Inspire baseball play in any form and deepen fan engagement with the game.
• SAMPLE PRESS RELEASE
• SAMPLE PROCLAMATION
• KEY PR TALK POINTS
• SOCIAL MEDIA EXAMPLES
• CALENDAR OF EVENTS
• SAMPLE PLAY BALL EVENTS
• LOGOS
• CONTACTS
SAMPLE PRESS RELEASE - LOCAL

[City Mayor] to Host [Insert Activity] As Part of Major League Baseball’s “PLAY BALL SUMMER”

The U.S. Conference of Mayors is supporting Major League Baseball, Minor League Baseball and USA Baseball’s initiative to provide play opportunities to youth in communities across America.

City – [DATE] – [City Mayor] will host [City] youth in [Insert Activity] as part of the United States Conference of Mayors (USCM) continued support of the “PLAY BALL SUMMER” initiative, which focuses on the fun nature of baseball and encourages an active and healthy lifestyle for kids in all communities. During the Summer of 2017 mayors are implementing the initiative throughout cities with the goal of strengthening the connection of communities with the National Pastime.

[Insert Event Details]

Mayors across the country are hosting similar activities to engage citizens, families, and city departments to organize individual and community events (such as playing catch, running bases in the backyard, family gatherings, park and recreation activities, business-supported activities, etc.). These activities will be focused on exposing children to the sport of baseball and providing a fun opportunity to remain active throughout the summer.

(Insert City mayor quote)

The PLAY BALL initiative with the USCM focuses on recruiting cities to promote and support PLAY BALL through the use of baseball-related activities. Primary targets are cities with Major League and Minor League Baseball clubs, although the initiative toolkit and self-reporting strategy will be electronically distributed to hundreds of cities across the country with the assistance of Major League Baseball.

Local leaders and citizens will report their activities to PLAYBALL.org via usmayors.org. The site provides parents, coaches and kids with information on how to get involved with PLAY BALL activities as well as how to join community baseball leagues. Coaching tips and video tutorials from Major League Baseball players and coaches are also a prominent component of the site.

For more information and to apply please visit www.usmayors.org.
SAMPLE PROCLAMATION FOR
PLAY BALL INITIATIVE

PROCLAMATION

WHEREAS, THE SPORT OF BASEBALL IS AMERICA'S NATIONAL PASTIME;
WHEREAS, THE UNITED STATES CONFERENCE OF MAYORS, MAJOR LEAGUE BASEBALL AND
MINOR LEAGUE BASEBALL HAVE COME TOGETHER TO RECOGNIZE
JUNE-AUGUST AS PLAY BALL SUMMER;
WHEREAS, PLAY BALL MONTH ENCOURAGES FAMILIES AND COMMUNITIES TO
PARTicipate IN THE GAME OF BASEBALL THUS CREATING A SUSTAINABLE
ENThusiasm FOR THE GAME;
WHEREAS, CITIES ACROSS THE COUNTRY WILL BE COMING TOGETHER DURING THE
SUMMER TO SUPPORT THE GROWTH OF BASEBALL;
WHEREAS, THE SPORT OF BASEBALL HAS PRODUCED COUNTLESS FAMILY AND
COMMUNITY BONDING EXPERIENCES;
WHEREAS, THE SPORT OF BASEBALL HAS TAUGHT OUR YOUTH VALUABLE LIFE LESSONS
OF TEAMWORK, PERSEVERANCE, LEADERSHIP AND SPORTSMANSHIP;
WHEREAS, THE SPORT OF BASEBALL HAS FORMED A DIVERSE CULTURE SHOWCASING
A SNAPSHOT OF WHERE AMERICA STANDS TODAY;
WHEREAS, THE SPORT OF BASEBALL PROVIDES A PROUD SENSE OF BELONGING TO
SOMETHING BIGGER THAN ONESELF;
WHEREAS, WE RECOGNIZE THE IMPORTANT AND INFLUENCE OF THE SPORT OF
BASEBALL IN THE CITY OF [YOUR CITY],
NOW THEREFORE, I, [MAYOR'S NAME], MAYOR OF [CITY NAME], DO HEREBY PROCLAIM JUNE-AUGUST
AS PLAY BALL SUMMER THROUGHOUT THE CITY OF [CITY NAME].

[Signature]
JOHN R. DOE
MAYOR
Major League Baseball is committed to providing play opportunities for children in all communities.

PLAY BALL is one of MLB’s core initiatives designed to demonstrate the fun and exciting nature of the game in all of its forms.

The promotion of PLAY BALL includes a targeted advertising campaign, strategic partnerships, special events and a resourceful website for parents, coaches and kids.

Events and promotions focus on creating grassroots participation opportunities outside of the traditionally organized leagues or tournaments – this includes the basics (playing catch), derivative formats (“Wiffle” ball), skills competitions Scotts MLB (Pitch Hit & Run) and the new & exciting (Vitilla; Cal Ripken, Sr. Foundation’s “Quickball”).

PLAYBALL.org acts as a resource for players, parents, and coaches in organized leagues by providing searchable maps with links to baseball leagues in local communities; coaching drills, practice plans, and video tutorials by Major League players and coaches; and health and safety information, including the Pitch Smart initiative. In conjunction with PlayBall.org, MLB.com/PLAYBALL acts as the social media hub for fans to post photos and videos of exciting ways they are playing game.
SOCIAL MEDIA EXAMPLES

Facebook

Twitter

Instagram

PlayBall MLB added 19 new photos to the album: #PlayBall at Hinton Park in Glenco.

October 31 - 1h

Kids had a blast playing some Saturday morning baseball alongside Pittsburgh Pirates star Andrew McCutchen.

Play Ball - Jan 25

Putting on a clinic. PING! #PlayBall

Instagram

24,000,000 views

#PlayBall

24,000,000 likes

#PlayBall
SOCIAL MEDIA EXAMPLES

San Antonio Missions

itch and participating in the @Play9 initiative

PLAYBALL

PLAYBALL
USCM PLAY BALL CALENDAR OF EVENTS

JANUARY
- 17–19 LAUNCH PLAY BALL SUMMER AT 85TH WINTER MEETING, WASHINGTON, DC

FEBRUARY
- COMMIT TO PLAY BALL EVENT
- FEBRUARY 17 PROVIDE “CAPS ON” FAVORITE TEAM NAME @ usmayors.org/playball
- ORGANIZE PLAY BALL SUMMER EVENT WITH
  - MAJOR LEAGUE OR MINOR LEAGUE TEAM
  - PARKS AND RECREATION DEPARTMENT AND OTHER COMMUNITY PARTNERS

MARCH
- MARCH 14–31 “CAPS ON” CAPS DELIVERED TO MAYORS
- REGISTER SUMMER EVENTS ON: usmayors.org/playball

APRIL
- APRIL 3 TAKE “CAPS ON” PHOTO DURING MLB OPENING DAY
- REGISTER SUMMER EVENTS ON: usmayors.org/playball

MAY
- PROCLAIM PLAY BALL SUMMER
- REGISTER SUMMER EVENTS ON: usmayors.org/playball
- WORK WITH USCM AND MLB TO PROMOTE PLAY BALL EVENT

JUNE
- JUNE 24–27 ANNOUNCE PLAY BALL SUMMER CITIES AT 84TH ANNUAL MEETING IN INDIANAPOLIS

JUNE - AUGUST
- CONDUCT PLAY BALL EVENTS
SAMPLE EVENTS

HOME RUN DERBY
OPEN WIFFLE BALL GAMES/TOURNAMENTS
QUICKBALL COMPETITIONS
VITILLA OR STICKBALL
LARGE “HAVE A CATCH”
MORE FORMAL SAMPLE EVENTS

T-BALL EVENTS
Participants can group into teams and play in a round robin tournament comprising of 1-inning games. An event manager can determine tournament rules based on player age and skill level.

BALTIMORE PRESIDENT’S CUP
Organized baseball games or events involving schools that would normally not compete against each other (e.g., public vs. private schools).

MAYOR’S BASEBALL OLYMPICS
(Sample Events)
60 Yard Dash
Outfield Throw
Accuracy Throw
Outfield Relay Throw
Home to Home Run
Around the Horn Relay

SCOTTS MLB PITCH, HIT & RUN
Scotts, MLB Pitch, Hit & Run (PHR) is a FREE, exciting skills event providing boys and girls the opportunity to compete in four levels of competition including Team Championship events at all 30 Major League ballparks and the National Finals at the MLB All-Star Game.
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<th>ALTERNATE MARK</th>
<th>HASHTAG MARK</th>
<th>PLAYBALL.ORG MARK</th>
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**MLB BLUE** PANTONE 288
CMYK COLOR: M-100 K-66 C-0 K-30
RGB COLOR: #1f7408
TEXTILE COLOR: 16-5644
THREAD COLOR: MD-1166, RA-2487 or FUFU-334

**MLB RED** PANTONE 199
CMYK COLOR: M-90 K-160 C-65 K-0
RGB COLOR: #e51b1b
TEXTILE COLOR: PANTONE 16-1764 TC
THREAD COLOR: MD-1147, RA-2008 or FUFU-190

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Please Visit usmayors.org/playball