



2023-2024 Checklist

Little League® Marketing requests a minimum of 48 hours to review deliverables upon submission.

Anything submitted after the due dates listed below may be delayed.

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: Diamond1939

GENERAL REMINDERS

- [Email Blasts](#) and [Social Media](#) posts should be scheduled as they align with your marketing campaigns and promotions – Please request through Marketing@LittleLeague.org
 - Newsletter Banner Ad and Article Placements can also be scheduled upon request
 - Please request email dates two weeks in advance and deliver final assets no later than five business days before the send date whenever possible
- Secure hotel room arrangements for 2024 Little League Baseball® World Series as soon as available (early 2024) to ensure appropriate rooms are allocated for your needs
 - Please contact Marketing@LittleLeague.org if you need assistance securing a room block
- [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

SEPTEMBER 29, 2023

- Sponsor Summit RSVPs – due to Marketing@LittleLeague.org
 - Please indicate which events you plan on attending (Regional Center Visit, Sponsor Reception, Sponsor Meeting)

OCTOBER 13, 2023

- [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 24, 2023

- Cutoff date for Sponsor Summit Room Block – J.W. Marriott, Indianapolis
 - To book rooms visit <https://book.passkey.com/go/LittleLeagueSummit2023>



OCTOBER 27, 2023

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

NOVEMBER 1, 2023

- Share updated Brand Guidelines/Style Guides with Marketing@LittleLeague.org
- Product Sourcing Guide Updates (if applicable) – due to Marketing@LittleLeague.org

NOVEMBER 15 - 16, 2023

- Little League® Sponsor Summit – Indianapolis, IN
 - If you'd like to schedule any additional meetings around this event, please let us know ASAP

DECEMBER 1, 2023

- Deadline for participation in Regional Roundtable events or collateral inclusion – due to Marketing@LittleLeague.org

JANUARY 5, 2024

- Regional Roundtable Deliverables (materials or giveaways) due to Little League for distribution at Roundtable events
- Final logo files for signage, scoreboards, creative and other LLWS purposes – due to Marketing@LittleLeague.org
 - Information on additional scoreboard opportunities to follow

JANUARY 16, 2024

- Monthly all-partner information call – 3pm, [Zoom link](#)

JANUARY 17, 2024

- [Batter Up](#) Draft – due to Marketing@LittleLeague.org
 - Specs TBD

JANUARY 19 - 21, 2024

- West Regional Roundtable – Anaheim, CA

JANUARY 31, 2024

- 2024 Little League® World Series Packet Available
 - World Series Live Planning Trackers and [Sponsor Portal](#) Updated
- [Batter Up](#) Final – due to Marketing@LittleLeague.org

FEBRUARY 8 - 11, 2024

- Southwest Regional Roundtable – Houston, TX

FEBRUARY 20, 2024

- Monthly all-partner information call – 3pm, [Zoom link](#)



MARCH 1 - 3, 2024

- Southeast Regional Roundtable – Greenville, SC

MARCH 8 - 10, 2024

- East Regional Roundtable – Providence, RI

MARCH 15 - 17, 2024

- Central Regional Roundtable – Cincinnati, OH

MARCH 19, 2024

- Monthly all-partner information call – 3pm, [Zoom link](#)

APRIL 5, 2024

- 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, World Series social media and content requests, highlights branding (if applicable), etc.
 - Include plans to attend Regional and Divisional World Series events
- Little League® World Series Program Ad Participation Commitment due*
- Little League World Series App Commitment due

APRIL 12, 2024

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

APRIL 16, 2024

- Monthly all-partner information call – 3pm, [Zoom link](#)

APRIL 26, 2024

- Little League 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 Available
- Giveaway Participation Confirmation due*
- Regional and Divisional Tournament Participation Confirmation due*

MAY 16, 2024

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

MAY 21, 2024

- Monthly all-partner information call – 3pm, [Zoom link](#)



MAY 31, 2024

- Final Regional, Divisional and Little League Softball® World Series Activation Plan – due to Marketing@LittleLeague.org
- Brand name confirmation to be used for PA reads/On-air mention*
- LLWS App solutions defined and waivers finalized

JUNE 14, 2024

- Final Little League Baseball® World Series Activation Plan – due to Marketing@LittleLeague.org
 - Please include the following: activation activities, creative visuals, staffing plans, mascot involvement, storage needs, special guests, World Series social media and content requests, highlights branding (if applicable), etc.
- LittleLeague.org website copy for LLWS Activation (LLBWS & LLSWS) due*
- Contractual Pre-roll Advertising – due to Marketing@LittleLeague.org
 - Pre-roll video (.mp4)
 - Static 300x250 banner ad (.jpg or .png)
 - Click-thru URL

JUNE 17, 2024

- Initial EVI mock-ups shared. Final approvals to be confirmed by June 28.

JUNE 18, 2024

- Monthly all-partner information call – 3pm, [Zoom link](#)

JUNE 28, 2024

- Contractual EVI Signage Approval due

JULY 2024

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

JULY 8, 2024

- 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*
- Little League® World Series Power & Internet Requirements Form (LLBWS & LLSWS) – Online Link TBD
- Content Capture Overview (All Tournaments) – due to Marketing@LittleLeague.org
 - You must include all proposed social media, video/filming, and photography plans along with any needs including access, location, photo requests, dates, etc. as well as distribution details
- Updated Banner Ads for Daily Little League World Series Newsletters



- Also includes delivery of updated logos and click-thru URLs

- LLWS App assets for the Little League Softball® World Series – due to Marketing@LittleLeague.org
 - Communication Cards
 - Banner Ads
 - Push Notifications

JULY 16, 2024

- Monthly all-partner information call – 3pm, [Zoom link](#)

JULY 19, 2024

- 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*
- LLWS App assets for the Little League Baseball® World Series – due to Marketing@LittleLeague.org
 - Communication Cards
 - Banner Ads
 - Push Notification

JULY 26, 2024

- On-site emergency contact information (LLBWS & LLSWS) due*

JULY 30 - AUGUST 2, 2024

- Little League Softball® World Series Equipment Distribution (endemic partners) – Tentative

AUGUST 2, 2024

- Girls with Game Celebration (LLSWS) – Tentative

AUGUST 4 - 11, 2024

- Little League Softball® World Series – Greenville, NC

AUGUST 7, 2024

- Athletes Unlimited Pro Games, Greenville, NC (requires sponsorship to activate)

AUGUST 8, 2024

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

AUGUST 8 - 12, 2024

- Little League Baseball® World Series Equipment Distribution (endemic partners) – Tentative

AUGUST 14 - 25, 2024

- Little League Baseball® World Series – Williamsport, PA

AUGUST 18, 2024



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- 2024 MLB Little League® Classic – Detroit Tigers vs. New York Yankees (requires sponsorship to activate)

SEPTEMBER 27, 2024

- Sponsor Summit RSVPs – due to Marketing@LittleLeague.org

OCTOBER 11, 2024

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

OCTOBER 25, 2024

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

NOVEMBER 1, 2024

- Share updated Brand Guidelines/Style Guides with Marketing@LittleLeague.org (on-going as needed)

NOVEMBER 8, 2024

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

WEEK OF NOVEMBER 11, 2024

- Little League® Sponsor Summit

*Indicates that deliverable is due to your World Series Live Planning Tracker