

2015-2016 MCCVB Marketing Communications  
CONTENT CALENDAR

EVENTS & HOLIDAYS		CAMPAIGNS / THEMES	CONTESTS / SWEEPS	SOCIAL MEDIA	PAID MEDIA	PRESS RELEASES	MEDIA EVENTS
<b>Quarter One</b>							
<b>July</b>	28-4	4th of July		Blog- 4th of July Events			
	5-11						
	12-18	CA Rodeo, Superbike, Carmel Bach Festival		Blog- Scottish Games & Celtic Festival		Golf Getaway	
	19-25	Feast of Lanterns	Car Week	Scottish Festival Ticket Giveaway	Blog- California Rodeo Salinas		
	26-1	Moss Landing Antique Fair, Salinas Valley Half Marathon			Blog- Top 10 Outdoor Patios		
<b>August</b>	2-8	Scottish Games		#GrabYourMoment Photo Contest		Trip Advisor	
	9-15	Car Week					
	16-22	Sand City West End			Blog- Monterey Jazz Festival		
	23-29		Fall Events		Blog- Featured Fall Events		
<b>September</b>	30-5	MoCo Fair, Greek Fest		Big Blue Live Sweeps	Buzzfeed custom content article; Blog- Agritourism	Trip Advisor/ HotSpot Travel/ Online targeted banner ads - Run entire month of Sept.	
	6-12	Labor Day, Festa Italia, PG Triathlon, Pirelli World Champ	<b>"AUTUMN UP" FALL CAMPAIGN (Sept-Nov.)</b>	Fall Sweepstakes		LA Times- print/online	
	13-19	Jazz Fest, Mex. Ind. Day	Harvest / Wine		Blog- Visit Monterey this Fall	SF Chronicle/SF Gate-print ad + online content hub	
	20-26	First Tee Open, Porsche Reunion, CA Intl AirShow			Weekend Sherpa "Ultimate Monterey Getaway" Web/ Radio/ Social		
	27-3	Taste of Carmel, Butterfly Parade, Beach SportsFest				Blog- 3 Days in Monterey Wine Country	
<b>Quarter Two</b>							
<b>October</b>	4-10	History Fest			Blog- Top Historic Spots		
	11-17	Columbus Day	Ghost Stories		Blog- Monterey Ghost Stories		
	18-24	Fiesta Del Mar					
	25-31	Carmel Intl Film Fest, Halloween				Holiday Hot Spots	TBEX
<b>November</b>	1-7	Big Sur Food & Wine			Blog- Top Thanksgiving Dinners	Fall pop-up event in LA	Winter/Spring Hot Sheet
	8-14	Big Sur Half Marathon, Veteran's Day	Golf		Blog- Thanksgiving Recipes		Fall Harvest FAM
	15-21	TaylorMade Pebble Beach Invitational, Cowboy Poetry	<b>HOLIDAY CAMPAIGN</b>				
	22-28	Thanksgiving			Blog- Top Holiday Events		
<b>December</b>	29-5	Christmas at the Inns			Blog- Visit in the Winter		
	6-12	Christmas in the Adobes					
	13-19	Christmas					
	20-26	Christmas			Blog- Kick off New Year in Monterey		
	27-2	First Night, Resolution Run, New Year's					

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<b>Quarter Three</b>								
<b>January</b>	3-9		CA Restaurant Month		Blog- Best Deals for CA Restaurant Month		Super Bowl	
	10-16		<b>SUPER BOWL CAMPAIGN</b>				Romance	Super Bowl SMT
	17-23	WhaleFest			Blog- Tailgate Recipes			
	24-30				Blog- Best Place to Catch the Big Game			
<b>February</b>	31-6	Groundhog Day	Romance		Blog- Chinese New Year			
	7-13	AT&T Pro-AM, Chinese New Year Valentine's Day			Blog- Best Romantic Restaurants Blog- Best Places to Honeymoon		Family Spring Break	
	14-20							
	21-27	Gourmet Fest	Family Travel / Spring Break		Blog- Family Itinerary Ideas			
<b>March</b>	28-5	Jazz Bash						Instagram FAM
	6-12							
	13-19	St. Patrick's Day	<b>SPRING CAMPAIGN</b>		Blog- St. Patrick's Day Specials			
	20-26							
	27-2	Easter, PBF&W			Blog- Best Easter Brunches			
<b>Quarter Four</b>								
<b>April</b>	3-9	Next Gen Jazz, Good Ol' Days			Blog- Reasons to Visit this Spring		Camping /Wilderness	
	10-16	Sea Otter Classic						
	17-23							
	24-30	Big Sur Marathon, Wildflower Triathlon			Blog- Best Spring Events			
<b>May</b>	1-7	Cinco de Mayo, Winemakers						
	8-14	Mother's Day, Carmel Art Fest			Blog- Mother's Day Brunches		Summer Hot Sheet	
	15-21	Salinas Valley Fair			Blog- Best Summer Events			
	22-28	CA Roots, Artichoke Fest	Summer Specials		Blog- Reasons to Visit this Summer			
<b>June</b>	29-4	Wine Fest, Oceans Day, Memorial Day			Blog- Best Beaches		Beach Bliss	
	5-11	Beer Fest, Father's Day			Blog- Reasons to Visit this Summer			
	12-18	CV Art & Wine						IPW
	19-25	Father's Day			Blog- Father's Day Events			
	26-2	Bacon Fest					Gearhead Getaway	