



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

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)

Ex: Baltimore Orioles Affiliates



Triple-A Norfolk Tide



Double-A Bowie Baysox



High-A Aberdeen
IronBirds

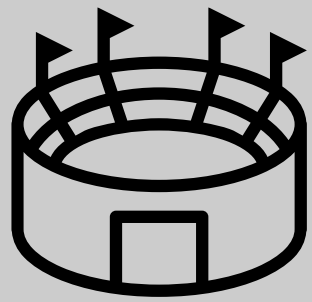


Single-A Delmarva
Shorebirds



Orioles prospect Samuel Basallo of the
Triple-A affiliate Norfolk Tide

A Look at MiLB's Growth in 2024



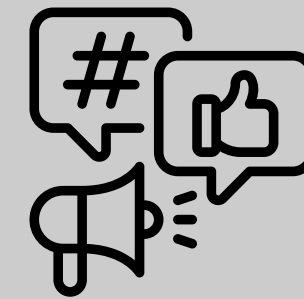
31 MILLION+ FANS ATTENDED

- Second-most attended U.S. sports league, trailing only MLB
- Record 900+ games distributed through local and regional channels (+50% YoY)
- 100M+ self-designated MiLB fans



174 MILLION+ MINUTES STREAMED

- Record 1.6M+ unique viewers (+45% YoY)
- 200+ games on MiLB Game of the Day (+33% YoY)
- 35M+ total minutes on MiLB Game of the Day



20 MILLION+ SOCIAL IMPRESSIONS

- IG engagements up 99% vs 2023
- FB engagements up 250% vs. 2023

2024 Futures Game MVP
and Reds prospect Cam Collier

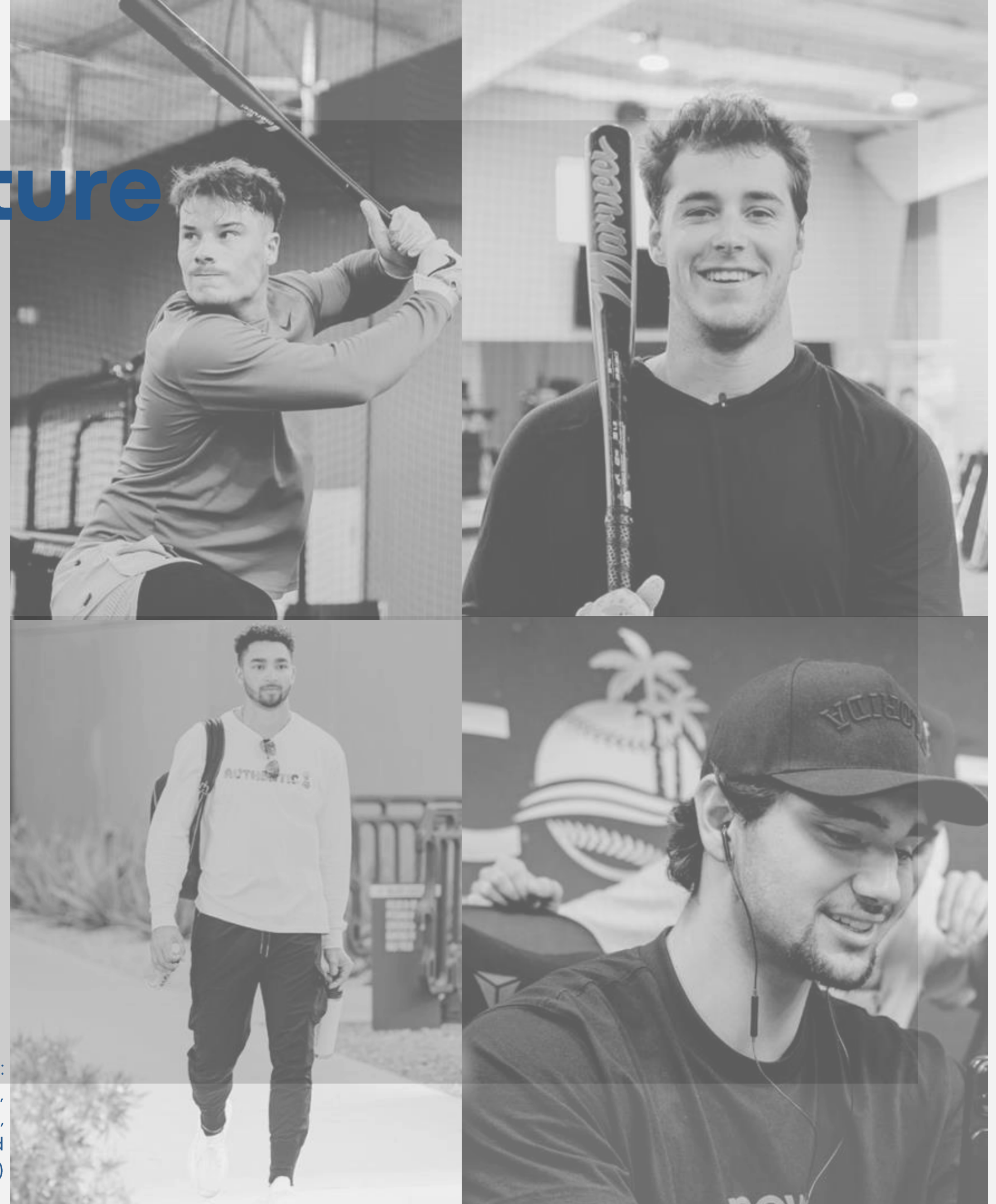


MiLB Players: The Future Stars of Baseball

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

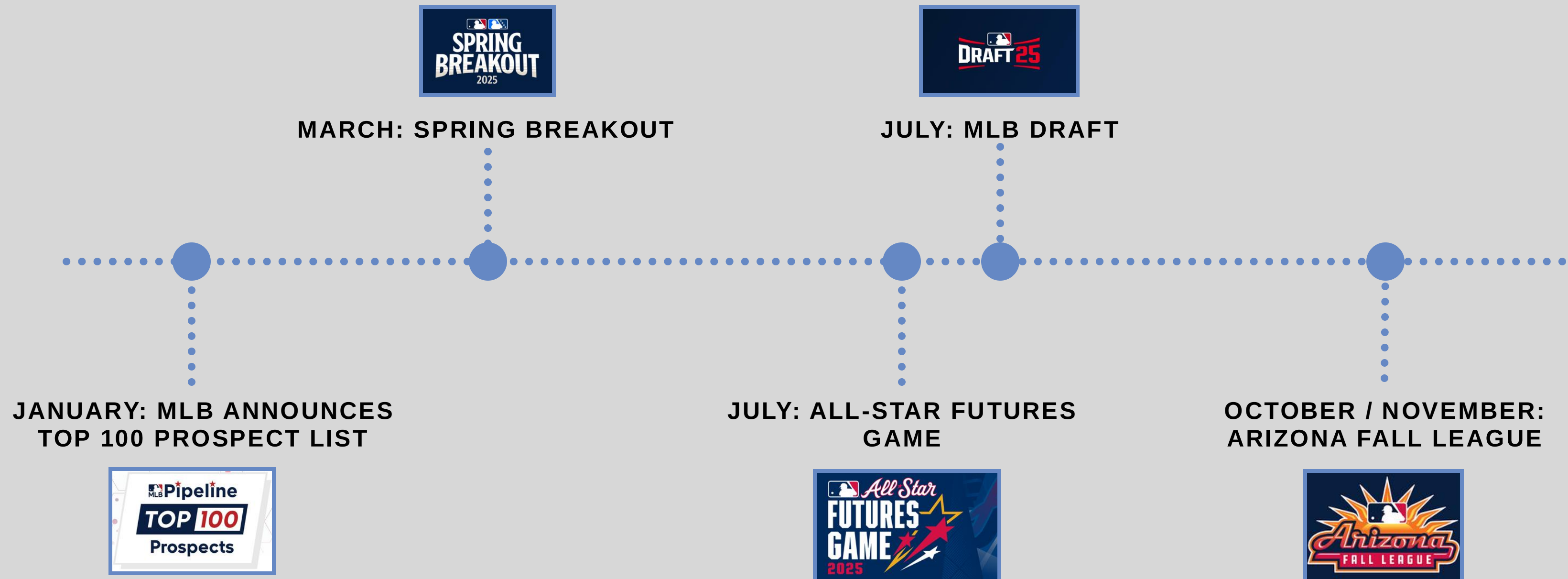
Minor League Players are future faces of MLB franchises, future All-Stars, and future Hall of Famers. They represent the excitement and anticipation surrounding baseball's next big thing



Prospects (clockwise from top left):
Travis Bazzana (Cleveland Guardians),
Charlie Condon (Colorado Rockies),
Jac Caglianone (Kansas City Royals) and
Jordan Lawlar (Arizona Diamondbacks)

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



Matt Shaw (Cubs prospect) on MLB Network



Tarik Skubal and Max Clark (Tigers prospect)

SI Sports Illustrated

Pittsburgh Pirates Phenom's Rookie Card Nets Record Sale

Source: Sports Illustrated



Cam Smith and Yoel Tejada Jr.
(Nationals 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"



Jac Caglianone's (Royals prospect) Instagram post promoting Bruce Bolt



Charlie Condon (Rockies prospect) autographed Bowman card



MLB PLAYERS

Thank you!

Contact Us

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