

Marketing and Promotions (MAP) Calendar 2025/6: Events, Promotions, Activations

July Q1	August	September Father's Day Sun 7	October Labour Day Mon 27 Oct Halloween Fri 31 Oct Diwali Mon 20 Oct Q2
Website Refresh & Upgrade AGM reports complied: chair, treasurer, manager, financials	Audit & AGM preparation <ul style="list-style-type: none"> Documents to auditor Notice to Council of date 4 weeks prior Notice to members 3 weeks 	AGM Wed 17 Sept <ul style="list-style-type: none"> Nominations to TCM 1 week prior 	Heritage Festival Event Art Deco Sugar Town Carnival Event Sat 25 Oct (Council Heritage Sat 20 Sept– Sun 5 Oct)
November Guy Fawkes Night Wed 5 Nov	December Christmas Eve Wed 24 Dec Christmas Day Thurs 25 Dec Boxing Day Fri 26 Dec New Years Eve Wed 31 Dec	January 2026 New Years Day Thurs 1 Jan Day After NYD Fri 2 Jan Akl Anniversary Thurs 29 Jan Q3	February Waitangi Day Fri 6 Feb Chinese New Year Tues 17 Valentines Day Sat 14 Feb
Christmas Festival Programme: <ul style="list-style-type: none"> Decoration install Christmas Music Santa's Secret Stash promotion begins 	Christmas Festival Programme: <ul style="list-style-type: none"> Santa Parade Sun 14 Dec (BVA, KLB, BLT) Christmas Music Secret Stash ends 	Christmas New Year Festival Programme <ul style="list-style-type: none"> Christmas Decoration Uninstall 5-12 New Years Eve Music *	Valentine's Day - Mariachi Mood for Love - Promotion 14th & 15th *
March St. Patrick's Day Tues 17 Mar	April Good Friday 3 April Easter Monday 4 April ANZAC Day 25 April Q2	May Mother's Day Sun 10 May Q4	June King's Birthday June, Monday 1st Matariki June, Friday 10th
Latin Fiesta Event	ANZAC Parade TBC Perfect Pamper Consumer Promotion 10 Apr-10 May	Music for Mothers Day Health and Wellness Expo Event	Medieval Renaissance Fair TBC

School Holidays 2025:**Term 1:** Sat 12 April – Sun 27 April**Term 2:** Sat 28 July – Sun 13 July**Term 3:** Sat 20 September – Sun 5 October**Term 4:** (No later than) Sat 20 December**School Holidays 2026:****Term 1:** Fri 3 April – Sun 19 April**Term 2:** Sat 4 July – Sun 19 July**Term 3:** Sat 26 September – Sun 11 October**Term 4:** (No later than) Sat 19 December**Retail Events:**

Valentine's Day & Weekend	10, 11 and Wednesday 14 Feb
St Patrick's Day	Sunday 17 Mar
Mothers Day	Sunday 12 May
Fathers Day	Sunday 1 Sept
Guy Fawkes Night	Tuesday 5 Nov
Halloween	Thursday 31 Oct
Matariki	Friday 28 June
International Women's Day	Friday 8 Mar
Diwali	Friday 1 Nov

Seasons:**Summer:** Dec 1 – Feb 28**Autumn:** Mar 1 – May 31**Winter:** June 1 – Aug 31**Spring:** Sept 1 - Nov 30