

# THE UNITED STATES CONFERENCE OF MAYORS 2019 TOOLKIT







INSPIRE  
BASEBALL  
**PLAY**  
IN ANY FORM AND  
**DEEPEN**  
**FAN**  
ENGAGEMENT  
WITH THE  
**GAME**

+



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# SAMPLE PRESS RELEASE - LOCAL

## [City Mayor] to Host [Insert Activity] As Part of Baseball's "PLAY BALL SUMMER"

The U.S. Conference of Mayors is supporting Major League Baseball, Minor League Baseball, USA Baseball and USA Softball's initiative to provide play opportunities to youth in communities across the United States and Puerto Rico

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 2019 Mayors are implementing the initiative throughout cities with the goal of strengthening the connection between communities and the National Pastime..

### [Insert Event Details]

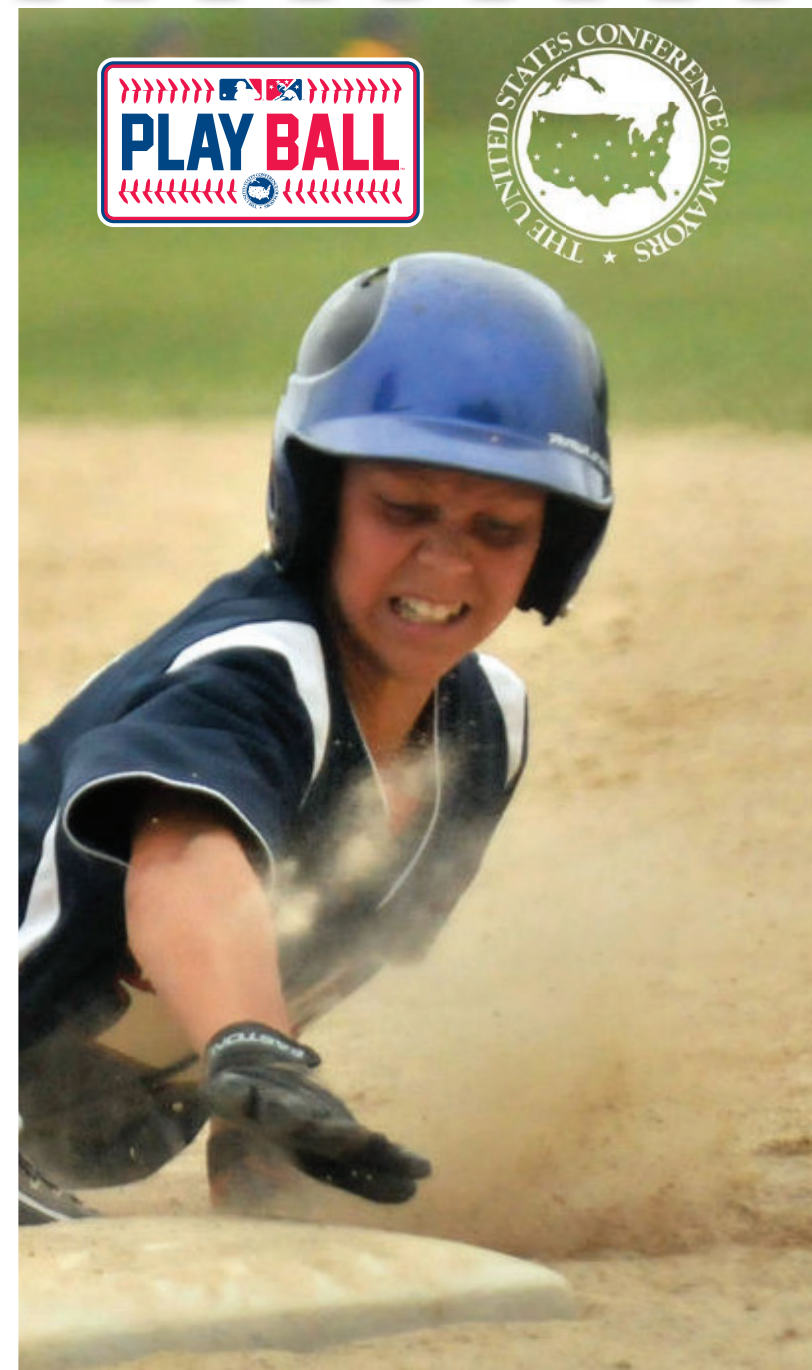
Mayors across the country are hosting activities with a baseball and softball theme to engage citizens, families, and city departments through individual and community events, featuring activities such as playing catch, running bases in the backyard, family gatherings, park and recreation activities,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

### [Insert City mayor quote]

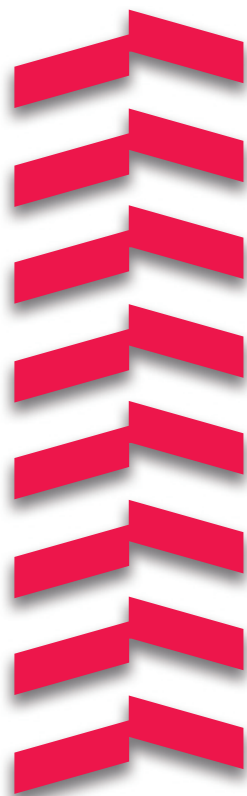
The **PLAY BALL SUMMER** initiative with the USCM focuses on recruiting cities to promote and support **PLAY BALL** through the use of baseball or softball-related activities. Primary targets are cities with Major League and Minor League Baseball clubs, although the initiative toolkit and self-reporting 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](http://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 and softball 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](http://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 AND MAJOR LEAGUE BASEBALL DECLARE JUNE THROUGH AUGUST AS PLAY BALL SUMMER;

WHEREAS, PLAY BALL SUMMER ENCOURAGES FAMILIES AND COMMUNITIES TO PARTICIPATE IN THE GAMES OF BASEBALL AND SOFTBALL THUS CREATING A SUSTAINABLE ENTHUSIASM FOR THE GAME;

WHEREAS, CITIES ACROSS THE COUNTRY WILL BE COMING TOGETHER DURING THIS SUMMER TO SUPPORT THE GROWTH OF BASEBALL AND SOFTBALL;

WHEREAS, THE SPORTS OF BASEBALL AND SOFTBALL HAVE PRODUCED COUNTLESS FAMILY AND COMMUNITY BONDING EXPERIENCES;

WHEREAS, THE SPORT OF BASEBALL AND SOFTBALL HAVE TAUGHT OUR YOUTH VALUABLE LIFE LESSONS OF TEAMWORK, PERSEVERANCE, LEADERSHIP AND SPORTSMANSHIP;

WHEREAS, THE SPORTS OF BASEBALL AND SOFTBALL HAVE FORMED A DIVERSE CULTURE SHOWCASING A SNAPSHOT OF WHERE AMERICA STANDS TODAY;

WHEREAS, THE SPORTS OF BASEBALL AND SOFTBALL PROVIDE A PROUD SENSE OF BELONGING TO SOMETHING BIGGER THAN ONESELF;

WHEREAS, WE RECOGNIZE THE IMPORTANCE AND INFLUENCE OF THE SPORTS OF BASEBALL AND SOFTBALL 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].

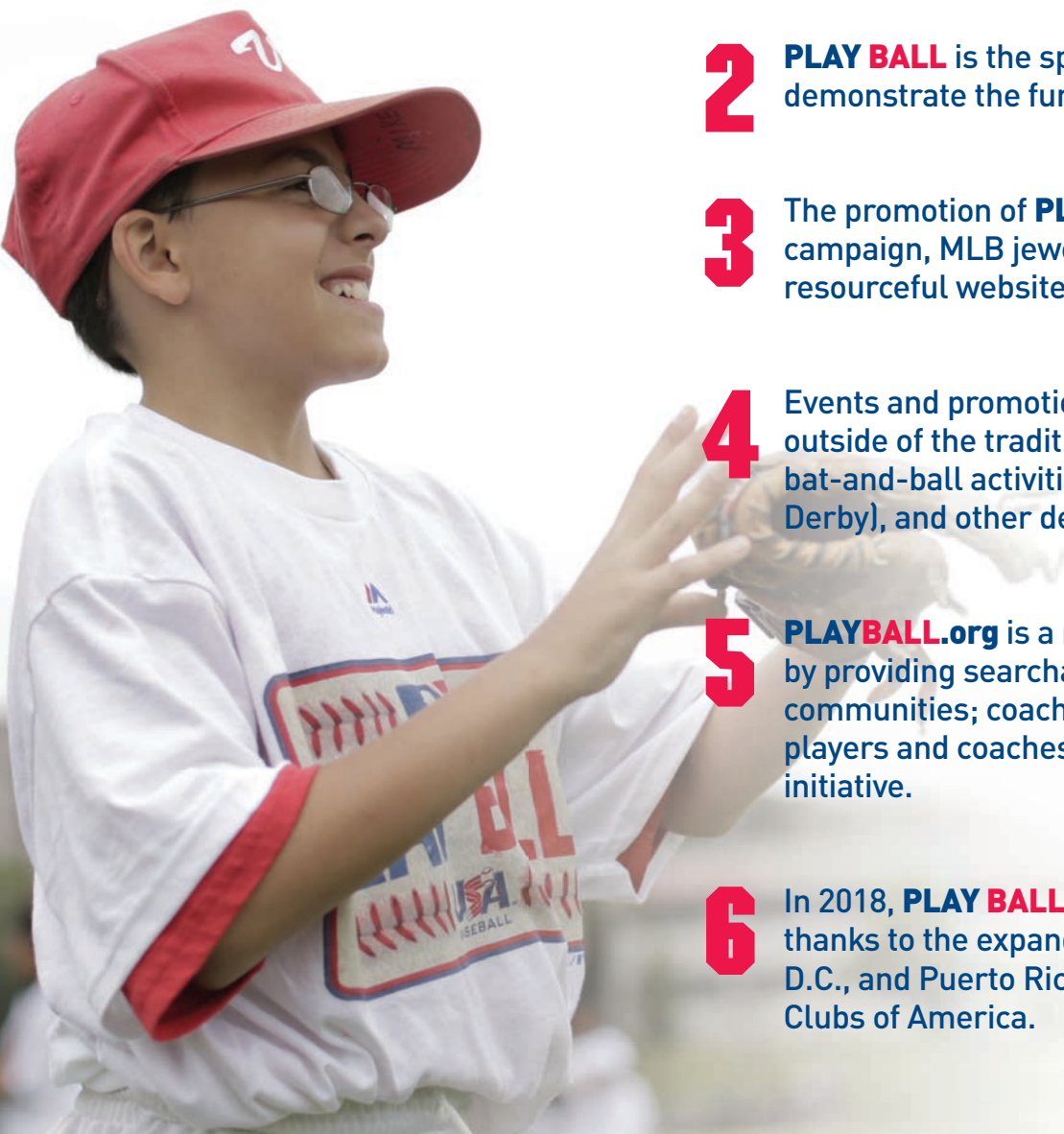
  
JOHN R. DOE  
MAYOR

Mayors are encouraged to present this Proclamation to a local youth organization.  
Digital copies should be emailed to Jared Aronowitz at [jaronowitz@usmayors.org](mailto:jaronowitz@usmayors.org)



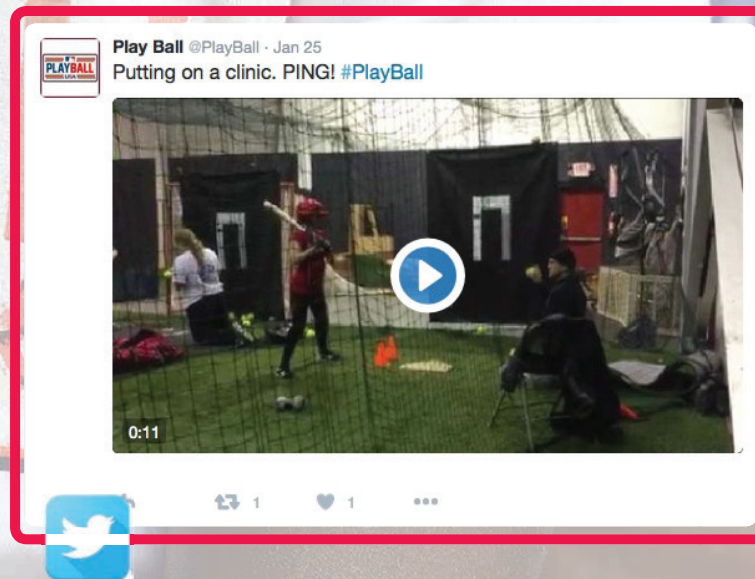


# PR TALKING POINTS



- 1** Major League Baseball and its **PLAY BALL** partners are committed to providing opportunities for children in all communities to connect with baseball and softball.
- 2** **PLAY BALL** is the sport's signature youth engagement initiative designed to demonstrate the fun and exciting nature of baseball and softball in all of its forms.
- 3** The promotion of **PLAY BALL** includes a targeted broadcast & digital advertising campaign, MLB jewel event visibility, strategic partnerships, special events and a resourceful website for parents, coaches and kids.
- 4** Events and promotions focus on creating grassroots participation opportunities outside of the traditionally organized leagues or tournaments – this includes plastic bat-and-ball activities, skills competitions (Pitch, Hit & Run and Jr. Home Run Derby), and other derivative formats (Vitilla, Stick Ball, Quickball, and more).
- 5** **PLAYBALL.org** is a resource for players, parents, and coaches in organized leagues by providing searchable maps with links to baseball and softball 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.
- 6** In 2018, **PLAY BALL** Summer reached more kids than ever (more than 36,000) thanks to the expanded reach of more than 300 Mayors in all 50 States, Washington D.C., and Puerto Rico as well as the support of new initiative partner Boys & Girls Clubs of America.

# SOCIAL MEDIA EXAMPLES





# SOCIAL MEDIA EXAMPLES



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# USCM 2019 PLAY BALL CALENDAR OF EVENTS

## JANUARY

- **23th-25th**

Launched Play Ball at 87th winter meeting, Washington, DC

## FEBRUARY

- Committed to Play Ball event

- **5th**

Provide Opening Day favorite team name

Sign up at [usmayors.org/play-ball](http://usmayors.org/play-ball)

## MARCH

- Organize Play Ball events with
  - Major League or Minor League team
  - Local Boys & Girls Clubs
  - Parks and Recreation department and other community partners

- **14th-23rd**

Opening Day Caps delivered to mayors

- **23rd-27th**

Take Opening Day photo and share with USCM

- **28th**

MLB Opening Day – post Opening Day photo on social media with #opening day

## APRIL

- Mayors issue “Play Ball” proclamations
- Confirm Play Ball event dates
- Request Play Ball incentives ( t-shirts and banners ) for local events

## MAY

- Work with USCM, MLB and Boys & Girls Clubs to promote Play Ball events
- Register events on: [usmayors.org/play-ball](http://usmayors.org/play-ball) June

## JUNE

- **28th-July 1st**

Announce Play Ball cities at 87th annual meeting in Honolulu

## JULY

- **5th-9th**

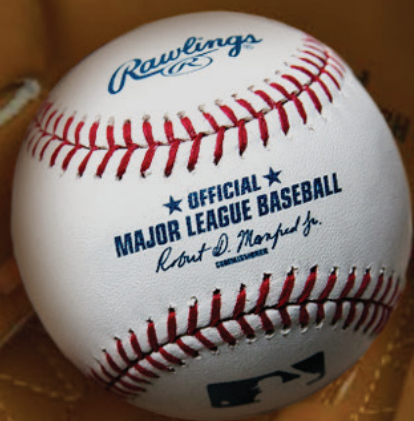
MLB Play Ball events, Cleveland, OH

## [MARCH] – AUGUST

- Conduct Play Ball events

## SEPTEMBER

- Report final local Play Ball statistics to USCM





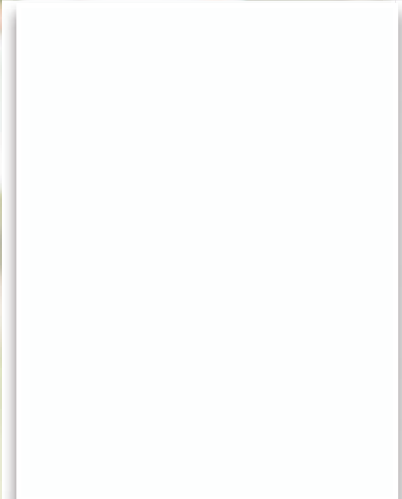
# SAMPLE EVENTS



**FUN AT BAT**



**5 ON 5 BASEBALL**



**HOME RUN DERBY**



**OPEN PLASTIC BAT-AND-BALL  
GAMES/TOURNAMENTS**



**QUICKBALL COMPETITIONS**



**VITILLA OR STICKBALL**



**LARGE "HAVE A CATCH"**



# MORE 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.



## MAYOR'S BASEBALL OLYMPICS

(Sample Events)

60 Yard Dash  
Outfield Throw  
Accuracy Throw  
Outfield Relay Throw  
Home to Home Run  
Around the Horn Relay



## PITCH, HIT & RUN

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 during MLB All-Star Week.



**MORE ACTIVITIES  
CAN BE FOUND HERE AT  
[USMAYORS.ORG/PLAYBALL](http://USMAYORS.ORG/PLAYBALL)**



# MLB PLAY BALL LOGOS

USCM



PRIMARY MARK



ALTERNATE MARK



#PLAYBALL

HASHTAG MARK

#PLAYBALL

#MayorsPlayBall

MAYORS PLAY BALL MARK

#MayorsPlayBall

PLAYBALL.org

PLAYBALL.ORG MARK

PLAYBALL.org

usmayors.org/playball

USMAYORS.ORG MARK

usmayors.org/playball



**MLB BLUE** PANTONE® 288  
CMYK COLOR MIX: C-100 M-65 - 00 K-30  
RGB COLOR MIX: R-0 G-71 B-133  
TEXTILE COLOR: 19-3864 TC  
THREAD COLORS: MD-1166, RA-2437 or FUFU-334

**MLB RED** PANTONE® 199  
CMYK COLOR MIX: C-00 M-100 Y-65 K-00  
RGB COLOR MIX: R-189 G-21 B-39  
TEXTILE COLOR: PANTONE 18-1764 TC  
THREAD COLOR: MD-1147, RA-2508 or FUFU-190



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# CONTACT & FOR MORE INFORMATION



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Please Visit [usmayors.org/playball](http://usmayors.org/playball)