

# • TEMPE • MARKETPLACE

## 2020 EVENT CALENDAR YEAR-AT-A-GLANCE

### KEY:

■ Art Installations

■ Community Performances/Events

■ Sales Promotions (ETW, GWP, etc.)

■ Signature Events

■ Sponsor/Partner Activation

■ Virtual/Digital Events & Promotions

■ Weekly Series

### JANUARY

M-S ■ FIT4MOM Stroller Strides  
Th ■ Road Runner Sports Adventure Runs  
F, S ■ Live Music  
1-29 ■ WM Phoenix Open GWP  
1-31 ■ Inning Festival ETW  
13-16 ■ Cirque du Soleil OVO FB Giveaway  
13-19 ■ Instagram Fitness Giveaway  
29-30 ■ WMO Phoenix Open FB Giveaway

### FEBRUARY

M-S ■ FIT4MOM Stroller Strides  
Th ■ Road Runner Sports Adventure Runs  
F, S ■ Live Music  
1-29 ■ Basket of Love ETW  
1-29 ■ M3F ETW  
1-29 ■ Renaissance Festival ETW  
1-29 ■ Celine Dion ETW  
1-29 ■ Swoon, Snap & Smooch  
3-6 ■ Friday Night WWE Smackdown FB Giveaway  
22, 25, 26, 29 ■ Spring Training Trolley to Cubs Game

### MARCH

M-S ■ FIT4MOM Stroller Strides  
Th ■ Road Runner Sports Adventure Runs  
F, S ■ Live Music  
1, 2, 5, 6, 8, 11 ■ Spring Training Trolley to Cubs Game  
1-12 ■ Oakland A's GWP  
1-15 ■ Get Lucky ETW  
1-31 ■ Niall Horan ETW  
1-31 ■ Your GO-TO, TO-GO  
2-5 ■ PBR Facebook Giveaway  
6-13 ■ St. Patrick's Day Instagram Giveaway  
10 ■ White Reaper ROCK IT UP Concert  
15-31 ■ Because We Care  
15-31 ■ The Great American Takeout  
17, 19-22 ■ Spring Training Trolley to Cubs Game  
18-31 ■ Trivia FB Giveaway  
19-31 ■ Holiday Lights Display

### APRIL

1-12 ■ Virtual Easter Bunny Online Photos  
1-30 ■ Clean Up With Us weekly ETW  
1-30 ■ Clean Up With Us weekly Instagram Giveaway  
1-30 ■ Holiday Lights Display  
1-30 ■ Drive-In To Delish Campaign  
1-30 ■ Your GO-TO for TO-GO Campaign  
1-31 ■ Drive-In To Delish  
3, 4, 10, 11, 17, 18, 24, 25 ■ A Little Bit Live – IGTV Video Series  
20 ■ Take a Shot at Takeout FB Giveaway  
27-30 ■ Free Car Wash w/ Drive-In To Delish Meal GWP  
30 ■ Treasured Tales and Tunes

### MAY

1 ■ Free Car Wash w/ Drive-In To Delish Meal GWP  
1-7 ■ Mother's Day Instagram Giveaway  
1, 2, 8, 9, 15, 16, 22, 23, 29, 30 ■ A Little Bit Live – IGTV Video Series  
1-31 ■ Boredom Busters ETW  
1-31 ■ Your GO-TO for TO-GO Campaign  
1-31 ■ Drive-In To Delish  
4-8 ■ Free \$5 Gift Card w/ Drive-In To Delish Meal GWP  
5, 12, 19, 26 ■ TikTok Tuesdays Giveaway  
7, 14, 21, 28 ■ Treasured Tales and Tunes – IGTV Video Series  
11-17 ■ Graduation Instagram Giveaway  
19-30 ■ Holiday Lights Display

### JUNE

1-7 ■ Prince Instagram Giveaway  
1-18 ■ Dad's Day Dividends ETW  
1-30 ■ Umbrella Pop  
1-30 ■ Welcome Back Radio Campaign  
1-30 ■ Drive-In To Delish  
1-30 ■ What I Missed The Most Chalk Wall  
9 ■ TikTok Tuesdays Giveaway  
12, 19, 26 ■ Showin' The Goods – IGTV Video Series  
19-21 ■ Juneteenth Instagram Giveaway

### JULY

1-5 ■ Fourth of July Instagram Giveaway  
1-31 ■ Pipin' Hot Payout ETW  
1-31 ■ Umbrella Pop  
1-31 ■ Mask Up Campaign  
1-31 ■ What I Missed The Most Chalk Wall  
25-31 ■ Christmas In July Facebook Giveaway

### AUGUST

F, S ■ Live Music  
1-17 ■ Umbrella Pop  
1-26 ■ Back To School & Business ETW  
1-31 ■ What I Missed The Most Chalk Wall  
16-31 ■ Artscapes  
18-31 ■ A Buzz & A Bloom Installation  
26-30 ■ Family Fun Month Instagram Giveaway

### SEPTEMBER

F, S ■ Live Music  
1-30 ■ A Buzz & A Bloom Installation  
1-30 ■ Artscapes  
1-30 ■ What I Missed The Most Chalk Wall  
1-30 ■ Get Hoppy Full ETW  
2-8 ■ Labor Day Facebook Giveaway

### OCTOBER

F, S ■ Live Music  
1-31 ■ Artscapes  
1-31 ■ What I Missed The Most Chalk Wall  
1-31 ■ All Treats No Tricks ETW  
2, 9, 16, 23, 30 ■ DIY To Die For – IGTV Videos Series  
2-31 ■ Oh, Snap...A Spider  
23 ■ Moonlit Monsters + Munches  
24-30 ■ Hallo...Queen Instagram Giveaway

### NOVEMBER

F, S ■ Live Music  
1-30 ■ Artscapes  
2-6 ■ Arizona Center Science FB Giveaway  
19-26 ■ Instagram Giveaway – TBD  
21-30 ■ Salvation Army Angel Tree  
27-30 ■ Holiday Tree  
27-30 ■ Nightly Snowfall

### DECEMBER

F, S ■ Live Music  
1-20 ■ Salvation Army Angel Tree  
1-31 ■ ETW Promotion - TBD  
1-31 ■ Candy Cane Lane  
1-31 ■ Nightly Snowfall (excluding 12/25)  
1-31 ■ Starry + Bright  
1-31 ■ Artscapes  
1-31 ■ Santa, All I Want Is...  
2, 9, 16, 23 ■ Festive Favs W/ Mrs. Claus – IGTV Videos Series  
4, 11, 18 ■ Sleigh These Sing-a-longs – IGTV Video Series  
12-20 ■ Instagram Giveaway – TBD