



# MINOR LEAGUE PLAYERS LICENSING OPPORTUNITIES



MLB Players, Inc. is the for-profit corporate subsidiary of the Major League Baseball Players Association. It is charged with managing all commercial activities of the organization. At the core of MLBPI's business today, it brings to market products and services featuring the publicity rights (name/image/likeness) of our Players.

On March 31, 2023, Minor League Players signed their first Collective Bargaining Agreement. The historic step welcomed Minor League Baseball Players into the MLBPA fraternity, making MLB Players, Inc. its commercial arm for the next generation of MLB Stars.

# The World of Minor League Baseball

Minor League Baseball (MiLB) is a professional baseball organization founded in 1901 primarily to serve as a development system for Major League Baseball (MLB).

Each of the 30 MLB clubs has one affiliate at each level of the MiLB system for a total of 120 teams. Each team has a roster of 28-30 Minor League players.

Ex: Baltimore Orioles Affiliates



Triple-A Norfolk Tide



Double-A Bowie Baysox



High-A Aberdeen IronBirds



Single-A Delmarva Shorebirds

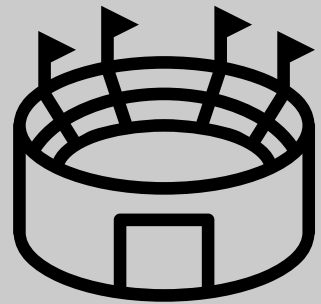
In addition to the 120 affiliate teams, each club has 1-2 Rookie League teams that compete in the parent team's Spring Training facilities in Florida or Arizona.

The number of games played in a Minor League season varies at each level, but the season length aligns with Major League Baseball's regular season (April-September).



Orioles prospects Coby Mayo and Cade Povich of the Orioles Triple-A affiliate Norfolk Tide.

# A Look at MiLB's Growth in 2023



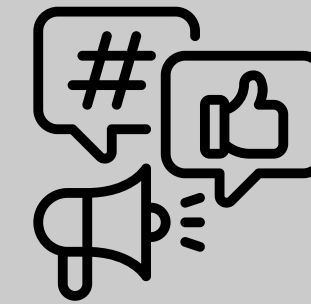
## 32 MILLION+ FANS ATTENDED

- Largest YoY growth since 2000
- Best per game avg. attendance since 2009
- Record breaking gross revenue



## 175 MILLION+ MINUTES STREAMED

- 310K+ unique users (+408% YoY)
- 57M+ total minutes on MLB.tv Carousel
- 48M+ total minutes on Free Game of the Day



## 200 MILLION+ SOCIAL IMPRESSIONS

- Up 57% vs. 2022
- 21.6M engagements

Cubs prospects Pete Crow Armstrong  
and BJ Murray





# MiLB Players: The Future Stars of Baseball

Minor League players are the next generation of Major League stars.

They are 5,500 of the top baseball talents in the world and the .05% of amateur baseball players who make it to the professional level.

Minor League players are future faces of MLB franchises, future All-Stars, and future Hall of Famers. They represent the excitement and anticipation surrounding baseball's next big thing.



Prospects (clockwise from top left):

Max Clark (Detroit Tigers),

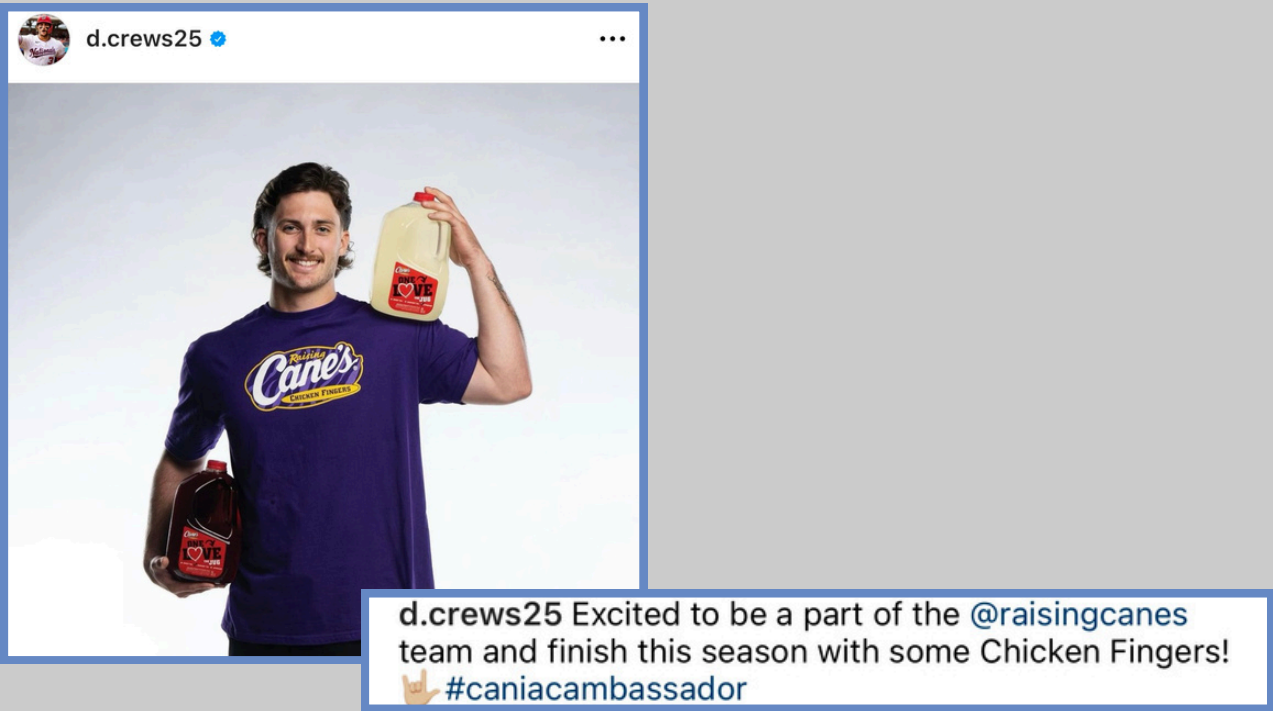
Jasson Domínguez (New York Yankees),

Jackson Chourio (Milwaukee Brewers) and


Jordan Lawlar (Arizona Diamondbacks)

# MiLB Players: The Future Stars of Baseball


Growing up in the social media era and playing through the NIL boom has allowed today's MiLB players to develop their personal brands before starting their professional careers



Major League Players Instagram Stats

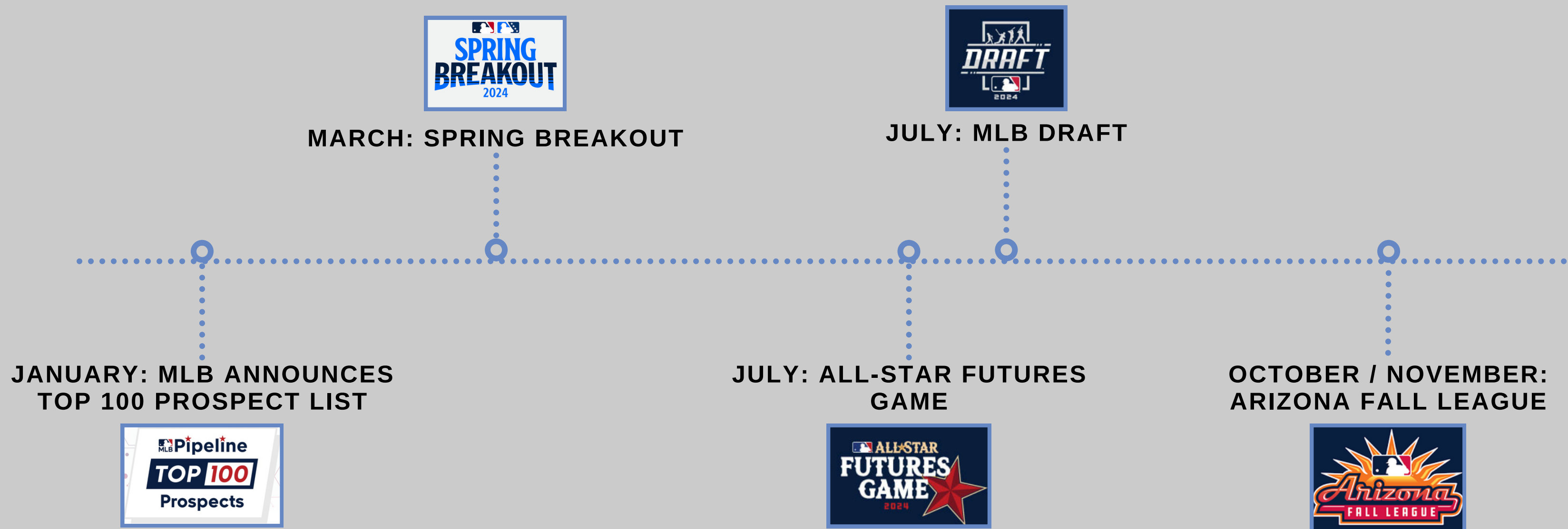
	Followers	Engagement Rate
Gerrit Cole	388k	5.38%
Jazz Chisholm	201k	1.18%
Trevor May	195k	1.03%
Brandon Crawford	158k	5.97%

Minor League Players Instagram Stats

	Followers	Engagement Rate
Max Clark	382k	15.47%
Paul Skenes	201k	17.89%
Druw Jones	191k	11.6%
Dylan Crews	156k	16.75%

# Showcase Events for MiLB Players

MLB leverages various tentpole events throughout the year to spotlight Minor League talent.





# The Value of an MiLB Player License

Capitalize on the hype surrounding baseball's top prospects before they make their Major League debut.

Prospects generate excitement and recognition from the moment they're drafted, presenting commercial opportunities well ahead of their call-up date.



Nasim Núñez (Miami Marlins prospect) on MLB Network



NEWS

J-Rod, De La Cruz and Rutschman Help Headline MLB's Top Jersey Sellers of 2023

BY BRADY FARKAS · SEP 29, 2023 3:52 PM EDT

Source: Sports Illustrated



Julio Rodríguez and Noeli Marte  
(Cincinnati Reds prospect)

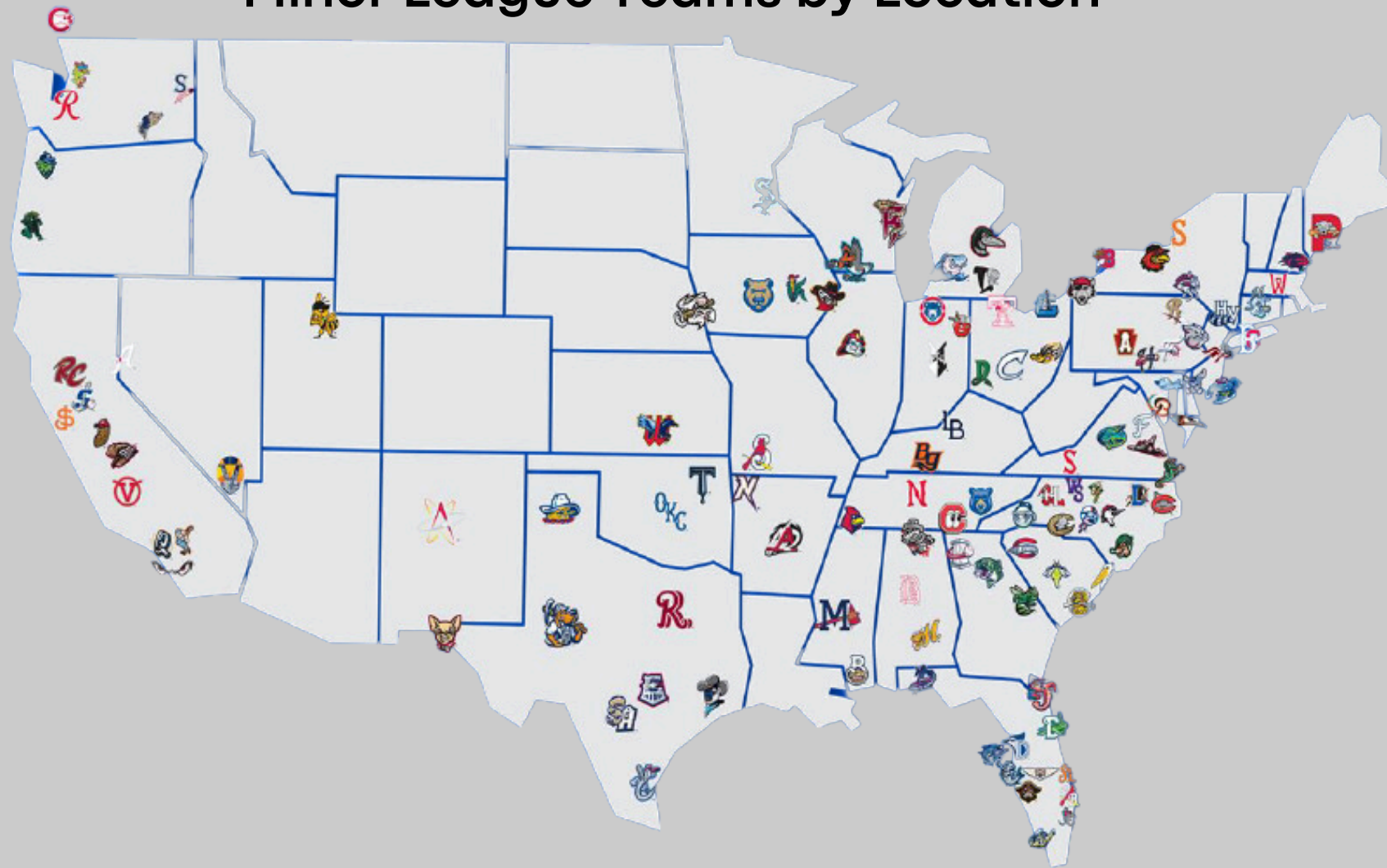


Shohei Ohtani and Luisangel Acuña  
(New York Mets prospect)

# The Reach of an MiLB Player License

Reach new fans in new markets- there are 120 MiLB Clubs across 37 states, with 70% of the U.S. population living in an MiLB team market.

Minor League Teams by Location



## FAN DEMOGRAPHICS



42%  
FEMALE



58%  
MALE



40%  
PARENTS OF  
CHILDREN  
AGE 6-17



\$87K  
MEDIAN  
INCOME



# MiLB Players Licensing Rights

We offer commercial rights to the Name, Image, and Likeness of 5,500+ Minor League Baseball Players.

## Group Licensing Rights

- A group license with MLB Players, Inc. is required when the Licensee intends to create licensed products for more than 2 Players, keeping in mind our “Rule of 6”.
- “Rule of 6” means that the Licensee must create a collection of licensed products for at least 6 Players concurrently.
- These License Rights are Passive (no endorsement)
- Note: If the Licensee is only interested in developing licensed products for 1 or 2 Players (maximum), it is considered an endorsement, and MLBPI will facilitate a direct introduction with player representation to execute



# MiLB Players Licensing Rights

An MiLB Players license is a single license, offering rights to all Player marks including name, nickname, number, likeness, biographical information, etc.

It does not include any Minor League rights such as the team names, team logos, and stadium names. These rights must be negotiated directly with the League.

A Licensee contracting both the rights of MiLB Players and MiLB becomes a “Dual Licensee”.

## MiLB Players Single Licensed Product



## MiLB Players Dual Licensed Product





# MiLB Players Marketing Rights

## Promotional Marketing Rights

- A highlight agreement is required if a licensee chooses to actively engage with a Player.
- A highlight agreement is used when a player is asked to promote licensed products through avenues such as social media endorsements, promotional events, and autograph deals.
- Highlight agreements fall outside of group licensing rights and are handled by MLBPI's player marketing team and the respective player(s)' agent.



Player Interview at Topps' Spring Training activation "Topps Spot"



Paul Skenes' (Pirates Prospect)  
Instagram post promoting Topps  
Bowman Draft



Jackson Holliday (Orioles Prospect)  
autographed Bowman card



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