

LEAGUE MARKETING PLAN

Worksheet & Planner

Use this worksheet alongside the Creating a League Marketing Plan guide to build out your season's marketing plan step by step. Fill in each section as you work through the five key plays, then use the Creative Asset Tracker to plan every piece of marketing material you'll need.

STEP 1: DEFINE YOUR GOALS

What are you trying to achieve this season?

Registration Targets	Revenue Targets

Goal Benchmarks

Goal Benchmark	Target Date

STEP 2: DEFINE YOUR AUDIENCE

Segment your audience and identify what motivates each group, plus the message that will resonate with them.

Audience Segment	Their Motivation(s)	Key Message to Use

STEP 3: MAP THE TIMELINE

Break your season into phases and note the key marketing moment(s) and date range for each.

Phase	Date Range	Key Marketing Moment(s)

NOTES:

STEP 4: CHOOSE YOUR CHANNELS

Reference: common channels leagues use to reach families.

Channel	Examples
Email	Past participant emails, partner organization emails (schools, travel orgs)
Social Media	Organic and paid posts on Facebook, Instagram
Flyers	Print / digital, school flyer distribution systems
Handouts	Churches, youth groups, rec centers, public bulletin boards
Yard Signs	Public facilities/streets, current family yards
Community Events	Farmer's markets, festivals
Print / Digital Ads	Local newspapers, high school sports programs, Nextdoor

Identify Yours:

Channel	Details

STEP 5: CREATE MESSAGING & CREATIVE ELEMENTS

Messaging Checklist

- ☐ Tone and look are unified across all channels (colors, graphics, icons, language)
- ☐ Every asset has a clear call-to-action (e.g. Register Now)
- ☐ Messaging tells a story: "Why play with us?"
- ☐ Creative needs and sizing are identified for each asset below

Creative Asset Tracker

List every marketing asset you'll need, where it will be used, the size(s) required, and when it's due.

Marketing Asset / Type	Channel(s) Used	Size(s) Needed	Date Needed By	Owner	Status

Tip: Use ready-to-use and customizable graphics available in MediaValet for your program.