

Sporting dates for your diary.

2024

Helping you
score big with
well-planned
sports campaigns
year-round!



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Contents.

Sports and Fitness Awareness Dates.

Sports and Fitness Awareness Dates are designated calendar moments inspiring people to embrace active living, celebrate sports, and prioritise fitness.



Sporting Events and Tournaments.

Brand involvement in sporting events and tournaments enhances exposure, fosters community engagement, and creates memorable experiences.






Relevant Purposeful Dates.

Connecting sport to purposeful calendar moments with indirect links to sport such as Mental Health Week allows for nuanced discussion and campaigns.






JAN 2ND	Personal Trainer Awareness Day
FEB 2ND	Six Nations starts
FEB 3RD	National Girls and Women in Sport Day
MAR 5TH	National Sportsmanship Day
MAR 8TH	International Women's Day
MAR 16TH	Six Nations Ends – Disabled Access Day
MAR 20TH	International Day of Happiness
APR	Stress Awareness Month
APR	Autism Awareness Month
APR	Active for April
APR 3RD	National Walking Day

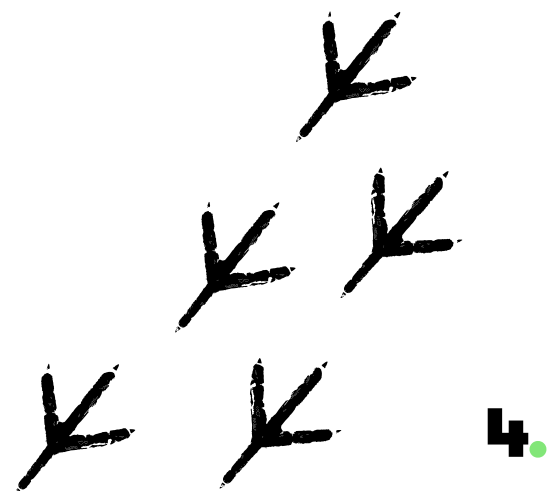
Key.

-  **Sports and Fitness Awareness Dates**
-  **Sporting Events and Tournaments**
-  **Relevant Purposeful Dates**

APR 6TH	Intl. Day of Sport for Development & Peace
APR 7TH	Walk to Work Day
APR 21ST	London Marathon
APR 29TH	International Dance Day
MAY	Better Sleep Month
MAY	Physical Fitness & Sports Month
MAY	National Walking Month
MAY 13TH	Mental Health Awareness Week
MAY 19TH	Walk to School Week
MAY 25TH	FA Cup Final
JUN	Men's Health Month




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JUN TBC	National School Sports Week
JUN TBC	School Sports Day (dates vary)
JUN 1ST	UEFA Champions League Final
JUN 3RD	World Bicycle Day
JUN 3RD	Growing for Wellbeing Week
JUN 4TH	T20 World Cup
JUN 5TH	Global Running Day
JUN 14TH	UEFA Euros begin
JUN 21ST	International Yoga Day
JUN 24TH	World Wellbeing Week
JUL TBC	Tour De France

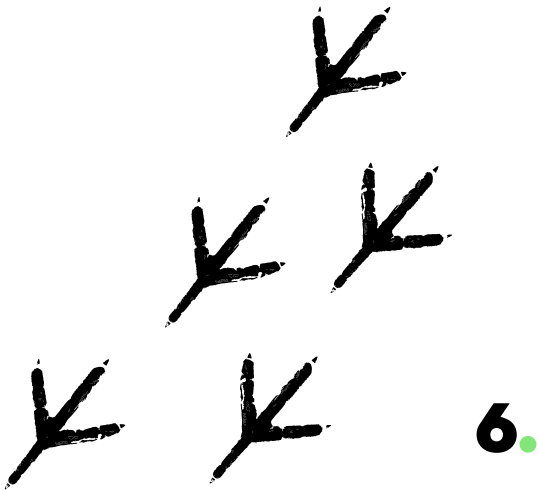
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JUL 1ST	Wimbledon starts
JUL 26TH	Olympic Games start
AUG 4TH	Cycle to Work Day
AUG 28TH	Paralympics start
SEPT	Secondhand September
SEPT 25TH	National Fitness Day
SEPT 25TH	Cycle to School Week
SEPT 30TH	National Sporting Heritage Day
OCT 10TH	World Mental Health Day
NOV	Good Nutrition Month
JUN 2ND	Play Basketball Day

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Are you with us?

Get in touch if you'd like
help aligning your brand
to sports in an authentic
and purposeful way.

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HELLO@CREATURECO.CO.UK

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