



EVENT (ALPHABETICAL)	DATE(S) 2010	LOCATION
IF YOU DO NOT SEE AN EVENT OR VENUE THAT IS IMPORTANT TO YOUR MARKETING PLANS, JUST LET US KNOW. WE CAN TARGET ANY VENUE!		
Air Shows	January thru November	Various U. S. airports
Amgen Tour of California (bike race)	May 16 – 23 2010	San Diego to Santa Rosa, CA
BCS Championship Game	January 10, 2011	Glendale, AZ
CES	January 6 – 9, 2011	Las Vegas, NV
Coastal Beaches	Memorial Day thru Labor Day	Southern California & New York, New Jersey
Boston Marathon	April 20, 2010	Boston, MA
College Football	August thru December	Various Stadiums throughout the U.S.
• Orange Bowl	January 1, 2011	Miami, FL
• Rose Bowl	January 1, 2011	Pasadena, CA
• Sugar Bowl	January 2, 2011	New Orleans, LO
• Fiesta Bowl	January 1, 2011	Glendale, AZ
• National Championship	January 10, 2011	Glendale, AZ
Indy 500	May 24, 2011	Indianapolis, IN
July 4 th Weekend	July 3 - 4, 2010	Anywhere in the USA
Kentucky Derby	May 1, 2010	Louisville, KY
Preakness Stakes	May 15, 2010	Baltimore, MD
Belmont States	June 5, 2010	Elmont, NY
Labor Day Weekend	September 4 – 6, 2010	Anywhere in the USA
Toyota Grand Prix of Long Beach	April 18, 2010	Long Beach, CA
Los Angeles County Fair	September 4 – October 3, 2010	Pomona, CA
Los Angeles Marathon	March 20, 2011	Los Angeles, CA
MAGIC	February 4 – 6, 2010	Las Vegas, NV
Memorial Day Weekend	May 22 – 24, 2010	Anywhere in the USA
MLB BASEBALL	March thru October	Various stadiums
NASCAR	February thru November	Various tracks throughout USA
• Auto Club 500	February 21, 2010	Fontana, CA
• Las Vegas 400	March 1, 2010	Las Vegas, NV
• Pepsi 500	October 10, 2010	Fontana, CA
• Subway Fresh Fit 500	April 17, 2010	Phoenix, AZ
• TBD (per NASCAR)	September 26, 2010	Dover, DE
• TBD (per NASCAR)	August 1, 2010	Pocono, PA
New York Marathon	November 7, 2010	New York, NY
NFL FOOTBALL	September thru January	Various stadiums
Orange County Fair	July 9 – August 8, 2010	Costa Mesa, CA
NHRA	February thru November	Various tracks throughout USA
• Kragen-O'Reilly Winternationals	February 4 – 7 2011	Pomona, CA
• AZ NHRA Nationals	February 19 – 21, 2011	Phoenix, AZ
• Summitracing.com NHRA Nationals	April 1 – 4, 2011	Las Vegas, NV
• Las Vegas NHRA	October 29 – November 1, 2010	Las Vegas, NV

Nationals		
• Automobile Club of So. Calif. NHRA Finals	November 12 – 15, 2010	Pomona, CA
Professional Golf – 3 of the 4 majors;		
Masters Tournament	April 6 – 12, 2010	Augusta, GA
US Open	June 19 – 21, 2010	Farmingdale, NY
PGA Championship	August 13 – 16, 2010	Hazeltine Nat'l GC, Chaska, MN
• The Bob Hope Chrysler	January 21 – 25, 2010	Bermuda Dunes, CA
• FBR Open	January 26 – February 1, 2010	Scottsdale, AZ
• Buick Invitational	February 5 – 8, 2010	San Diego, CA
• AT & T Pebble Beach	February 12 – 15, 2010	Pebble Beach, CA
• Northern Trust Open	February 19 – 22, 2010	Pacific Palisades, CA
• AT & T National	July 2 – 5, 2010	Bethesda, MD
• The Barclays	August 27 – 30, 2010	Jersey City, NJ
Rose Parade & Rose Bowl Game	January 1, 2010	Pasadena, CA
Red Bull Air Races	June 19, 2010	Manhattan, NY
San Diego County Fair	June 11 – July 4, 2010	Del Mar, CA
State Fair of Texas	September 24 – October 7, 2010	Dallas, TX
Super Bowl Weekend	February 6, 2011	Dallas, TX
Television Sweeps	November	Top advertising markets
Thunderboat Races	September 17 – 19, 2010	San Diego, CA (Mission Bay)
U.S Tennis Open	August 30 – September 12, 2010	Flushing, NY