



2022-2023 Checklist

Little League® Marketing requires a minimum of 48 hours to review deliverables upon submission. Anything submitted after the due dates listed below are not guaranteed. Please reference your contract for specific assets, as some deadlines below may not be applicable to you.

All dates are subject to change

Please reference the [Little League Sponsor Portal](#) for details, specs, and updates on assets

Password: LittleLeague1939 (Updated password for 2023 coming soon)

GENERAL REMINDERS

- [Email Blasts](#) and [Social Media](#) posts be scheduled as they align with your marketing campaigns and promotions – Please request through Marketing@littleleague.org
 - Newsletter Banner Ad Placements and Articles can also be scheduled upon request
- Secure hotel room arrangements for 2023 Little League Baseball® World Series as soon as possible
 - Please contact Marketing@LittleLeague.org if you need assistance securing a room block
- Brand Guidelines/Style Guides/Logos – Please share updates with Marketing@LittleLeague.org as needed
- LittleLeague.org Banner Ads and [Partner Content Pages](#) can be updated to align with marketing campaigns and promotions, but seasonal/quarterly updates are recommended
 - Please request updates through Marketing@LittleLeague.org

OCTOBER 14, 2022

- [On-Deck](#) Draft – due to Marketing@LittleLeague.org
 - Tile Creative (855x480)
 - Offer Title [< 50 characters including spaces]
 - Offer Details [<120 characters including spaces]
 - CTA Button
 - Link/PDF

OCTOBER 28, 2022

- [On-Deck](#) Final – due to Marketing@LittleLeague.org

NOVEMBER 11, 2022

- Product Sourcing Guide Updates (if applicable) – due to Marketing@LittleLeague.org

JANUARY 18, 2023

- [Batter Up](mailto:Marketing@LittleLeague.org) Draft – due to Marketing@LittleLeague.org
 - Tile Creative (855x480)
 - Offer Title [< 50 characters including spaces]
 - Offer Details [<120 characters including spaces]
 - CTA Button
 - Link/PDF

JANUARY 19, 2023

- Little League® Sponsor Summit – Virtual

JANUARY 27, 2023

- 2023 Little League® World Series Packet Available and [Sponsor Portal](#) Updated

FEBRUARY 1, 2023

- [Batter Up](mailto:Marketing@LittleLeague.org) Final – due to Marketing@LittleLeague.org

APRIL 7, 2023

- Little League® Baseball and Softball World Series Activation Concepts – due to Marketing@LittleLeague.org
 - Please include overview, footprint request, dates attending, giveaways items, activity ideas, etc.
 - Communicate potential interest in Regional and Divisional activation
- Little League® World Series Program Ad Participation Commitment – due to Marketing@LittleLeague.org

APRIL 14, 2023

- [Sponsor Summer Offers](#) Draft – due to Marketing@LittleLeague.org

APRIL 28, 2023

- Little League Softball & 5 Divisional World Series Program Ad Drafts – due to Marketing@LittleLeague.org
- [Sponsor Summer Offers](#) Final – due to Marketing@LittleLeague.org
- Background Checks and Credential Requests Open - Online Link TBD
- Giveaway Participation Confirmation – due to Marketing@LittleLeague.org
- Regional and Divisional Tournament Participation Confirmation – due to Marketing@LittleLeague.org



MAY 17, 2023

- Little League Softball & 5 Divisional World Series Final Program Ads – due to Marketing@LittleLeague.org

JUNE 2, 2023

- Final Regional, Divisional and Little League Softball® World Series Activation Plan – due to Marketing@LittleLeague.org

JUNE 23, 2023

- Final Little League Baseball® World Series Activation Plan – due to Marketing@LittleLeague.org
 - Please include creative visuals, staffing plans, mascot involvement, storage needs, special guests, etc.
- LittleLeague.org LLWS Activation Copy– due to Marketing@LittleLeague.org
- Little League® Baseball and Softball World Series Scoreboard Logo Files – due to Marketing@LittleLeague.org
 - Information on additional scoreboard opportunities to follow

JULY 2023

- Regional and Divisional Tournament Giveaway Item(s) – delivered to Tournament Sites six weeks prior to event start date

JULY 7, 2023

- Little League Baseball World Series Program Ad Drafts– due to Marketing@LittleLeague.org
- Contractual Pre-roll Advertising – due to Marketing@LittleLeague.org
- Little League Baseball® World Series Load-in Date/Time Request – due to Marketing@LittleLeague.org
 - Please include any storage needs
- Initial Little League Baseball® World Series Ticket, Meal, Parking, and Museum Pass Requests – due to Marketing@LittleLeague.org
- Little League Baseball® World Series Power & Internet Requirements Form – Online Link TBD
- Content Capture Overview (All Tournaments) – due to Marketing@LittleLeague.org
 - Please include social media, video/filming and photography plans along with any needs including access, location, photo requests, dates, etc.
- Updated Banner Ads for Daily Little League World Series Newsletter



JULY 19, 2023

- Little League Baseball World Series Final Program Ads– due to Marketing@LittleLeague.org

JULY 21, 2023

- Little League Baseball® World Series Load-in Date/Time Finalized
- Little League Baseball® World Series Giveaway Item(s) – delivered to Williamsport
- Final Little League Baseball® World Series Ticket, Meal, Parking, and Museum Pass Requests – due to Marketing@LittleLeague.org

JULY 28, 2023

- On-site emergency contact information– due to Marketing@LittleLeague.org

AUGUST 9, 2023

- Activation Displays and Premium Items – delivered to Williamsport, PA

AUGUST 9-15, 2023

- Little League Softball® World Series – Greenville, NC

AUGUST 16-27, 2023

- Little League Baseball® World Series – Williamsport, PA

AUGUST 20, 2023

- 2023 MLB Little League® Classic – Washington Nationals vs. Philadelphia Phillies

Information on Fall 2023 Dates to Follow