Q1

**Promote**:

*January*: Super Bowl (Feb 2) & Wimbledon (July 1)

*February - March*: March Madness (March) & Final Four (April 6-8)

**Happening**:

Winter X Games

Super Bowl

March Madness

MLB Opening Day

Rotating Concerts

Vegas Residencies

Q2

**Promote**:

*April*: NBA Playoffs (\*April 13 - June) & Kentucky Derby (\*May 4)

*May*: Stanley Cup Finals (\*June 9)

*June*: NBA Finals (\*May 31 - June 17)

**Happening**:

NCAA Final Four

NBA Playoffs & Finals

Kentucky Derby

Indy 500

The Masters

Coachella

NOLA Jazz Fest

Q3

**Promote:**

*July - August*: US Open Tennis Championship OR MLB

*September*: NFL & NCAA Football

**Happening:**

Wimbledon

Music Festivals & Burning Man

Baseball, MLB Home Run Derby

The Open (Golf) Championship in England

NBA Schedule Release

US Open Tennis Championship

Chick-fil-A Kickoff Classic

Q4

**Promote:**

*October*: MLB Playoffs & World Series

*November*: NBA OR Rotating Concerts & New Theater

*December*: College Bowl Games & College Football National Championship

**Happening:**

MLB Playoffs & World Series

Austin City Limits

Alabama 500

Vegas Residencies

US Grand Prix

Breeders Cup

National Finals Rodeo

Big 12 Championship Game

College Football