

2025-2026 Key Dates Checklist

All dates are subject to change

- 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
- An updated version of the Annual Marketing Assets and Onboarding Guide will soon be available
- Please reference the [Little League Sponsor Portal](#) for details, specs, and updates on assets
 - Password: OneTeam2026
- All items/requests are due to your designated Little League account team unless otherwise indicated

GENERAL REMINDERS

- Email Blasts and Social Media posts should be scheduled as they align with your marketing campaigns and promotions
 - Newsletter Banner Ad and Article placements can also be scheduled upon request
 - Please request email dates at least two weeks in advance and deliver final assets no later than five business days before the send date
- LittleLeague.org Banner Ads and Partner Content Pages can be updated to align with marketing campaigns and promotions, but seasonal/quarterly updates are recommended
- When working on creative assets, please be mindful to include mention and/or visual representation of relationship with Little League (such as sponsor designation) to help our audience understand the unique benefits that come from our partners and verify the information is not spam.
 - All creative assets should be as inclusive as possible, being mindful of both baseball and softball programs

OCTOBER 1, 2025

- Chartering launches for 2026 Little League Season
 - Any additional regular season programming should be discussed in the fall prior to the new year

OCTOBER 8, 2025

- On-Deck Draft – due
 - Tile Creative (855x480)
 - Offer Title (< 50 characters including spaces)
 - Offer Details (<120 characters including spaces)
 - CTA Button (<25 characters including spaces)
 - Link/PDF



OCTOBER 22, 2025

- On-Deck Final – due

NOVEMBER 5, 2025

- Confirm Partner Exhibitors for International Congress

NOVEMBER 19, 2025

- Product Sourcing Guide Updates (if applicable) – due

DECEMBER 17, 2025

- Share updated Brand/Style Guidelines and Final Logo Files (including an all-white version as both a PNG and AI file)
 - Will be used for signage, video boards, and other LLWS creative purposes
 - Can also be shared on-going as needed
- Regular season programming/local activations finalized

JANUARY 9, 2026

- ESPN First Look Packages Distributed

JANUARY 14, 2026

- Batter Up Draft – due

JANUARY 28, 2026

- Batter Up Final – due

WEEK OF FEBRUARY 2, 2026

- 2026 Little League World Series Activation Guide Available
 - LLWS App information, deadlines, and potential sponsor packages available
 - World Series Live Planning Trackers and [Sponsor Portal](#) Updated

FEBRUARY 4 - 5, 2026

- Little League Sponsor Summit – Indianapolis, IN

FEBRUARY 5 - 9, 2026

- Little League International Congress – Indianapolis, IN

MARCH 2026

- Regular Seasons Typically Begin
 - As previously noted, any regular season programming/local activations should be discussed prior
- Girls With Game Month (in celebration of Women’s History Month and the [Little League Girls with Game Initiative](#))
 - Content opportunities to help support Little League’s Girls with Game Initiative will be available prior
- Information on additional Little League World Series video board opportunities available



MARCH 17, 2026

- Monthly All-Partner Information Call – 3pm EST, [Zoom Link](#)

MARCH 25, 2026

- Little League Baseball and Softball World Series Activation Concepts due
 - Please include overview, digital/social conceptual plans, footprint request, dates attending, giveaways items, activity ideas, etc. This should also include any on-air/broadcast integrations, influencer concepts, on-and-off site activities, and earned media plans.

APRIL 2026

- Background Checks and Credential Requests Open – Online Link Available

APRIL 8, 2026

- Sponsor Summer Offers Draft – due

APRIL 14, 2026

- Pin-bag Giveaway Participation Confirmation due** (*Plan detailed in Activation Guide*)
- Region and Teenage Tournament Participation Confirmation due**

APRIL 21, 2026

- Monthly All-Partner Information Call – 3pm EST, [Zoom Link](#)

APRIL 22, 2026

- Sponsor Summer Offers Final – due

APRIL 29, 2026

- Hotel room requests (including quantities needed per night) for the 2026 LLBWS – due
 - Please note that hotel accommodations in Williamsport are extremely limited and we will endeavor to help secure placement at nearby hotels; however, we may not be able to accommodate all of the requested room nights or quantities you require.

MAY 19, 2026

- Monthly All-Partner Information – 3pm EST, [Zoom Link](#)

MAY 20, 2026

- Final Activation Plans (All Tournaments) – due
 - Please include the following: activation activities, creative visuals, staffing plans, mascot involvement, storage needs, special guests, etc.



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- Digital Content Overview (All Tournaments) – due
 - Please include all proposed social media, video/filming, and photography plans along with any needs including access, location, content requests, dates, etc. as well as distribution details and influencer procurement
 - Brand name confirmation to be used for PA reads/On-air mention*

MAY 27, 2026

- LittleLeague.org website copy for LLWS Activation (LLBWS & LLSWS) due*
- Updated Banner Ads for LL.org and Daily LLWS Newsletters – due
 - 728px (w) x 90px (h) – includes Daily LLWS Newsletter
 - 300px (w) x 250px (h)
 - 300px (w) x 50px (h)
 - .jpg, .png, or .psd file
 - URL link
- Contractual Pre-roll Advertising – due (based on contractual commitments)
 - Pre-roll video (.mp4)
 - Static 300x250 banner ad (.jpg or .png)
 - Click-thru URL
- Initial virtual advertising (EVI) mock-ups shared for all expected stadiums (based on contractual commitment and media spend)
 - Final approvals to be confirmed by June 10
 - White logo as a transparent vector file (.png preferred) required
- Initial social highlight franchise concepts shared (based on contractual commitments)
 - Final approvals to be confirmed by June 10
 - Full color logo as a transparent vector file (.png preferred) required

JUNE 2026

- Tournament Season Begins
- Region and Teenage Tournament Pin-bag Giveaway Item(s) – delivered to Tournament Sites six weeks prior to event start date

JUNE 8-14, 2026

- National Little League Week
 - Content opportunities to help support Little League's celebration of National Little League Week will be available prior

JUNE 10, 2026

- Final virtual advertising (EVI) approval due (if applicable)
- Final social highlight franchise approval due (if applicable)



JUNE 17, 2026

- Initial Little League Softball World Series Ticket and Parking Pass Requests – due**

JUNE 24, 2026

- Little League World Series Power & Internet Requirements Form (LLBWS & LLSWS) – Online Link TBD
- Little League Softball World Series Load-in Date/Time Request – due
- Initial Little League Baseball World Series Ticket, Meal, Parking, and Museum Pass Requests due*

JULY 2026

- LLBWS & LLSWS Regions, Teenage Tournaments Begin

JULY 1, 2026

- Little League Baseball World Series Load-in Date/Time Request – due
 - Please include any storage needs
- Final Little League Softball World Series Ticket and Parking Pass Requests – due**

JULY 8, 2026

- Little League Softball World Series Load-in Date/Time Finalized
- Little League Softball World Series Giveaway Item(s) – delivered to Greenville
- Final Little League Baseball World Series Ticket, Meal, Parking, and Museum Pass Requests – due*

JULY 15, 2026

- Little League Baseball World Series Load-in Date/Time Finalized
- Little League Baseball World Series Giveaway Item(s) – delivered to Williamsport
- On-site emergency contact information (LLBWS & LLSWS) due*

JULY 24 - AUGUST 1, 2026

- Activation Displays and Premium Items – delivered to Greenville, N.C. (upon request)
 - Items can be received outside of this window, but require approval

JULY 29 - JULY 31, 2026

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

JULY 31, 2026

- Girls with Game Celebration (LLSWS) – Tentative

AUGUST 2 - 9, 2026

- Little League Softball World Series – Greenville, N.C.



AUGUST 5, 2026

- Athletes Unlimited Pro Games, Greenville, N.C. (requires sponsorship to activate) – Tentative

AUGUST 12 - 18, 2026

- Activation Displays and Premium Items – delivered to Williamsport, Pa. (upon request)
 - Items are able to be received outside of this window, but require approval

AUGUST 13 - 16, 2026

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

AUGUST 19 - 30, 2026

- Little League Baseball World Series – Williamsport, Pa.

AUGUST 23, 2026

- 2026 MLB Little League Classic – TBD vs. TBD (requires sponsorship to activate)

SEPTEMBER 1, 2026

- All promotions included in Chartering to be finalized (if applicable)

OCTOBER 1, 2026

- Chartering launches for 2027 Little League Season
 - Any additional regular season programming should be discussed in the fall prior to the new year

OCTOBER 7, 2026

- On-Deck Draft – due
 - Specs TBD

OCTOBER 21, 2026

- On-Deck Final – due

NOVEMBER TBD, 2026

- Little League Sponsor Summit – Location TBD

NOVEMBER 18, 2026

- Product Sourcing Guide Updates (if applicable) – due

DECEMBER 9, 2026

- Share updated Brand/Style Guidelines and Final Logo Files (including an all-white version as both a PNG and AI file)

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

**Contractual commitments are based on your sponsorship agreement and any required media commitments to broadcast partner*