

# NWSL TSX Launch Week

NWSL SIGNOFF PLAN

## Review Summary

Review the exact NWSL launch cadence, social copy, mockups, and approval lanes before anything is exported or posted. Execute as one coordinated rollout: TSX hero reveal, league and NWSLPA amplification, then weekend club pickup with matchday framing. Every row below should remain presentation-ready without operator cleanup.

Use this review to clear the launch sequence now: confirm the lead slot, lock the post owners, approve the copy rules, and mark which packets are still blocked.

TSX Hero Reel is the first packet under review at Mar 11, 8:00 AM from Panini Social. Clear this slot first because downstream copy, tags, and creative all inherit from it.

**Panini Brand Lead and TSX Partnership Lead have cleared the plan, while NWSL Social and NWSLPA Comms still need to answer.**

## Approval Snapshot

<b>POSTS</b> <b>7</b> 7 placements in the current rollout.	<b>READY TO EXPORT</b> <b>1/7</b> 1 packet green across approval, copy, and creative.	<b>BLOCKED</b> <b>1</b> 1 packet actively blocked.	<b>DEPENDENCIES</b> <b>3</b> Execution details still need tightening.
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<b>Campaign</b>	PANINI x NWSL 2026 Launch
<b>Platform</b>	Instagram Reel, Instagram Feed, TikTok, X, LinkedIn
<b>Post Date</b>	3/11/2026, 12:00:00 AM
<b>Status</b>	<b>In Review</b>
<b>Created By</b>	Panini Partnerships
<b>Created At</b>	3/5/2026, 4:30:00 PM
<b>Assets</b>	<a href="#">Asset Link: Download All Assets</a>

## Stakeholder Signoff Matrix

2/4 stakeholders cleared • 2 pending • 1 blocked

<b>Panini Brand Lead</b>	Panini America	<b>Approved</b>	Panini brand, legal, and retail callouts are aligned for launch week.
<b>NWSL Social</b>	NWSL	<b>Pending</b>	Awaiting confirmation on league tag list, club toolkit framing, and launch-day posting cadence. The League Toolkit X Post needs revised copy and sign-off feedback.
<b>NWSLPA Comms</b>	NWSLPA	<b>Pending</b>	Awaiting confirmation on league-association tone, gifting language, and NWSLPA amplification post copy. No blockers flagged yet.
<b>TSX Partnership Lead</b>	TSX Entertainment	<b>Approved</b>	TSX venue timing and partner amplification windows look ready to publish.

## Stakeholder Instructions

### League Launch Review

NWSL Social (NWSL) • league

Confirm final tagging, match the launch-week pacing to league social, and approve the TSX hero reel plus the matchday pickup sequence.

### NWSLPA Amplification Review

NWSLPA Comms (NWSLPA) • pa

Validate player-association copy, confirm the gifting and collector-language guardrails, and clear the amplification handoff for launch day.

### TSX Venue Alignment

TSX Partnership Lead (TSX Entertainment) • partner

Confirm the TSX venue mention, approve the launch-window timing, and align the event-partner amplification moments with the day-one rollout.

# Decision & Blockers

NWSL TSX LAUNCH WEEK

## Blocked Packets

These posts are actively blocked and must be resolved before export.

### League Toolkit X Post

**Platform** X / Twitter

**Approval Owner** NWSL Social

**Status** **Changes Requested**

**Blocking Issues** Approval: Changes Requested • Copy: Draft • Creative: Missing

**Reviewer Ask** **Once the final player tag list and fallback crops are attached, can this toolkit copy be approved for club distribution? Approve / Revise copy / Still blocked on assets.**

## Decision and Review Scope

### Decision today

Panini Brand Lead and TSX Partnership Lead have cleared the plan, while NWSL Social and NWSLPA Comms still need to answer.

### Approval routing

Panini Brand Lead, NWSL Social, and 2 more are in the active review loop, and Panini Social, Panini Creator Team, and 4 more carry the execution handoff.

### Current review source

TSX Hero Reel

TSX Hero Reel is the first packet under review at Mar 11, 8:00 AM from Panini Social. Clear this slot first because downstream copy, tags, and creative all inherit from it.

## Dependencies & Next Actions

### Open blockers

1 placement is still missing tag instructions; 1 slot has no linked asset yet; 6 slots still need post-level approval clearance; 6 placements still have unlocked copy

### Latest instruction

NWSL Social

Confirm final tagging, match the launch-week pacing to league social, and approve the TSX hero reel plus the matchday pickup sequence.

### Lead slot

TSX Hero Reel is the first packet under review at Mar 11, 8:00 AM from Panini Social. Clear this slot first because downstream copy, tags, and creative all inherit from it.

### **Clear open approvals**

Owner: NWSL Social and NWSLPA Comms

Close the open reviewer loop so every post packet shows an explicit answer before export.

### **Lock packet details**

Owner: Panini Social, Panini Creator Team, and 4 more

1 placement is still missing tag instructions

### **Export one final packet**

Owner: Panini Brand Lead, NWSL Social, and 2 more

Once the hero slot, social copy, and mockups are cleared, export the same approved packet to Panini, NWSL, NWSLPA, and partner teams.

# Launch Cadence

7 POSTS • 1 READY TO EXPORT

## HERO LAUNCH

### 01. TSX Hero Reel

Platform	Instagram Reel
Go Live	3/11/2026, 8:00:00 AM
Owner	Panini Social
Approval	Panini Ops • Approved
Copy	Locked • Required
Creative	Final

## LAUNCH SUPPORT

### 02. Launch Carousel

Platform	Instagram Feed
Go Live	3/11/2026, 8:30:00 AM
Owner	Panini Social
Approval	NWSL Social • Pending
Copy	In Review • Required
Creative	Review
Blockers	Approval: Pending • Copy: In Review • Creative: Review

## LAUNCH SUPPORT

### 03. Athlete Gifting TikTok

Platform	TikTok
Go Live	3/11/2026, 10:00:00 AM
Owner	Panini Creator Team
Approval	NWSLPA Comms • Pending
Copy	In Review • Suggested
Creative	Final
Blockers	Approval: Pending • Copy: In Review

## DISTRIBUTION HANDOFF

### 04. League Toolkit X Post

Platform	X / Twitter
Go Live	3/11/2026, 11:15:00 AM
Owner	NWSL Social
Approval	NWSL Social • Changes Requested
Copy	Draft • Required
Creative	Missing
Blockers	Approval: Changes Requested • Copy: Draft • Creative: Missing

**DISTRIBUTION HANDOFF**

**05. Partner LinkedIn Recap**

**Platform** LinkedIn  
**Go Live** 3/11/2026, 1:00:00 PM  
**Owner** Partnerships Team  
**Approval** Panini Partnerships • Pending  
**Copy** Draft • Suggested  
**Creative** In Progress  
**Blockers** Approval: Pending • Copy: Draft • Creative: In Progress • Tags missing

**DISTRIBUTION HANDOFF**

**06. NWSLPA Amplification**

**Platform** Instagram Feed  
**Go Live** 3/11/2026, 3:00:00 PM  
**Owner** NWSLPA Social  
**Approval** NWSLPA Comms • Pending  
**Copy** In Review • Required  
**Creative** Review  
**Blockers** Approval: Pending • Copy: In Review • Creative: Review

**CARRY-FORWARD**

**07. Weekend Matchday Pickup**

**Platform** Instagram Feed  
**Go Live** 3/13/2026, 9:00:00 AM  
**Owner** Club Social Leads  
**Approval** League Social • Not Requested  
**Copy** Draft • Suggested  
**Creative** In Progress  
**Blockers** Approval: Not Requested • Copy: Draft • Creative: In Progress

# Packet Details

FULL EXECUTION DETAIL FOR EVERY POST

## HERO LAUNCH

### 01. TSX Hero Reel

**READY TO EXPORT** Approved Locked Final

<b>Objective</b>	Open the partnership with a national launch frame that every league, player, and club handle can follow without rewriting the story.
<b>Platform</b>	Instagram Reel
<b>Scheduled</b>	3/11/2026, 8:00:00 AM
<b>Posted By</b>	Panini Social
<b>Approval Owner</b>	Panini Ops

#### REVIEWER ASK

Can we lock this hero caption, tag order, and reel crop as the final source asset for all downstream handoffs? Yes / No / Changes needed.

#### COPY (Required • Locked)

Launch PANINI x NWSL from TSX. The league-wide collector moment starts now, with player energy, launch-week urgency, and a clean NWSL + NWSLPA tag lock.

**Copy Instructions** Keep the first line locked, open with TSX, and do not swap the hero tag order. This is the source caption all downstream handles should echo.

#### CREATIVE (Asset Link • Final)

[Download from Asset Link](#)

Tags: @NWSL @NWSLPA Collab: @NWSL Paid: \$5000 — Boost for 24 hours across soccer collectors and women's sports audiences.

## LAUNCH SUPPORT

### 02. Launch Carousel

**NOT READY** Pending In Review Review

<b>Objective</b>	Turn the hero announcement into a fast-moving opening-week sequence and give viewers a direct bridge from reveal to season story.
<b>Platform</b>	Instagram Feed
<b>Scheduled</b>	3/11/2026, 8:30:00 AM
<b>Posted By</b>	Panini Social
<b>Approval Owner</b>	NWSL Social

#### REVIEWER ASK

Is the carousel frame order correct, and should the TSX reveal remain the first visual fans see before clubs repost? Approve order / Request changes.

#### COPY (Required • In Review)

Swipe through the launch-day reveal: hero card visuals, TSX energy, and the first collector call-to-action for the Panini x NWSL rollout.

**Copy Instructions** Keep this as a short frame, no extra product jargon, and preserve the swipe prompt on the second beat.

**Blocking Issues** Approval: Pending • Copy: In Review • Creative: Review

#### CREATIVE (Asset Link • Review)

[Download from Asset Link](#)

Tags: @NWSL Collab: @NWSL

## LAUNCH SUPPORT

### 03. Athlete Gifting TikTok

**NOT READY** Pending In Review Final

<b>Objective</b>	Add player proof so the partnership feels earned in-feed and not just announced from the brand account.
<b>Platform</b>	TikTok
<b>Scheduled</b>	3/11/2026, 10:00:00 AM
<b>Posted By</b>	Panini Creator Team
<b>Approval Owner</b>	NWSLPA Comms

#### REVIEWER ASK

Does the caption lead with representation and first-card pride over product language? Approve tone / Flag specific lines to revise.

#### COPY (Suggested • In Review)

A creator-first cut that turns media-day gifting into launch-week momentum and highlights the player-first side of the partnership.

**Copy Instructions** Let the creator team keep the voice native to TikTok, but preserve first-card pride and league-launch language in the caption.

**Blocking Issues** Approval: Pending • Copy: In Review

CREATIVE (Asset Link • Final)

[Download from Asset Link](#)

Tags: @NWSL Collab: @NWSLPA

## DISTRIBUTION HANDOFF

### 04. League Toolkit X Post

**NOT READY** Changes Requested Draft Missing

<b>Objective</b>	Turn the hero story into a usable club toolkit so local handles can post in sequence without inventing new language or tag logic.
<b>Platform</b>	X / Twitter
<b>Scheduled</b>	3/11/2026, 11:15:00 AM
<b>Posted By</b>	NWSL Social
<b>Approval Owner</b>	NWSL Social

#### REVIEWER ASK

Once the final player tag list and fallback crops are attached, can this toolkit copy be approved for club distribution? Approve / Revise copy / Still blocked on assets.

#### COPY (Required • Draft)

The league toolkit is live with post-ready launch assets, matchweek pickup guidance, and a consistent collector story for clubs.

**Copy Instructions** Keep the toolkit language functional and direct. This post should read like a handoff, not a second hero reveal.

**Blocking Issues** Approval: Changes Requested • Copy: Draft • Creative: Missing

CREATIVE (Asset Link • Missing)

[Download from Asset Link](#)

Tags: @NWSL Collab: —

## DISTRIBUTION HANDOFF

### 05. Partner LinkedIn Recap

**NOT READY** Pending Draft In Progress

<b>Objective</b>	Translate launch energy into a partner-safe business narrative leadership can reshare without losing the season-long story.
<b>Platform</b>	LinkedIn
<b>Scheduled</b>	3/11/2026, 1:00:00 PM
<b>Posted By</b>	Partnerships Team
<b>Approval Owner</b>	Panini Partnerships

#### REVIEWER ASK

Is the business framing strong enough for leadership reshare, and does the season roadmap read as credible? Approve / Suggest edits.

#### COPY (Suggested • Draft)

A partnership-facing recap that frames the launch as a premium cross-channel rollout built for brand, league, and collector audiences.

**Copy Instructions** Lead with partnership scale, season runway, and collector relevance. Keep it stakeholder-safe and avoid internal ops language.

**Blocking Issues** Approval: Pending • Copy: Draft • Creative: In Progress • Tags missing

CREATIVE (Asset Link • In Progress)

[Download from Asset Link](#)

Tags: — Collab: @NWSL

## DISTRIBUTION HANDOFF

### 06. NWSLPA Amplification

**NOT READY** Pending In Review Review

<b>Objective</b>	Push the launch through the player association handle so the partnership feels jointly carried, not just brand-led.
<b>Platform</b>	Instagram Feed
<b>Scheduled</b>	3/11/2026, 3:00:00 PM
<b>Posted By</b>	NWSLPA Social
<b>Approval Owner</b>	NWSLPA Comms

#### REVIEWER ASK

Does this post feel native to the NWSLPA handle, and are the partner tags and player-first tone correct? Approve / Request changes.

#### COPY (Required • In Review)

Amplify the launch through the player association voice, reinforcing the collector story with player-led credibility and distribution.

**Copy Instructions** Keep the caption player-first, emphasize representation, and do not let product language overpower the athlete voice.

**Blocking Issues** Approval: Pending • Copy: In Review • Creative: Review

#### CREATIVE (Asset Link • Review)

[Download from Asset Link](#)

Tags: @NWSLPA Collab: @PaniniAmerica

**CARRY-FORWARD**

## 07. Weekend Matchday Pickup

**NOT READY** Not Requested Draft In Progress

<b>Objective</b>	Carry the launch into matchweek behavior so the partnership reads as a season engine instead of a one-day announcement.
<b>Platform</b>	Instagram Feed
<b>Scheduled</b>	3/13/2026, 9:00:00 AM
<b>Posted By</b>	Club Social Leads
<b>Approval Owner</b>	League Social

**REVIEWER ASK**

Once toolkit files lock, does this carry-forward post still read as part of the launch story or does it feel like a separate campaign? Connected / Needs bridge copy.

**COPY (Suggested • Draft)**

Carry launch week into weekend matchday with a collector ritual frame that gives clubs a clean story to localize and extend.

**Copy Instructions** Let clubs adapt the local voice, but preserve the matchday-ritual framing and keep the partnership tags intact.

**Blocking Issues** Approval: Not Requested • Copy: Draft • Creative: In Progress

**CREATIVE (Asset Link • In Progress)**

[Download from Asset Link](#)

Tags: @NWSL Collab: —

# Comments & Discussion

2 COMMENTS

**NWSL Social** NWSL

3/8/2026, 6:00:00 PM

League team is aligned on the rollout shape. Final tag list can lock once the TSX hero reel export is approved.

**NWSL Social** NWSL

3/8/2026, 6:00:00 PM

League Toolkit X Post (Post 4): requesting two changes before approval. (1) The player tag list needs to be final and attached to the toolkit files before clubs can use this. (2) Fallback crops for non-16:9 club handles are still missing from the delivery folder. Once both are resolved, copy can lock.