

2021 ADVERTISING & MARKETING CALENDAR

Dates & programs/events are subject to change

Q1-JANUARY

- Web banner ad sales open (Q1/Q2, month to month buy)
- 1/2 Consumer eblast send*
- 1/15 Consumer eblast send*
- 1/21 Board of Directors Meeting
- 1/21 Marketing Conference
- 1/30 Free PPE Pick-Up
- *eblasts cancelled due to closure

FEBRUARY

- 2021 Digital Visitors Guide launch
- Pocket Map sales cancelled, continue distribution of 20-21 map
- 2/4 Consumer eblast send
- 2/17 Consumer eblast send
- 2/25 Board of Directors Meeting
- 2/25 Membership Committee Mtg.

MARCH

- 3/9 Consumer eblast send
- 3/11 Board of Directors Meeting
- 3/11 Cruise Committee Meeting
- 3/23 Consumer eblast send

Q2-APRIL

- Q3/Q4 (2021) Consumer eBlast & Web Banner sales open
- 4/6 Consumer eblast send
- 4/15 Board of Directors Meeting
- 4/15 Marketing Meeting
- 4/15 Virtual Business Mixer (tbd)
- 4/20 Consumer eblast send

MAY

- Taste Around sign ups (tentative)
- Membership Renewals sent
- 5/4 Consumer eblast send
- 5/18 Consumer eblast send
- 5/20 Board of Directors Meeting
- 5/20 Membership Committee Mtg.
- 5/20 Virtual Business Mixer (tbd)

JUNE

- 6/3 Taste Around Avalon (tbd)
- 6/4-6/10 Restaurant Week (tbd)
- 6/8 Consumer eblast send
- 6/10 Board of Directors Meeting
- 6/10 Cruise Committee Meeting
- 6/10 Virtual Business Mixer (tbd)
- 6/22 Consumer eblast send

Q3-JULY

- 2022 VG sales begin (tentative)
- 7/1 Membership Renewals due
- 7/4 4th of July Celebration (tbd)
- 7/6 Consumer eblast send
- 7/15 Annual Meeting & Installation (dinner or virtual tbd)
- 7/20 Consumer eblast send

AUGUST

- no meetings, unless needed
- 2021 NYE sales begin/packages needed (tbd)
- 2022 VG Early Bird deadline (tbd)
- 2022 Events Calendar submissions begin (due end of September)
- 8/10 Consumer eblast send
- 8/24 Consumer eblast send

SEPTEMBER

- 2022 VG Final deadline (tbd)
- 2022 Events Calendar submissions due by (date tbd)
- 9/7 Consumer eblast send
- 9/21 Consumer eblast send
- Need Board & Marketing Meeting dates (9/16?)

Q4-OCTOBER

- Best of Winter package submission
- Shop Catalina sign ups begin (due mid-November)
- 2022 VG member proofing (tbd)
- 10/5 Consumer eblast send
- 10/19 Consumer eblast send
- Need meeting dates (10/21?)

NOVEMBER

- Annual Marketing Conference
- Shop Catalina sign ups due (date)
- Q1/Q2 (2022) Consumer eblast & web banner sales open
- BOW packages launch online
- 11/9 Consumer eblast send
- 11/23 Consumer eblast send
- Need meeting dates (11/18?)

DECEMBER

- no December meetings
- 12/4 Shop Catalina
- 12/7 Consumer eblast send
- 12/21 Consumer eblast send
- 12/31 New Year's Eve (tbd)