

2020 Marketing Opportunities

September

Destiny USA Events:

- Dining USA Days: dates TBD

Marketing Opportunities

- Labor Day: September 7th
- Back to School: September
- Hispanic Heritage Month: September 15th – October 15th
- SU vs. Colgate: September 19th

October

Marketing Opportunities:

- SU vs. Louisville: October 3rd
- Columbus Day: October 12th
- Canadian Thanksgiving: October 12th
- Carousel Center's 30th Birthday: October 15th
- 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: 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

Marketing Opportunities:

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