

2024 SPORTS MARKETING EVENT CALENDAR

The global sports market is expected to expand at a CAGR of 9.01% reaching US \$621 Billion by 2027. With digitization acting as its power play - from engaging second-screen experiences and sports betting to NFTs, mixed reality, and metaverse activations, the world of sports is being redefined. With options aplenty - streaming platforms, broadcast channels, mobile apps, virtual worlds, online gaming, and social media - engagement is at an all-time high, giving rise to new ways brands can connect with fans, athletes, and teams. Here are some key sporting events you can consider in 2024.

JAN	15th - 28th Australian Open - Tennis	19th - 1st Winter Youth Olympics	NFL Playoffs					
FEB	2nd Rugby 6 Nations Championship	11th Super Bowl LVIII	MLS Soccer Season	Nascar Cup Season Begins	18th NASCAR Daytona 500	Formula 1 Season Begins		
MAR	19th - 8th NCAA March Madness							
APR	8th - 14th Golf Masters	NBA Playoffs	MLB Regular Season					
MAY	4th Kentucky Derby	3rd - 5th Formula 1 Miami	13th - 19th Golf PGA Championship	25th FA Cup final	20th - 9th French Open Tennis	26th Monaco Grand Prix	26th Indianapolis 500	NHL Playoffs
JUN	1st UEFA Champions League Final	7th - 9th Formula 1 Montreal	13th - 16th US Open Golf	14th - 13th Copa América	14th - 14th UEFA Euro 2024	28th - 21st Tour de France Cycling	NBA Finals	
JUL	1st - 14th Wimbledon Championships	16th MLB All Star Game	18th - 21st The Open Golf Championship	26th - 11th Summer Olympics	UEFA Champions League			
AUG	26th - 8th US Open Tennis	26th - 8th Summer Paralympics	NCAA Football Season	English Premier League, La Liga, Bundesliga, Serie A, Ligue 1, Eredivisie, Primeira Liga				
SEP	5th NFL Season							
OCT	22nd World Series Baseball	18th - 20th Formula 1 Las Vegas	28th - 3rd WTA Finals Tennis	MLB Playoffs	NHL Season	NBA Season		
NOV	1st - 2nd Breeders Cup	18th - 20th Formula 1 Austin	MLS Cup Playoffs					
DEC	NCAA football bowl season							

Level up your sports marketing strategy to attract and engage with new and diverse audiences across the sports calendar. Learn how Snipp can help your brands navigate this digitally supercharged sports world with new promotions and loyalty strategies.

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And don't miss our 'Trends In Sports Marketing' Guide - [click here to read!](#)