

2020 **Events** & Marketing Opportunities

January

Destiny USA Events:

- Winter Fun Pass: January 6th - March 16th

Marketing Opportunities:

- New Year's Day: January 1st
- Dr. Martin Luther King Jr. Birthday: January 20th

February

Destiny USA Events:

- WonderWorks Science Week: February 17th – 21st
- Winter Fun Pass: January 6th - March 16th

Marketing Opportunities:

- Superbowl: February 2nd
- Valentine's Day: February 14th
- President's Day: February 17th
- Winter Break (SYR schools): February 17th – 21st

March

Destiny USA Events:

- Easter Bunny: March 21st – April 11th
- Winter Fun Pass: January 6th - March 16th
- Destiny USA Dining Days: March (date TBD)

Marketing Opportunities

- Prom preparations: March
- Superintendent Conference Day (no SYR school):
March 11th
- St. Patrick's Day: March 17th
- First day of Spring: March 19th

April

Destiny USA Events:

- Easter Bunny at Destiny USA: March 21st – April 11th
- Daniel Tiger Day: April 18th, 10am – noon

Marketing Opportunities

- April Fool's Day: April 1st
- Spring Recess (SYR Schools): April 6th – 10th
- Good Friday: April 10th
- Easter: April 12th
- Ramadan: April 13th – May 12th
- Earth Day: April 22nd

May

Destiny USA Events:

- Cumulus Career Fair: May 12th
- OCRRA Recycling Event: May 16th

Marketing Opportunities

- Kentucky Derby: May 2nd
- Cinco de Mayo: May 5th
- Mother's Day & SU Graduation: May 10th
- Ramadan (Muslim holiday): April 13th – May 12th
- Victoria Day (Canadian holiday): May 18th
- Memorial Day: May 25th

June

Destiny USA Events:

- WonderKids: June 13th
- Regal Remodel
- Summer Fun Pass: June 5th – September 7th
- Tykes Tuesday: June – September (beginning/end dates TBD)

Marketing Opportunities

- Father's Day: June 21st
- Juneteenth: June 19th
- Last day of SYR Schools: June 25th

July

Destiny USA Events:

- Regal Remodel
- Summer Fun Pass: June 5th – September 7th
- Tykes Tuesday: June – September (beginning/end dates TBD)

Marketing Opportunities

- Canada Day: July 1st
- 4th of July

August

Destiny USA Events:

- Regal Remodel
- Summer Fun Pass: June 5th – September 7th
- Tykes Tuesday: June – September (beginning/end dates TBD)

Marketing Opportunities

- Back to School marketing: August
- SU Movie-in Weekend: August 28th – 30th

September

Destiny USA Events:

- Regal Remodel
- Summer Fun Pass: June 5th – September 7th
- Tykes Tuesday: June – September (beginning/end dates TBD)
- Dining USA Days: September (dates TBD)

Marketing Opportunities

- Labor Day: September 7th
- Back to School: September 8th?
- SU vs. Colgate: September 19th

October

Destiny USA Events:

- Cumulus Career Fair: October 6th
- Carousel Center's 30th Birthday: October 11th & 12th
- HallowHops Brewfest: October
- Halloween/Trick or Treating: October 31st

Marketing Opportunities:

- SU vs. Louisville: October 3rd
- Columbus Day: October 12th
- Canadian Thanksgiving: October 12th
- SU vs. Liberty: October 17th
- SU vs. Georgia Tech: October 31st
- SU Parent's Weekend: October 30th – November 1st

November

Destiny USA Events:

- **Santa's Arrival: early November**

Marketing Opportunities

- Veteran's Day: November 11th
- SU vs. N.C. State: November 14th
- SU vs. Florida State: November 19th
- Thanksgiving: November 26th
- Black Friday: November 27th
- Small Business Saturday: November 28th
- Cyber Monday: November 30th

December

Destiny USA Events:

- **93Q Christmas Spectacular – December 5th**
- **Winter Fun Pass presale: early December**
- **Magical New Year's Eve: December 31st**

Marketing Opportunities:

- Giving Tuesday: December 1st
- Hanukkah: December 10th – 18th
- Christmas: December 25th
- Boxing Day (Canadian holiday): December 26th
- Kwanzaa: December 26th – January 1st