



## Rebrand FAQ

### **Q: What is Dodgers Dreamteam (formerly Dodgers RBI)?**

A: Dodgers Dreamteam (formerly Dodgers RBI) is a comprehensive sports-based youth development program that uses the power of sport to provide critical resources and services to communities who are experiencing social injustices. LADF works in partnership with 13 Affiliate Partners to deliver sports-based programming and wraparound services for 12,000 youth and to support communities and families across the city.

### **Q: What are the goals of the Dodgers Dreamteam program?**

1. To provide an inclusive, barrier-free sports-based youth development program that is typically reserved for the elite.
2. To deliver programs, services, and resources that address basic needs, education and health care.
3. To train parents and coaches to create a youth sports environment that fosters social and emotional learning opportunities.
4. To increase participation of underrepresented groups, specifically Black youth, girls, and teenagers.

### **Q: What is the reason for a change?**

A: The change signals a new era for the program, celebrating the many individuals, groups, and resources that come together to support youth development through sport. The new name highlights not only the comprehensive nature of the program, but also the refreshed program design focused on LADF's partnership with grantees.

### **Q: What is the meaning of the new name?**

A: Dodgers Dreamteam is about bringing families, volunteers, recreation departments, non-profit organizations, advocates, resources, and donors together to support youth development through sport. The rebrand is an opportunity to align the name, look, and feel of the program with the newly refreshed program design as well as the overarching goals of the program. Dodgers Dreamteam conveys a sense of future-focus and is intended to reflect the comprehensive nature of the program, its wraparound approach to programs and impactful vision for neighborhoods throughout Los Angeles.

### **Q: Beyond the name change, will there be any changes to programming or to what people have come to expect from Dodgers Dreamteam?**

A: The core Dodgers Dreamteam program is consistent with all of the good things you've come to expect from the program and continues to improve and evolve based on feedback from key stakeholders. As part of the rebranding process LADF gathered feedback that helped us understand what's working really well and where some pain points may exist. Along with the new name, we have introduced some new program elements, like the newly created Dodgers Dreamteam Coordinator position, which will help address key pain points like improving logistics and communications.

### **Q: When and where can we expect to see changes?**

A: The new brand will be rolled out over the course of 2022, with the primary public launch of program registration occurring in February 2022. Over the course of the program year, LADF will continue to work closely with its partners to ensure a smooth transition and to maintain the quality of the program for youth and families. You can expect to see the new brand in a variety of places going forward such as on the website, on Dodgers Dreamteam uniforms and coach apparel, on signage and marketing collateral, and via social media.

**Q: What can participants look forward to this year?**

A: Participants will be able to look forward to everything they've come to know and love about the Dodgers RBI program. Specifically, participants will have access to top quality baseball and softball programs with necessary equipment and uniforms that feature the new Dodgers Dreamteam logo. We will deploy trauma-informed coach mentors trained to coach youth in unique circumstances. The program will also include community resource fairs (Dodger Days) which will provide opportunities for families to receive basic needs, food and health care resources, access and exposure to educational opportunities through the College and Career Accelerator, LA Reads, Science of Baseball, fitness & nutrition clinics, baseball and softball clinics and parent workshops. LADF is also providing all partners with support for staffing, umpires and field maintenance.

**Q: Where can I find more information about how to get involved?**

A: Get involved with Dodgers Dreamteam as a participant, volunteer, coach or donor! Visit [dodgers.com/dodgersdreamteam](https://dodgers.com/dodgersdreamteam) for player registration information, to complete a volunteer or coach form, and/or to donate to the program.

**Q: What is your approach to delivering the Dodgers Dreamteam program?**

A: LADF identifies the most vulnerable communities across Los Angeles and then partners with recreation agencies and nonprofits to build capacity and support for free baseball and softball programs that create a hub of education and health program partners. We train coaches with positive youth development strategies and educate parents to support children with techniques for social emotional learning (SEL) outcomes. LADF also provides free wraparound services, constantly listening and evaluating needs based on community feedback.

**Q: What is the relationship of Dodgers Dreamteam to Dodgers Dreamfields?**

A: You may notice the connection between the names Dodgers Dreamfields and Dodgers Dreamteam. This is intentional and celebrates the common goals of these two programs as cornerstones of LADF's presence in communities across Los Angeles. In 2022, 33 of the 58 Dodgers Dreamfields will be home to Dodgers Dreamteam programming. LADF will continue to explore Dodgers Dreamteam locations that are a good fit for Dodgers Dreamfield development with the goal of 75 fields by 2030. We're excited to continue to have these two programs support each other to create the most impact in communities across Los Angeles.

**Q: What is the relationship of Dodgers Dreamteam to the MLB RBI Program?**

A: You may be aware that Major League Baseball runs a program called MLB RBI (Reviving Baseball in Inner Cities), which is a youth outreach program focused on increasing participation in baseball and softball programs nationwide. LADF is an Affiliate of MLB RBI and will continue to apply for this affiliation going forward. Being an RBI Affiliate includes but is not limited to identifying as a Major League Baseball RBI affiliated program, utilizing MLB RBI marks and logos, receiving resources and support for our program, participating in RBI sanctioned events and tournaments, and other benefits or opportunities exclusively for RBI affiliated programs. LADF is proud to be an Affiliate of MLB RBI and grateful for the extended opportunities that are available to Dodgers Dreamteam participants as a result.