



2025 Health and Athletics Out-of-Home Ad Activation Dates

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Measurable Out-of-Home Advertising

2025 Health and Athletics Advertising Dates

	Date	Type	Event	Date to Start Planning	Out-of-Home Advertising Ideas
January	23-25	Extreme Sports	Winter X Games Aspen, CO	11/01/24	Highway takeover on way to venue, Airport baggage takeover. Street teams
	23-25	Running	Walt Disney Marathon Orlando, FL	11/01/24	Airport billboard takeover, walking billboards, and branded coffee carts on route
February	07-09	Sleep	Sleep Medacine Trends 2025 Conference Clearwater Beach, FL	11/15/24	Conference activation: street teams, mobile trucks
	09	Sleep	Super Bowl New Orleans, LA	11/01/24	Billboards, Mobile trucks in tourist areas
March	09-15	Sleep	National Sleep Week USA	12/01/24	Repeat proven NYC Takeover campaign in several cities
	14	Sleep	World Sleep Day USA	12/01/24	Repeat proven NYC Takeover campaign in several cities
	18-17	Basketball	NCAA finals (March Madness) USA	12/15/24	Finals in San Antonio, Regional Locations street teams,Billbords, DooH in arena locaitons
April	7-13	Golf	Masters Agusta, GA	12/15/24	Ambush marketing on way from airport
	7	Health	World Health Day World	12/15/24	Street team activations in targeted cities
	7-13	Health	National Public Health Week	01/01/25	Time sensitive campaigns we've already run
	21	Running	Boston Marathon Boston, MA	01/01/25	Airport billboard takeover, walking billboards, and branded coffee carts on route
May	03	Horse Racing	Kentucky Derby Louisville, KY	01/20/25	Billboards on way to/from airport
	11-15	Health	National Women's Health Week USA	01/31/25	Billboards in key cities highlighting female health ambassadors
	26	Auto racing	Indy 500 Indianapolis, IN	01/31/25	Billboards around Indianapolis
	TBD	Ice Hockey	Stanley Cup finals USA/Canada	02/15/25	LED trucks in playoff team cities
June	08-11	Health	Sleep 2025 Conference Seattle, WA	02/15/25	Wallscapes and mobile trucks in playoff team cities
	12-15	Golf	US Open Oakmont, PA	02/28/25	Highway billboards on route to course
	15-13	Soccer	FIFA Club World Cup USA	02/15/25	Brand campaign around stadium regions

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June	21	Yoga	National Yoga Day USA	03/31/25	Repeat proven city takeover campaigns
	TBD	Basketball	NBA Finals USA/Canada	03/31/25	Wallsapes and mobile trucks in playoff team cities
July	04	Running	AJC Peachtree Road Race Atlanta, GA	03/31/25	Billboards along route
	TBD	Extreme Sports	Summer X Games Minneapolis, MN	03/31/25	Billboards on way to/from airport
August	Aug	Health	Sun Safety Month USA	04/01/25	Strategic billboard takeovers and street teams in highest skin cancer ranking cities
	25-6	Tennis	US Open New York, NY	04/01/25	NYC takeover campaign with transit and DooH ads
September	05-10	Health	Sleep Week USA	05/01/25	Repeat proven NYC Takeover campaign in several cities
	23-28	Golf	Ryder Cup Farmingdale, NY	05/01/25	Billboard campaign on route from NYC airports to Long Island. Airport billboard takeover
	29	Health	World Heart Day World	05/01/25	Repeat proven NYC Takeover campaign in several cities
October	10-12	Running	Chicago Marathon Chicago, IL	06/15/25	Airport billboard takeover, walking billboards, and branded coffee carts on route
	TBD	Baseball	World Series TBD	06/01/25	Wallsapes and mobile trucks in playoff team cities
November	28-12/1	Shopping	Black Friday/Cyber Monday USA	06/01/25	DooH, transit and billboard campaigns near major retail locations in key cities
	TBD	Running	NYC Marathon NYC	07/01/25	Airport billboard takeover, walking billboards, and branded coffee carts on route