

LITTLE LEAGUE® INFLUENCER GUIDELINES

- The [Little League Alumni List](#) is a recommended resource to identify potential influencers
- All Influencers must be approved by Little League Marketing
 - Little League will consider the following to make a determination:
 - Influencer's overall content should be Little League friendly (Free from Alcohol, Gambling, Profane Language, Etc.)
 - Relationship with brands that are competitors of Little League Partners
 - Public reputation/controversies
- All content and posts on Partner and/or Influencer channels should be reviewed/approved by Little League Marketing
 - Little League [Creative Guidelines](#) are applicable to influencer content
- Influencers who wish to appear at a World Series, Regional or Divisional Event will need to complete and pass a background check and may require media credentials
 - Influencers should be included in final Content Capture plans

