

# 2020 **EVENTS** & MARKETING OPPORTUNITIES

## JANUARY

### DESTINY USA EVENTS:

- WINTER FUN PASS: JANUARY 6<sup>TH</sup> - MARCH 16<sup>TH</sup>

### MARKETING OPPORTUNITIES:

- NEW YEAR'S DAY: JANUARY 1<sup>ST</sup>
- DR. MARTIN LUTHER KING JR. BIRTHDAY: JANUARY 20<sup>TH</sup>

## FEBRUARY

### DESTINY USA EVENTS:

- WONDERWORKS SCIENCE WEEK: FEBRUARY 17<sup>TH</sup> - 21<sup>ST</sup>
- WINTER FUN PASS: JANUARY 6<sup>TH</sup> - MARCH 16<sup>TH</sup>

### MARKETING OPPORTUNITIES:

- SUPERBOWL: FEBRUARY 2<sup>ND</sup>
- VALENTINE'S DAY: FEBRUARY 14<sup>TH</sup>
- PRESIDENT'S DAY: FEBRUARY 17<sup>TH</sup>
- WINTER BREAK (SYR SCHOOLS): FEBRUARY 17<sup>TH</sup> - 21<sup>ST</sup>

## MARCH

### DESTINY USA EVENTS:

- EASTER BUNNY: MARCH 21<sup>ST</sup> - APRIL 11<sup>TH</sup>
- WINTER FUN PASS: JANUARY 6<sup>TH</sup> - MARCH 16<sup>TH</sup>
- DESTINY USA DINING DAYS: MARCH (DATE TBD)

### MARKETING OPPORTUNITIES

- PROM PREPARATIONS: MARCH
- SUPERINTENDENT CONFERENCE DAY (NO SYR SCHOOL): MARCH 11<sup>TH</sup>
- ST. PATRICK'S DAY: MARCH 17<sup>TH</sup>
- FIRST DAY OF SPRING: MARCH 19<sup>TH</sup>

## APRIL

### DESTINY USA EVENTS:

- EASTER BUNNY AT DESTINY USA: MARCH 21<sup>ST</sup> – APRIL 11<sup>TH</sup>
- DANIEL TIGER DAY: APRIL 18<sup>TH</sup>, 10AM – NOON

### MARKETING OPPORTUNITIES

- APRIL FOOL'S DAY: APRIL 1<sup>ST</sup>
- SPRING RECESS (SYR SCHOOLS): APRIL 6<sup>TH</sup> – 10<sup>TH</sup>
- GOOD FRIDAY: APRIL 10<sup>TH</sup>
- EASTER: APRIL 12<sup>TH</sup>
- RAMADAN: APRIL 13<sup>TH</sup> – MAY 12<sup>TH</sup>
- EARTH DAY: APRIL 22<sup>ND</sup>

## MAY

### DESTINY USA EVENTS:

- CUMULUS CAREER FAIR: MAY 12<sup>TH</sup>
- OCRRA RECYCLING EVENT: MAY 16<sup>TH</sup>

### MARKETING OPPORTUNITIES

- KENTUCKY DERBY: MAY 2<sup>ND</sup>
- CINCO DE MAYO: MAY 5<sup>TH</sup>
- MOTHER'S DAY: MAY 10<sup>TH</sup>
- RAMADAN (MUSLIM HOLIDAY): APRIL 13<sup>TH</sup> – MAY 12<sup>TH</sup>
- VICTORIA DAY (CANADIAN HOLIDAY): MAY 18<sup>TH</sup>
- MEMORIAL DAY: MAY 25<sup>TH</sup>

## JUNE

### DESTINY USA EVENTS:

- WONDERKIDS: JUNE 13<sup>TH</sup>
- REGAL REMODEL
- SUMMER FUN PASS: JUNE 5<sup>TH</sup> – SEPTEMBER 7<sup>TH</sup>
- TYKES TUESDAY: JUNE – SEPTEMBER (BEGINNING/END DATES TBD)

### MARKETING OPPORTUNITIES

- FATHER'S DAY: JUNE 21<sup>ST</sup>
- JUNETEENTH: JUNE 19<sup>TH</sup>
- LAST DAY OF SYR SCHOOLS: JUNE 25<sup>TH</sup>

## JULY

### DESTINY USA EVENTS:

- REGAL REMODEL
- SUMMER FUN PASS: JUNE 5<sup>TH</sup> – SEPTEMBER 7<sup>TH</sup>
- TYKES TUESDAY: JUNE – SEPTEMBER (BEGINNING/END DATES TBD)

### MARKETING OPPORTUNITIES

- CANADA DAY: JULY 1<sup>ST</sup>
- 4<sup>TH</sup> OF JULY

## AUGUST

### DESTINY USA EVENTS:

- REGAL REMODEL
- SUMMER FUN PASS: JUNE 5<sup>TH</sup> – SEPTEMBER 7<sup>TH</sup>
- TYKES TUESDAY: JUNE – SEPTEMBER (BEGINNING/END DATES TBD)

### MARKETING OPPORTUNITIES

- BACK TO SCHOOL MARKETING: AUGUST

## SEPTEMBER

### DESTINY USA EVENTS:

- REGAL REMODEL
- SUMMER FUN PASS: JUNE 5<sup>TH</sup> – SEPTEMBER 7<sup>TH</sup>
- TYKES TUESDAY: JUNE – SEPTEMBER (BEGINNING/END DATES TBD)
- DINING USA DAYS: SEPTEMBER (DATES TBD)

### MARKETING OPPORTUNITIES

- LABOR DAY: SEPTEMBER 7<sup>TH</sup>
- BACK TO SCHOOL: SEPTEMBER 8<sup>TH</sup>?
- SU VS. COLGATE: SEPTEMBER 19<sup>TH</sup>

## OCTOBER

### DESTINY USA EVENTS:

- CUMULUS CAREER FAIR: OCTOBER 6<sup>TH</sup>
- CAROUSEL CENTER'S 30<sup>TH</sup> BIRTHDAY: OCTOBER 11<sup>TH</sup> & 12<sup>TH</sup>
- HALLOWHOPS BREWFEST: OCTOBER
- HALLOWEEN/TRICK OR TREATING: OCTOBER 31<sup>ST</sup>

### MARKETING OPPORTUNITIES:

- SU VS. LOUISVILLE: OCTOBER 3<sup>RD</sup>
- COLUMBUS DAY: OCTOBER 12<sup>TH</sup>
- CANADIAN THANKSGIVING: OCTOBER 12<sup>TH</sup>
- SU VS. LIBERTY: OCTOBER 17<sup>TH</sup>
- SU VS. GEORGIA TECH: OCTOBER 31<sup>ST</sup>

## NOVEMBER

### DESTINY USA EVENTS:

- SANTA'S ARRIVAL: EARLY NOVEMBER

### MARKETING OPPORTUNITIES

- VETERAN'S DAY: NOVEMBER 11<sup>TH</sup>
- SU VS. N.C. STATE: NOVEMBER 14<sup>TH</sup>
- SU VS. FLORIDA STATE: NOVEMBER 19<sup>TH</sup>
- THANKSGIVING: NOVEMBER 26<sup>TH</sup>
- BLACK FRIDAY: NOVEMBER 27<sup>TH</sup>
- SMALL BUSINESS SATURDAY: NOVEMBER 28<sup>TH</sup>
- CYBER MONDAY: NOVEMBER 30<sup>TH</sup>

## DECEMBER

### DESTINY USA EVENTS:

- 93Q CHRISTMAS SPECTACULAR – DECEMBER 5<sup>TH</sup>
- WINTER FUN PASS PRESALE: EARLY DECEMBER
- MAGICAL NEW YEAR'S EVE: DECEMBER 31<sup>ST</sup>

### MARKETING OPPORTUNITIES:

- GIVING TUESDAY: DECEMBER 1<sup>ST</sup>
- HANUKKAH: DECEMBER 10<sup>TH</sup> – 18<sup>TH</sup>
- CHRISTMAS: DECEMBER 25<sup>TH</sup>
- BOXING DAY (CANADIAN HOLIDAY): DECEMBER 26<sup>TH</sup>
- KWANZAA: DECEMBER 26<sup>TH</sup> – JANUARY 1<sup>ST</sup>