-time partner of WBSC, also selling media rights to WBSC properties in the Japanese territory.

To accomplish these sales, the WBSC has its own dedicated marketing department. The Marketing Department sells and develops commercial opportunities for the WBSC. WBSC has been able to secure a portfolio of global media partners, sponsors and suppliers making WBSC a commercial success.

Finally, and very important, LOCs and member federations, through the hosting of events, become promoters and commercial partners of WBSC by sharing and implementing local sponsorship programmes for individual events involving and engaging with local businesses and communities.

WBSC and its commercial partners have a wide variety of sponsorship programmes. Traditional sponsorship programmes which involve exposure and IP rights are offered in a tiered structure to allow access to companies of all sizes and access to WBSC's commercial partners.

Event: all Baseball and/or Softball Events
Most prestigious and comprehensive sponsorship packages covering all categories of baseball an/or softball events organised by WBSC including Premier12 that will provide prominent and extensive brand exposure as well as the widest reach to fans and audience on a global basis.

Event: all Baseball and /or Softball Events
Mainly for technical partnership programme through provisions of products and services with limited brand exposure in comparison with Global Sponsors but with focus on more tailormade partnership on a case-by-case basis for their respective business agenda.

Event: Single event
Tournament-base sponsorship mainly managed by Local Organising Committees. Rights and assets vary depending on each sponsor package.

WBSC Global Sponsors are positioned and granted most prestigious and comprehensive benefits at all categories of WBSC events, including Premier12. With major exposure and activation of physical and digital assets, the Global Sponsors tier is the most valued and exclusive level of sponsorship, usually assigned to categories with international brands and reach that benefit of the high-level exposure.

Official Suppliers are companies that provide product and services key to the development of WBSC events from sporting equipment to operational services. SSK and Mizuno are examples of long-lasting relationships with suppliers becoming legacy partners of the WBSC. In recent years, WBSC has secured world-class suppliers like Synergy and Trackman that allow the exploitation of athlete metrics and data to the benefit of our member federations.

Local Sponsors are for companies that have national or regional reach on an event basis. Usually, this level of sponsorship is shared with LOC and event promoters for their commercial benefit and to engage with businesses with territorial limitations. These categories are more commonly offered to branch banking, telecommunications providers, airlines, among similar companies.

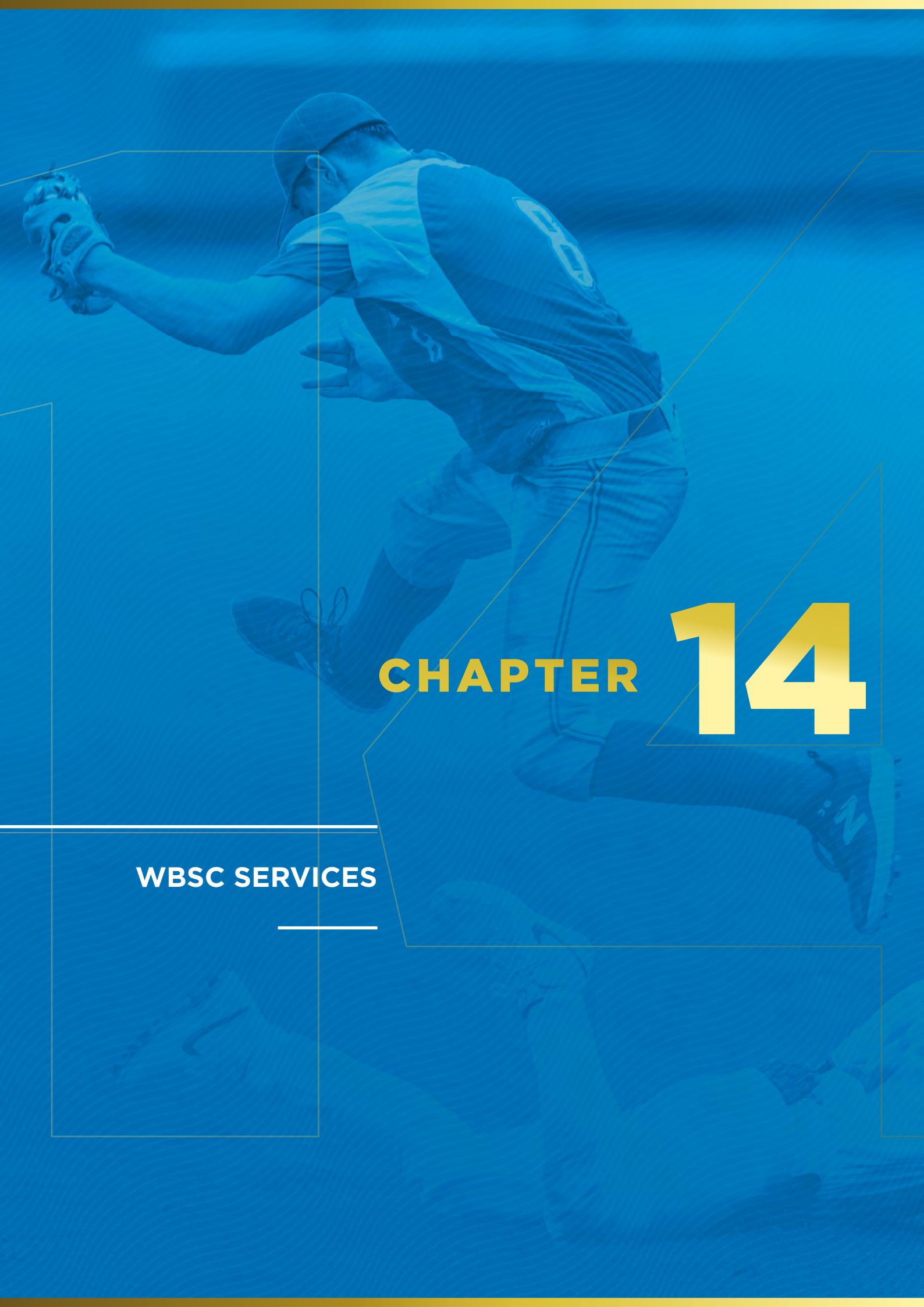
TEAMMATE

Founded in 2016, Teammate Sports International is a company part of the WBSC family. Teammate offers a wide range of products needed to play baseball and softball including balls, wood bats, gloves, sportswear, accessories, and field equipment. Teammate also specialises in supplying a complete range of sporting goods to WBSC affiliated federations for their local and international events.

Teammate has produced more than 100 different products and can provide any requirement or specialised product in all quality categories. Until now, Teammate provides the official baseball of several federations and CAs including COPABE and provides official apparel to the Cuban Professional Baseball League.

These products have a global reach through a network of distributors in several countries, making the Teammate brand accessible for everyone.

We encourage that if you are interested to learn more on Teammate to contact directly at info@teammatesport.com or visit the website at https://teammate.sport/



CHAPTER 14

WBSC SERVICES

Marketing and Broadcast Department

The WBSC Marketing Department operates the organisation's commercial activities, including sponsorships, media and broadcasting, licensing and merchandising, and other business development as well as associated servicing and operations.

With an experienced and professional team, the department's mission is to create value by leveraging commercial properties, developing new assets, expanding awareness, and increasing fan engagement around the world.

The business units within the Marketing Department are as follows.

- **Media Rights Management**
  Provide comprehensive business services—from sales to distribution—aimed at maximising revenue and increasing exposure for WBSC.
- **Sponsorship Sales**
  Connect brands and companies with WBSC in innovative and impactful ways, leveraging emotions and experiences to drive value.
- **Licensing and Brand Development**
  Leverage existing and new IPs to build long-lasting brand awareness through product development and merchandising opportunities.
- **Event Operations**
  Operate as part of WBSC throughout events by delivering agreements and managing client relations, from project planning to hospitality.
- **Broadcast and OTT Services**
  Specialise in developing efficient workflows to deliver large-scale broadcast services for events of any size, from production to global distribution.
- **New Technologies**
  Provide opportunities to launch brands and IPs into the new digital landscape, including sports betting, blockchain, esports.

My WBSC

The MyWBSC digital suite aims at connecting the WBSC's larger family of Confederations, NFs, Associate Members and others all within one digital ecosystem seen by millions of people yearly.

MyWBSC is an all-in-one solution with various management tools that can be applied to manage various aspects of your organisation. The WBSC's custom software is offered as a free service for Member NFs with access to basic tools such as organisational person profiles, the WBSC's online Academy and the gateway to team management for international events hosted within the MyWBSC digital suite.

The software is also available in other advanced forms as a solution to your organisation's internal processes, including but not limited to the management of seasons and tournaments, scoring application offered through the integration of the WBSC's official scoring programme (Ballclubz), various registration processes of players, coaches, officials, administration and clubs, website production, and more. These advanced packages are customisable to fit the needs and budget of project organisation by organisation.

- Link to MyWBSC
- The Official Site of the WBSC

WBSC's Continental Partner Content

- WBSC AFRICA
- WBSC AMERICAS
- WBSC ASIA
- WBSC EUROPE
- WBSC OCEANIA

Powered by My WBSC case studies

Here you can find some of the examples how we implement our system with NFs:

- Link to the FVB

The Venezuelan Baseball Federation began using MyWBSC and Ballclubz in the fall of 2021. In 2022 they have a long list of events set to take place in the system… from Pre-Baseball all the way through 60 and over competitions.

"MyWBSC is a great tool for the FVB, it is easy to use and a great help for the organisation of our tournaments. MyWBSC together with the Ballclubz scoring application, allows us to have live, high-quality statistics."

Oscar Eduardo Izaguirre Delgado
FVB – Treasurer

Link to FIBS

The Italian Baseball Softball Federation project began in the summer of 2020 with a scoring package that included a site hosted on a wbsc.org domain which ran in parallel with their previous activities related to TAS/Statcrew. In 2021 FIBS launched a full site within MyWBSC which incorporated the use of two systems, a third-party management system that fed daily imports of data related to the day-to-day administrative processes and MyWBSC for all scoring and frontend website for all publicly viewed content. In 2022 all administrative work was also incorporated into MyWBSC, creating a singular solution for the organisation. During the 2021 season (mid-May through the end of October), FIBS racked up 5 million pageviews, a 38.65% bounce rate with an average time spent on the site per user of 5 minutes and 4 seconds. The official website of the FIBS can be followed in both Italian and English.

"As FIBS, we consider fibs.it, the heart of our communication system and the main hub in Italy for baseball/softball related information and news.
Our switch to the MyWBSC system, with full backend and frontend web development and updates help us maintain a steady increase in overall web analytics related to users, page views, time spent on site, and bounce rate.
Live game stats, which include continued implementation of live data with new updates, is also a fully integrated part of the MyWBSC environment, helping us with the numbers above and, as the user base grows, the features made available to them will grow as well, always taking into consideration the idea of creating a universal collaborative approach to helping to grow baseball and softball globally as a community.
The future outlook on the project as a whole allows us discussing the creating of an environment which will give our Members (the clubs) the possibility to have their own websites under the Federation with game data (rosters, stats, schedules) being automated based on the mother site (FIBS), while at the same giving the individual club environments the possibility to share news and static web pages."

Marco Landi
FIBS - Head of Marketing, Communication & National Teams Department

Link to KNBSB

The Netherlands Baseball Softball Federation project began in 2021 with a basic package put together with a subdomain of the Federation's custom stats site. The initial project ran the top two leagues for Baseball and Softball in Holland, Honkbal Hoofdklasse and Softbal Hoofdklasse, with KNBSB successfully scoring over 500 games live, with an average user session lasting over 9 minutes along with a bounce rate of 26.82%.

"MyWBSC allows the KNBSB to run a system with players, events, games, play-by-play and statistics all in one place. The future looks bright, more professional by the day and will serve not only our Federation but also all who enjoy the disciplines we represent. We could not have implemented it in this way, in just one year, without the help of the WBSC IT Department who is guiding us in the process."

Dennis Duin & Linda Steijger
KNBSB - Head of Scoring & Statistic

Link to the Austrian Baseball Softball Federation

The Austrian Baseball Softball Federation started in 2021 with the launch of the MyWBSC basic package hosted on a subdomain of their previous site (baseballaustria.com). In 2021 the Austrian Federation ran 4 leagues through MyWBSC, with the average user session lasting over 6 minutes. In 2022 The Austrian Baseball Softball Federation, along with their new domain, www.baseballsoftball.at began running a fully integrated website with MyWBSC. The official site, which officially launched on February 25, can be followed in both German and English and contains static organisational pages, blogging/news, documents and events. The Austrian Baseball Softball Federation will also be running a beta universal athlete/coach/officials/administration registration system designed to be a one-stop-shop for all the administrative needs of the Federation.

"Our cooperation with the WBSC started off on a simple event management system in order to implement a live game solution for our Federation in 2021. The WBSC IT Department assisted us in getting MyWBSC with Ballclubz up and running as we rolled out this new online experience to our clubs and followers.
As the MyWBSC digital suite offers a wide range of features outside of just the basic package run in during the first year of the agreement, the Austrian Baseball Softball Federation decided to extend the cooperation in order to use the CMS to roll out the Federation's new website. The already existing event management modules and the CMS, combined with the management modules for players, clubs and officials, which are constantly improving, offer a great toolbox for Federations who want to unite the different aspects of a Federation/organisational management all within a singular digital environment."

Johannes Godler
Austrian Baseball Softball Federation – Secretary General (2016-2022)

Link to SBSF

The Swedish Baseball and Softball Federation has been with us since the beginning. In 2020 the Federation ran 4 events with MyWBSC and in complete independence… and proved to be a positive, constructive and reliable source of feedback as we continue to strive at bettering our systems as a whole.

"In the fall of 2019 I was assigned with the task of finding digital scoring system for the SBSF.
After investigation and testing of different apps, we received word that the WBSC was working on a solution to digital scorekeeping.
After reaching out to the WBSC IT Department and listening to what was being planned we felt comfortable enough to run a pilot season with MyWBSC and Ballclubz for our 2020 season.
The WBSC IT Department was very helpful with configuring the site for SBSF, and I received quick responses if there was something I couldn't do. I also felt comfortable with the fact that if any issues did arise, they were addressed quickly.
Even with little time for training the evaluation from the SBSF scorekeepers was very positive. We used MyWBSC and Ballclubz as our official scoring system for all leagues in 2021 and recommend it to all."

Kent Karlsson
SBSF – Project Lead

Link to BNZ

Baseball New Zealand began running MyWBSC/ Ballclubz in 2021 where they successfully displayed a total of 21 events from a senior level of play all the way down to U13. In 2022 Baseball New Zealand is back at it with a total of 14 events thus far on the calendar with more to come. "He Manawa Kaha Kotahi" (Strength Passion Unity).

"Baseball New Zealand has been looking for an integrated system where we are able to provide not only a scoring system that is easy to use at all levels from club baseball to National tournaments, but also where a website and player registration platform could be established in the frontend seamlessly capturing all data that could be bought into the scoring system to eliminate double or triple entry of data.
When I attended the WBSC World Congress in Sakai City, Osaka Prefecture, Japan in 2019, I had the opportunity to attend a presentation by Paul Macaluso and Michael Zambelli where the MyWBSC/ Ballclubz systems were first presented. I was extremely excited to see a system being specifically developed for baseball and softball, as well as the functionality and how easy it was to use. We had been running a scoring system in New Zealand called PointStreak and the feedback from users was that it was quite complicated for entry level scorers.
What really got my interest however was that the WBSC was also working on a frontend website that would integrate with MyWBSC/ Ballclubz. This was exactly what I had been looking for. I am a systems geek and in my function in accounting I've had the opportunity to implement several ERP systems for organisations here in New Zealand and Australia.
I have been working with the WBSC IT Department over the past couple of years now in an effort for Baseball NZ to develop a system fit for our purpose that would enable this to be rolled out to other Members of WBSC Oceania. We have successfully introduced MyWBSC/ Ballclubz, which is now in its second year of operation and the uptake and acceptance of the new system has been beyond expectation. The only drawback thus far has been the need for our scoring administration personnel having to manually enter each player's details at the beginning of each season, which is extremely time consuming and cumbersome. With the continued development of MyWBSC and the new registration system within it, the WBSC IT Department will essentially be eliminating a significant amount of work that is currently undertaken to set up and run the scoring each season. Not only that but it gives the NF the ability to track players history in the sport from when they first started playing and to be able to utilise player data to see player development and progress when it comes to National team selection. We have never had the ability to obtain or capture such information from one data source, and we see that the WBSC integrated system will finally enable us to do this. This is a significant and essential development for our organisation. The added bonus is that we are also able to integrate umpires and scorers within the system and also track their development and skill levels as a NF. It ticks all the boxes. So, I look forward to working with the WBSC IT Department and the WBSC as a whole to see this come to fruition."

Vaughan Wyber
BNZ – Member At Large

Link to NSBF

The Norway Softball Baseball Federation (Norges Softball og Baseball Forbund) was one of the first organisations to join us in 2020. The Federation's usage of the programme saw three competitions run in its opening season with MyWBSC followed by 5 in 2021. 2022 looks just as bright as fan engagement continues to be at the forefront this organisation's goals.

"MyWBSC has allowed us to streamline our regional competitions into a format that enables our fans to be more involved. Paul and his team are always available for questions and are willing to work with us to develop unique solutions for our leagues."

Alex Guilford
Norges Softball og Baseball Forbund – Development Consultant/Technical Director

Link to KBBSF-FRBBS

The Belgium Baseball Softball Federation (KBBSF-FRBBS) launched their MyWBSC project in 2021 hosted on a wbsc.org subdomain stats.belgium.wbsc.org. This partnership will allow the Belgium Federation's on field activities to be seen live by their followers.

"It has been a great experience using the MyWBSC thus far. Since we started working with the basic package it's clear that there is more value to discover in the future development and updates that are currently taking place. This will be a big opportunity to help unify Baseball/Softball globally."

Filip Van Der Meiren
KBBSF- FRBBS - Sports Technical Coordinator at the Flemish Baseball and Softball Liga

Link to BBF

The British Baseball Federation joined MyWBSC in 2021 to run 6 events and over 800 games in the basic package. The project became an immediate success once the games started in 2021, with the average user session on the site lasting close to 6 minutes.

"The MyWBSC site and the integrated Ballclubz app fundamentally changed how we manage our participants, teams and leagues. Our community embraced our move to the new world standard solution so much so the usage in the first season far exceeded our expectations. We were happy to be among the early adopters and hoping to expand our engagement in the future given the planned changes and upgrades.
WBSC's IT Department and the Ballclubz teams were incredibly helpful throughout the whole implementation process and throughout our first year with the new tools.
We believe in the longevity of the project in the expectation MyWBSC could be the single reference point for British Baseball's league administration and data management as well as providing access to valuable learning tools."

Gabor Erdos
BBF – Project Lead

GAMETIME OTT Platform

GAMETIME is the official streaming platform (OTT) of the WBSC, hosted at http://gametime.sport

The platform is exclusively focused on international baseball and softball content from around the world. The platform has given the sport a large window of exposure so fans can enjoy the games.

Founded in 2019 through social media channels, GAMETIME has reached tremendous audience numbers and engagement. Together with the support of WBSC's own content and high-quality partners, GAMETIME keeps growing and has become a top-of-mind destination for fans.

The mission of GAMETIME is to provide NFs and stakeholders of our sport a tool for their tournaments and events to reach a global audience. As the platform grows on subscribers, the wider the extent of the sport. The goal is that your organisation can outsource all the hassle and troubles related to the broadcast and distribution of tournaments and events transmission.

GAMETIME can also be an opportunity for an additional income through a revenue share business model on paid subscriptions to tournaments, events or even showcases. If used properly, GAMETIME can be a powerful tool for your organisation.

For additional information or questions, reach out to WBSC marketing department and set up a meeting to discuss exposure and business opportunities through the GAMETIME platform.

CHAPTER 15

WBSC SUSTAINABLE DEVELOPMENT AND SOCIAL RESPONSIBILITY

WBSC and Sustainable Development

Sustainable development has been defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. (UN, UNICEF). The WBSC and our entire Baseball/Softball community, as a major global ecosystem, and as defined in the organisation's mission, is responsible for harnessing our game for humanitarian objectives and to help shape a better and more sustainable world. WBSC strategy for sustainable development is in line with the SDGs, while sustainability in its broader sense is embedded in the organisation's strategic planning for 2022-2028, including clear and measurable goals and KPIs.

Key activities include:

- WBSC Sustainability Website
- WBSC Sustainability Strategy
- Annual Reports
- IOC Studies on Sustainable WBSC HQ

The WBSC recognises its role and the need to collaborate with NFs to uphold the same principles of sustainability highlighted in the strategy. This will ensure that decisions taken today have a positive impact not just on the game for existing players, fans, and other stakeholders, but for the economy, environment, and society for generations to come.

WBSC Legacy Club

On April 6th, 2023, the WBSC presented its Legacy Club. The day was chosen to commemorate the UN International Day of Sport for Development and Peace acknowledging the role that sports plays in driving social change. Sports bring people together, building cooperative and healthy communities, promoting peace and overcoming cultural barriers helping to make the world a better place to live.

Vision
A world where everyone has access to, and can benefit from, Baseball/Softball.

Mission
To bridge cultural gaps and enhance standards of education, health and economic and social development worldwide by using Baseball/Softball as a powerful tool for humanitarian and legacy initiatives.

Our goal is to leave a lasting impact on the world by growing the sport and making it relevant in people's lives and communities. We aspire to leave a meaningful and positive legacy for the WBSC Family, event hosts and future generations.

Values
The values of the WBSC Legacy Club align with the values of the WBSC:

- Team Spirit & Friendship
- Integrity & Respect
- Tradition & Innovation
- Diversity & Unity
- Excellence & Fun

If you would like to donate and be part of this meaningful journey, you can scan the QR Code below and donate with your credit card. All donations are anonymous, but if you want to become a Legacy Club member/partner or would like your donation to be public, please contact us at the following email: legacyclub@wbsc.org.

Link to the WBSC Legacy Club website, the Legacy Club pamphlet, the Baseball5 Azraq Refugee team and the donation page.

Baseball5 & Social Responsibility

Baseball5 is widely used within WBSC's social inclusion and Corporate Social Responsibility programmes due to its simplicity and accessibility. Requiring minimal equipment and infrastructure, the discipline can be easily implemented in schools, urban settings and community-based initiatives, making it an effective tool to promote inclusion, youth engagement and equal access to sport. Baseball5 supports participation across gender and age groups, helping underserved communities benefit from organised physical activity.

A notable example of Baseball5's social impact is the use of the discipline in refugee and displaced communities through WBSC's Legacy Club initiatives, where Baseball5 has contributed to community cohesion and increased physical activity in challenging environments.

Baseball5 has also been featured at global events that emphasise inclusion and accessibility, including Mixed-Gender World Cups and Youth Baseball5 World Cups, which help engage young people from diverse backgrounds and promote the sport's values on an international stage.

These characteristics make Baseball5 a powerful tool for introducing baseball and softball to new audiences, while reinforcing key values such as inclusion, cooperation, respect and social cohesion.

→ Further information regarding Baseball5 is available at the link

WBSC and Parasports

The WBSC continues to develop and promote a variety of disciplines to provide further opportunities to access Baseball/Softball and help communities stay active and healthy around the world.

Baseball for the Blind:

Baseball for the Blind is currently played in Europe, Asia and the Americas. In addition, in 2021 the collaboration between the WBSC and the Italian Association Baseball for the Blind (AIBxC) helped introduce Baseball for the Blind in the first African country: Tanzania.

All WBSC Members who are interested in knowing more about it can join introductory courses on Baseball for the Blind through the WBSC Academy. Topics vary from the history of the discipline, basics of the game and benefits for blind and visually impaired people to technical ones, such as baserunning and sliding techniques.

Wheelchair Softball:

Wheelchair Softball continues to maintain a strong following around the world.

Following the inauguration of Japan's first wheelchair Softball facility at the end of 2022 in Higashi-Osaka City, Osaka Prefecture, the year 2021 was highlighted by the USA Wheelchair Softball World

Series which was held August 12-14, 2021 in Biloxi, Mississippi with 13 participating teams.

Baseball5 for Athletes with Intellectual Impairments:

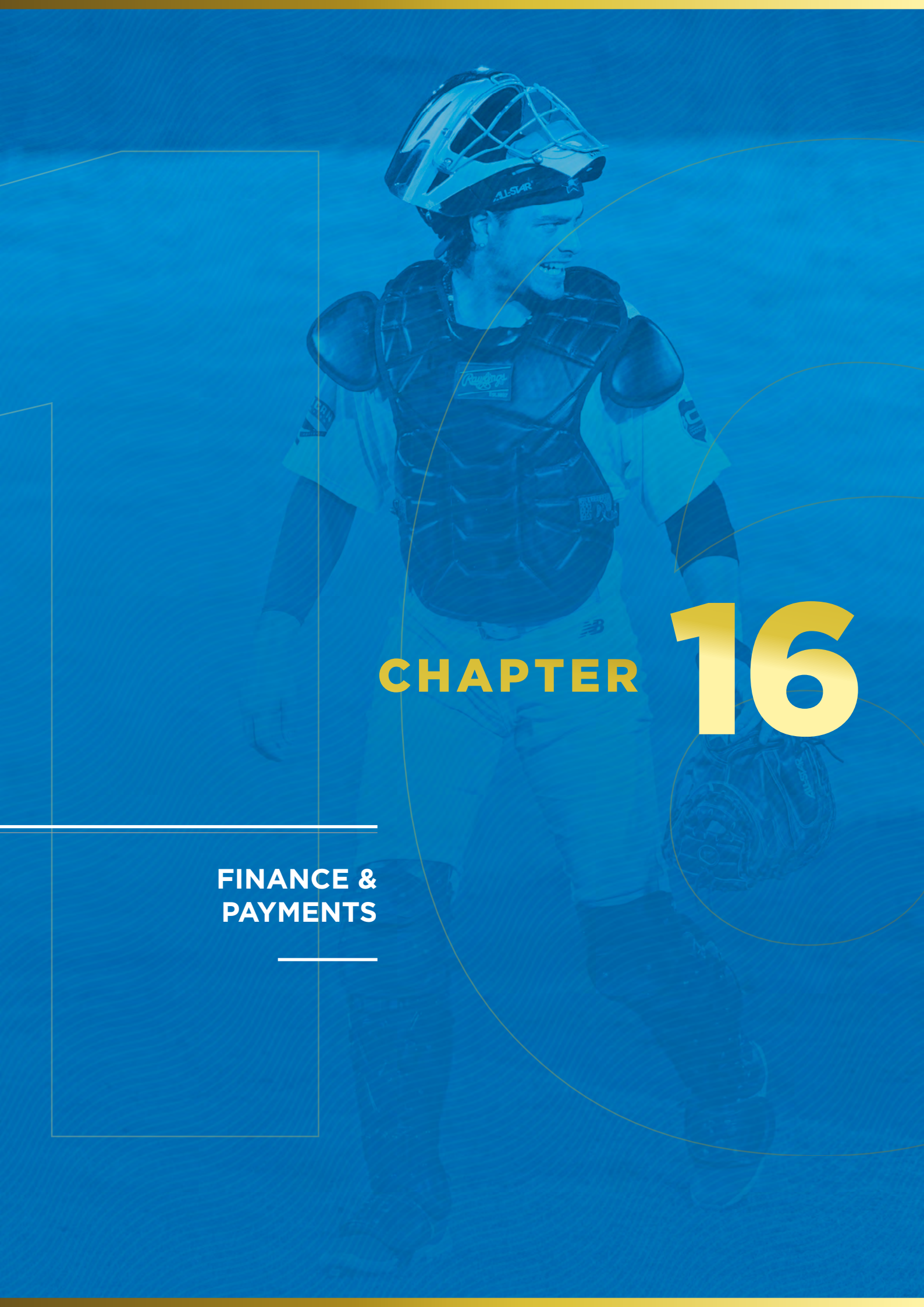
The WBSC is developing Baseball5 for athletes with an intellectual impairment in cooperation with VIRTUS, the International Sports Federation for athletes with an intellectual impairment.
Through this collaboration, the WBSC and VIRTUS work together to promote Baseball5 for athletes with an intellectual impairment and encourage National Federations to support inclusive participation in competitions.

Paralympic Commission Report

The WBSC Paralympic Commission released a report on the development of Baseball for the Blind. It shows the discipline's growth worldwide since the WBSC and AIBxC signed the cooperation agreement in 2016. Until then, Baseball for the Blind was played in four countries only, while now it has tripled its presence to twelve countries.

Furthermore, the report presents the requirements for the inclusion of Baseball for the Blind in the Paralympic Games, listing the next steps to follow in order to meet this objective, but also the WBSC's Strategic Goals and Key targets.

Link to the Paralympic Commission Report



CHAPTER 16

FINANCE & PAYMENTS

Bank Detail Information

IMPORTANT:

- Members are required to pay all bank charges associated with the transfer. Net amount transferred in Currency (USD or EUR) must correspond to the total amount of the invoice.
- It is mandatory to include the invoice(s) number(s) in the "reason for payment". And if no invoice is present, please specify in detail the reason for the payment

BANK DETAILS

Bank name: UBS SWITZERLAND AG
SWIFT: UBSWCHZHXXX

Beneficiary Name: World Baseball Softball Confederation (WBSC)

Beneficiary Address: Avenue Général-Guisan 45, 1009 Pully, Switzerland

For payments in CHF
IBAN (Account number):
CH27 0024 3243 1534 6701

For payments in EUR
IBAN (Account number):
CH38 00243243 1534 6760 N

For payments in USD
IBAN (Account number):
CH75 0024 3243 1534 6761 X

Intermediary bank information for USD Payment:
UBS AG STAMFORD BRANCH
677 Washington Blvd
Stamford, CT 06912
United States

Routing 026007993
SWIFT UBSWUS33

Payments with Credit Cards

IMPORTANT:

- We would like to inform you that our bank institution is charging us additional fees for international transactions, and therefore we would have to ask you for an additional amount of 3% to cover these additional fees.
- This payment method only works if your institution has the "3D Secure" verification system available
- Members are required to pay all bank charges associated with the transfer. Net amount transferred in Currency (USD or EUR) must correspond to the total amount of the invoice.
- Please send your request confirmation to finance@wbsc.org and we will provide you with a secure payment link.

Accepted Credit Cards & Online Payment Means:

Invoices Addressed to WBSC

For the funds to be wired on another bank account, the WBSC requires the exact bank information as follows:

Account holder's full name:	
Account holder's full address:	
Bank name:	
Bank full address:	
IBAN or Account number:	
SWIFT/BIC or Routing Number:	

By default, the WBSC advises the bank to charge the transfer fees from its account. However, additional bank fees may be charged depending on the account holder's bank policy.

Guarantees and Event Participation Fees

The WBSC Events with their corresponding guarantees and participation fees established by the WBSC Executive Board are listed below:

	WBSC EVENTS	PARTICIPATION FEE (USD)	GUARANTEE FEE (USD)
	Softball		
1	**Coed Slow Pitch World Cup**	$2,000	$2,000
2	**U-15 Women's World Cup**	$5,000	$2,000
3	**U-18 Women's World Cup**		
	Group Stage	$5,000	$2,000
	Finals	N/A	$2,000
4	**Women's World Cup**		
	Group Stage	$5,000	$2,000
	Finals	N/A	$2,000
5	**U-18 Men's World Cup**	$5,000	$2,000
6	**U-23 Men's World Cup**	$5,000	$2,000
7	**Men's World Cup**		
	Group Stage	$5,000	$2,000
	Finals	N/A	$2,000
	Baseball		
8	**U-12 World Cup**	$500	$3,000
9	**U-15 World Cup**	$1,500	$3,000
10	**U-18 World Cup**	$2,000	$3,000
11	**U-23 World Cup**	$2,500	$3,000
12	**Women's World Cup**		
	Group Stage	$500	$3,000
	Finals	$1,000	$3,000
13	**Premier12**	N/A	N/A
	Baseball5		
14	**Baseball5 World Cup**	$1,000	$2,000
15	**Youth Baseball5 World Cup**	$1,000	$2,000

**Please note that the above amounts are subject to change. If this is the case, we suggest that you contact our event department events@wbsc.org*

WBSC
WORLD
BASEBALL SOFTBALL
CONFEDERATION
Game Time!