

# 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>
  - Bunny Bash: March 21<sup>st</sup>
  - Bunny Cares: March 22<sup>nd</sup>
  - Pet Night: March 29<sup>th</sup>
  - Breakfast with the Easter Bunny: April 5<sup>th</sup>
- Winter Fun Pass: January 6<sup>th</sup> - March 16<sup>th</sup>
- Destiny USA Dining Days: March 22<sup>ns</sup> – April 5<sup>th</sup>

### 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:

- 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 & SU Graduation: 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
- SU Movie-in Weekend: August 28<sup>th</sup> – 30<sup>th</sup>

## 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>
- SU Parent's Weekend: October 30<sup>th</sup> – November 1<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>