

destination i★d 2013-2014 Promotional Calendar



Ongoing live music leadership positioning

Half of the year	<p>Music Maniac Greater Raleigh's live music leadership</p>						<p>Adrenaline Junkie Area sports events</p>					
Quarter of the year	<p>Music Maniac Greater Raleigh's live music leadership</p>			<p>Free Spirit Porsche by Design</p>			<p>Adrenaline Junkie Area sports events</p>			<p>Foodie Capital of craft breweries</p>		
2013-2014 ACTUAL	JULY 2013	AUGUST 2013	SEPTEMBER 2013	OCTOBER 2013	NOVEMBER 2013	DECEMBER 2013	JANUARY 2014	FEBRUARY 2014	MARCH 2014	APRIL 2014	MAY 2014	JUNE 2014
Month's I.D.	Music Maniac	Music Maniac	Music Maniac	Creative Genius	Free Spirit	Fashionista	Lifelong Learner	Adrenaline Junkie	Adrenaline Junkie	Foodie	Free Spirit	Adrenaline Junkie
Major events	Major Music Venues	Concert Venues	Hopscotch Music Festival, World of Bluegrass, MusicSPARK (SPARKCon)	31 Days of Art, ARTStober	Porsche by Design	Holiday Shopping	Freedom Coming, Freedom for All (Civil Rights)	Carolina Hurricanes	NCAA Basketball Tournament	N.C. Beer Month	Three-Day Weekend	IRONMAN 70.3 Raleigh
Supporting product	Outdoor concert season, concert venues, live-music restaurants, The 'Works	Outdoor concert season, major venues, live-music restaurants	Raleigh Main Event, major venues, concert venues, live music restaurants	N.C. State Fair, CAM Raleigh, Cary Arts Center, North Carolina Museum of Art, International Festival	Thanksgiving travel, Raleigh Christmas Parade	Holidays	North Carolina Sports Hall of Fame	Area college baseball and basketball, Krispy Kreme Challenge	Rush Hour Karting, Triangle Rock Club	Craft breweries, brew tours, wineries/wine trails	Artsposure, Mosaic Spring Music Fest, OutRaleigh, Summer of Photography	PGA US Open, WPGA US Open, Carolina RailHawks, Carolina Mudcats
Deals/packages in place	May	June	July	August	September	October	November	December	January	February	March	April
Blog, Events Watch, promo email launch	June	July	August	September	October	November	December	January	February	March	April	May
Conversational marketing/VIC presence	July	August	September	October	November	December	January	February	March	April	May	June