



2022 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 contract for assets lists 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

GENERAL REMINDERS

- [Email Blasts](#) and [Newsletter Banner Ads](#) can be scheduled as they align with marketing campaigns and promotions – Please request placement and availability through Marketing@LittleLeague.org
- Secure hotel room arrangements for the 2022 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 Guide/Logos – 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 updates are recommended
 - Please request updates through Marketing@LittleLeague.org

OCTOBER 15, 2021

- [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 29, 2021

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

NOVEMBER 12, 2021

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

JANUARY 12, 2022

- [Batter Up](#) 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 20, 2022

- Little League® Sponsor Summit – Virtual

JANUARY 26, 2022

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

FEBRUARY 15, 2022

- Commitment of participation at the Little League International Congress – due to Marketing@LittleLeague.org

WEEK OF FEBRUARY 28, 2022

- 2022 Little League® World Series Packet Available and [Sponsor Portal](#) Updated
 - On-site/virtual fan interaction opportunities and information to follow

APRIL 13, 2022

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

MAY 6, 2022

- 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 Form – due to Marketing@LittleLeague.org
- Regional and Divisional Tournament Participation Confirmation Form – due to Marketing@LittleLeague.org

MAY 16, 2022

- All assets needed for the Little League International Congress delivered to Williamsport, PA

MAY 20, 2022

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

JUNE 3, 2022

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

JUNE 10-13, 2022

- 28th Little League International Congress – Williamsport, PA

JULY 1, 2022

- 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.
- Little League® Baseball and Softball World Series Scoreboard Logo Files – due to Marketing@LittleLeague.org
 - Information on additional scoreboard opportunities to follow
- Grand Slam Parade Sponsorship Commitment – due to JFink@williamsport.org

JULY 8, 2022

- Little League Baseball World Series Program Ad Drafts– due to Marketing@LittleLeague.org
- LittleLeague.org LLWS Activation Copy– due to Marketing@LittleLeague.org
- Regional and Divisional Tournament Giveaway Item(s) – delivered to Tournament Sites
- 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 20, 2022

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

JULY 27, 2022

- 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

AUGUST 1, 2022

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

AUGUST 10, 2022

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

AUGUST 10-16, 2022

- Little League Softball® World Series – Greenville, NC

AUGUST 17-28, 2022

- Little League Baseball® World Series – Williamsport, PA
 - The Little League Baseball® World Series will begin on Wednesday (one day earlier than previous years) to accommodate the additional teams as part of the Little League World Series Expansion Plan. Please plan and budget accordingly

AUGUST 21, 2022

- 2022 MLB Little League® Classic – Boston Red Sox vs. Baltimore Orioles

Information on Fall 2022 Dates to Follow