The background is a solid red color with a repeating pattern of cartoon notepad characters. Each character is a spiral-bound notepad with a smiling face, eyes, and small legs. They are shown in various poses, some holding pens or pencils, and some with their hands on their cheeks. The text is centered in the middle of the image.

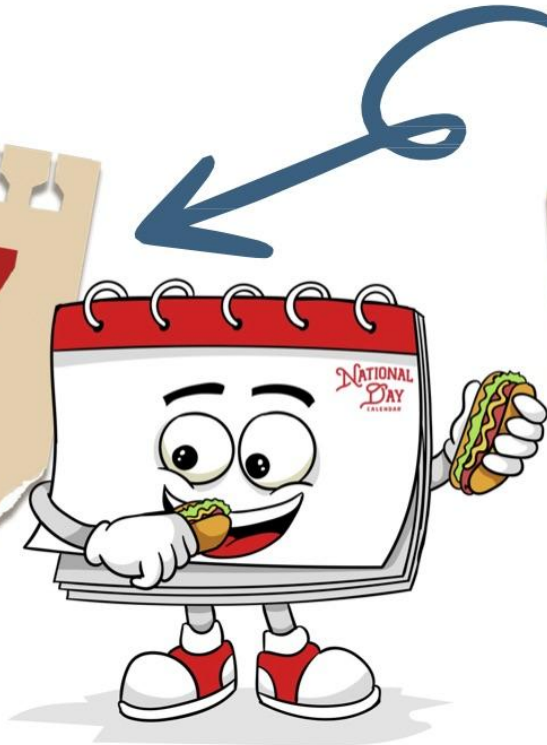
# NATIONAL DAY CALENDAR®

**NATIONAL DAY CALENDAR  
IS THE AUTHORITATIVE SOURCE  
TO CELEBRATE  
*NATIONAL DAYS***



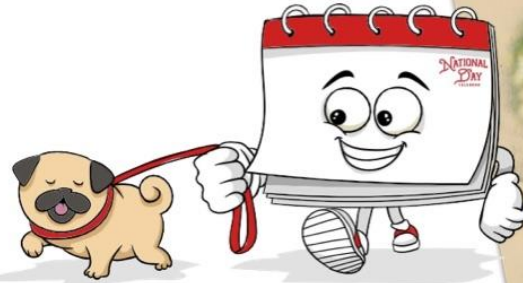
## THE ORIGINAL AND AUTHORITATIVE SOURCE FOR CELEBRATING NATIONAL DAYS

National Days are more than dates on a calendar; they are catalysts for connection, celebration, and growth. At National Day Calendar, we are committed to harnessing the power of these days and turning every day into an opportunity to **Celebrate Every Day!**



# REASONS TO CELEBRATE

- Single authority & central portal of National Days
- Evokes shared memories & fosters a sense of community
- Our followers are called the "Celebration Nation"



# MEET FOUNDER MARLO ANDERSON



**Marlo Anderson**, entrepreneur and founder of National Day Calendar, has made National Days a top trending topic.

With a TV Lifestyle Vignette reaching 75 million households and radio shorts and shows on 300 stations, Anderson is an influential media figure.





**15**  
**MILLION**  
**EMAIL SUBSCRIBERS**

(verified and double opted in)



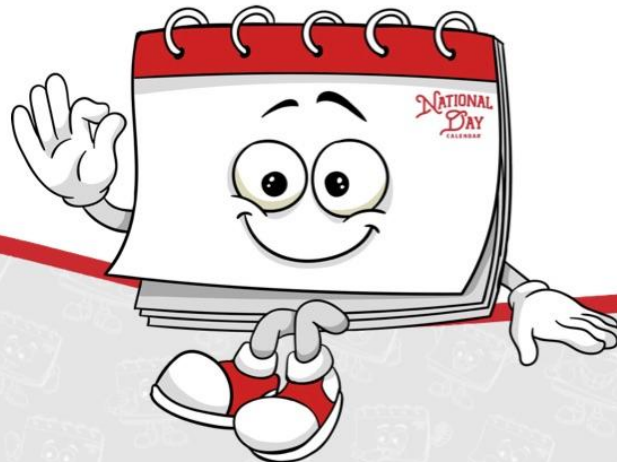
**#1**

**TRENDING TOPIC**  
**OF ALL TIME**

no other brand has ever trended  
#1 over 400 times in a year

**1.5**  
**MILLION**  
**PODCAST**  
**LISTENERS**

per month





**75**

**MILLION HOUSEHOLDS  
REACHED**

via lifestyle TV segment  
syndicated nationally


A National Day can generate from  
**150 MILLION TO  
OVER 1B+ MEDIA  
IMPRESSIONS**



**8M  
FANS**

land on the site monthly, unsolicited



**50**   
**MILLION AD  
IMPRESSIONS**  
per month

## CONNECTS AND BUILDS COMMUNITY

Our social media channels are buzzing communities where millions engage with our content daily. We celebrate, share, and explore National Days together with a diverse and growing audience. National Day Calendar has a **yearly grassroots reach** across TV, radio, print, and social media of **20 billion+ worldwide**.



294,000+  
Followers  
@NATIONALDAYCALENDAR



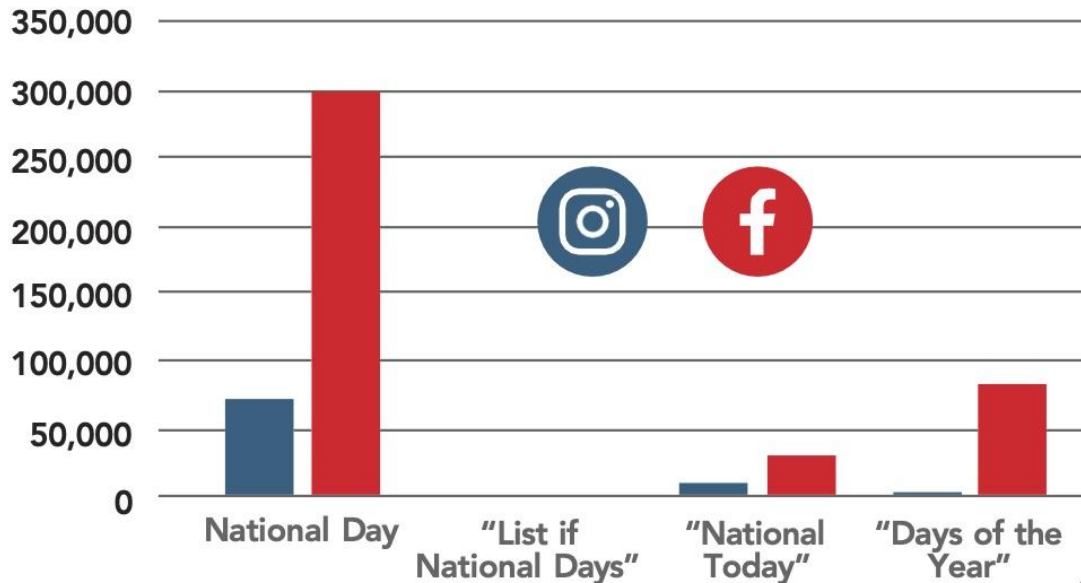
45,000+  
Followers  
@NATIONALDAYCALENDAR



64,000+  
Followers  
@NATIONALDAYCAL



470,000+  
Monthly Views  
@NATIONALDAYCAL





## **DRIVES NATIONAL MEDIA COVERAGE**

***National Day Calendar has become a staple in both broadcast and digital media landscapes.***

Founder Marlo Anderson is often sought for interviews and appearances as a leading authority on National Days. His insights and stories bring a human touch to the narrative of celebrating National Days.

In the last two years, National Day Calendar's TV appearances include: Good Morning America, The Today Show, CBS Sunday Morning, Fox, NBC Nightly News, Great Day Live, KX Live, a common category on Jeopardy and other game shows and late night shows. A daily video vignette is created for morning news and lifestyle programs.

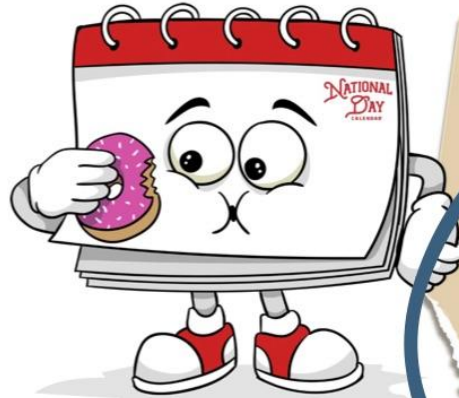
### ***Amplifying Celebrations: National Day Calendar's Media Footprint***



# MOST POPULAR DAYS

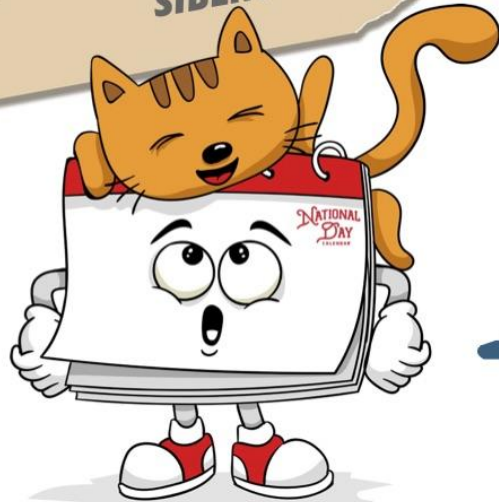
## SOCIAL

GIRLFRIEND  
BOYFRIEND  
CAT  
DOG  
SIBLING



## FOOD

DONUT COFFEE  
HAMBURGER  
FRENCH FRY  
TACO PIZZA  
CHOCOLATE  
ICE CREAM



## BEVERAGE

BEER  
WINE  
MARGARITA  
TEQUILA



## **MARKETING LEVERS AVAILABLE TO PARTNERS**

### **BRAND ASSETS**

Official National Day Calendar Partner Seal

### **WEBSITE**

Dedicated web page/Home Page Takeover

8,000,000 monthly visits to National Day Calendar website

Static Ad with link on your sponsored page

### **NEWSLETTER**

Daily Email Newsletter

15,000,000 emails distributed daily

### **RADIO**

Daily 2:30 Radio Short/Podcast

1,500,000 listens per month

Daily 2:30 Radio Short

distributed to 300 radio stations

Daily Podcast: Expanded Custom Interview /Highlight Show

distributed across podcast platforms and on NDC website/socials

### **SOCIAL**

Facebook

300,000 followers

Instagram

70,000 followers

### **PRESS OUTREACH**

Digital Media Promotion Press Kit

20,000 media outlets

### **ADD ONS**

Product Giveaway during Facebook or Instagram Live Event

must be at least \$2,500 worth of physical product

30-minute video from your live event, plus 200 photos from the crew.

Pre-recorded video of Founder Marlo Anderson proclaiming your sponsorship of your Day

Marlo Anderson live appearance at your event

Electronic OOH Billboards

unlimited

Ad buy on your sponsored National Day web page

up to 30 million static ads to your sponsored National Day page

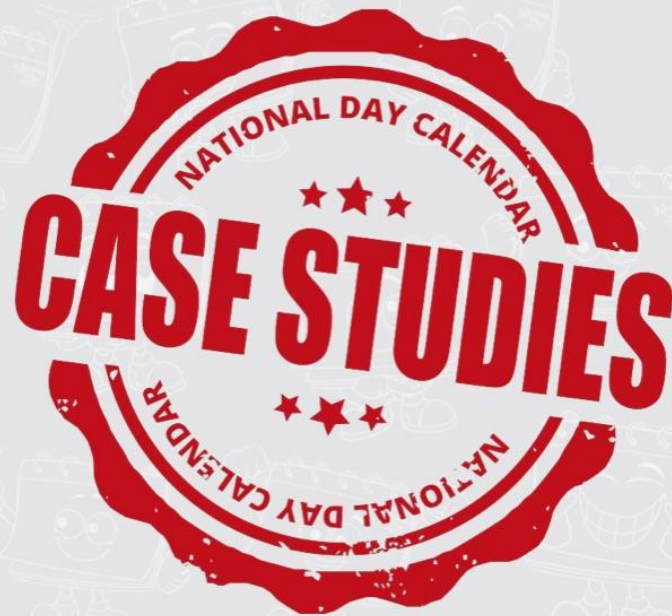
Ad buy option of 50% of current market value

blocks of 1 million views, with a maximum of ten blocks allowed

# PUT THE POWER OF NATIONAL DAY

BRAND TO WORK  
FOR YOU





## PARTNERSHIP MARKETING OPPORTUNITIES

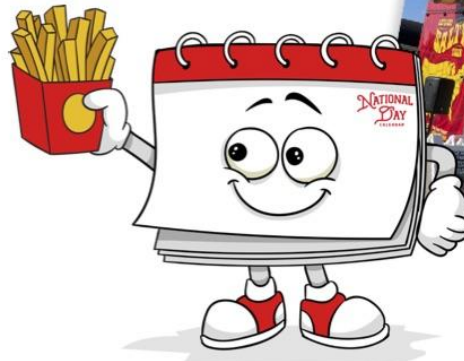
*National Day Brand can amplify your celebration!*



**Strategy:** Instead of having French Fry Day annually on July 11th, let's move it to the 2nd Friday of the month. Get it, Fry Day! Checkers® & Rally's® (Literally) Rally's America to Move National French Fry Day to, well, a 'Friday'.



*"The last time National Fry Day fell on a Friday was exactly 15 years ago, which I find to be a total fry fail," said Frances Allen, President & CEO of Checkers Drive-In Restaurants, Inc. "Not having the beloved holiday fall on Fridays just doesn't make sense. I hereby call on all fry fans to sign our petition and help us right this wrong, now and forever. Plus when you sign the petition, you get free medium fries on us - it's a win-win. To Mr. Anderson, I say 'move National Fry Day to a Friday!' America's eyes (and fries) are on you."*



# NATIONAL DAY CALENDAR



## FRYDAY TO FRIDAY

701.6M  
PR IMPRESSIONS

22.97M  
SOCIAL IMPRESSIONS

51,000  
PETITION SIGNATURES

5,065  
COUPONS DOWNLOADED FOR FREE FRIES





From the start of the Fry Day Campaign in late June through the festival in mid July:

**186 EARNED MEDIA PLACEMENTS**

with a reach of

**701,000,000 IMPRESSIONS**





## NATIONAL SMARTIES DAY



**Campaign:** The Smarties Candy Company ran a campaign on National Smarties Day, giving away product. The numbers show the overall benefits of additional engagement by Founders of a new National Day. Results are compiled from a 24 hour monitoring of National Smarties Day on October 2.

**Hashtag:** National Day Calendar created organic hashtags:

- #nationalsmartiesday
- #smartiescandy
- #smarties
- #smartiesgiveaway
- #candy
- #smartiesday
- #nameyourcandy

7.5M  
REACH

29K  
INTERACTIONS

2.35K  
LIKES

3.5K  
DIRECT SHARES

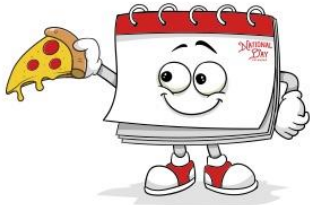


***BRAND ASSETS***

# NATIONAL DAY EXAMPLE

## NATIONAL PIZZA DAY

NATIONAL  
DAY  
CALENDAR



\*Creative is for mock-up purposes only

NATIONAL  
DAY  
CALENDAR

# NATIONAL DAY EXAMPLE

## NATIONAL ICE CREAM DAY

NATIONAL  
DAY  
CALENDAR



NATIONAL  
DAY  
CALENDAR



COLD STONE  
CREAMERY



COLD STONE  
CREAMERY



COLD STONE  
CREAMERY



\*Creative is for mock-up purposes only

NATIONAL  
DAY  
CALENDAR

# NATIONAL DAY EXAMPLE

## NATIONAL BEER DAY



**Modelo**  
*Especial*<sup>®</sup>



**Modelo**  
*Especial*<sup>®</sup>



**Modelo**  
*Especial*<sup>®</sup>



\*Creative is for mock-up purposes only



# LOGOS

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[www.NationalDayCalendar.com](http://www.NationalDayCalendar.com)



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# OFFICIAL SEALS

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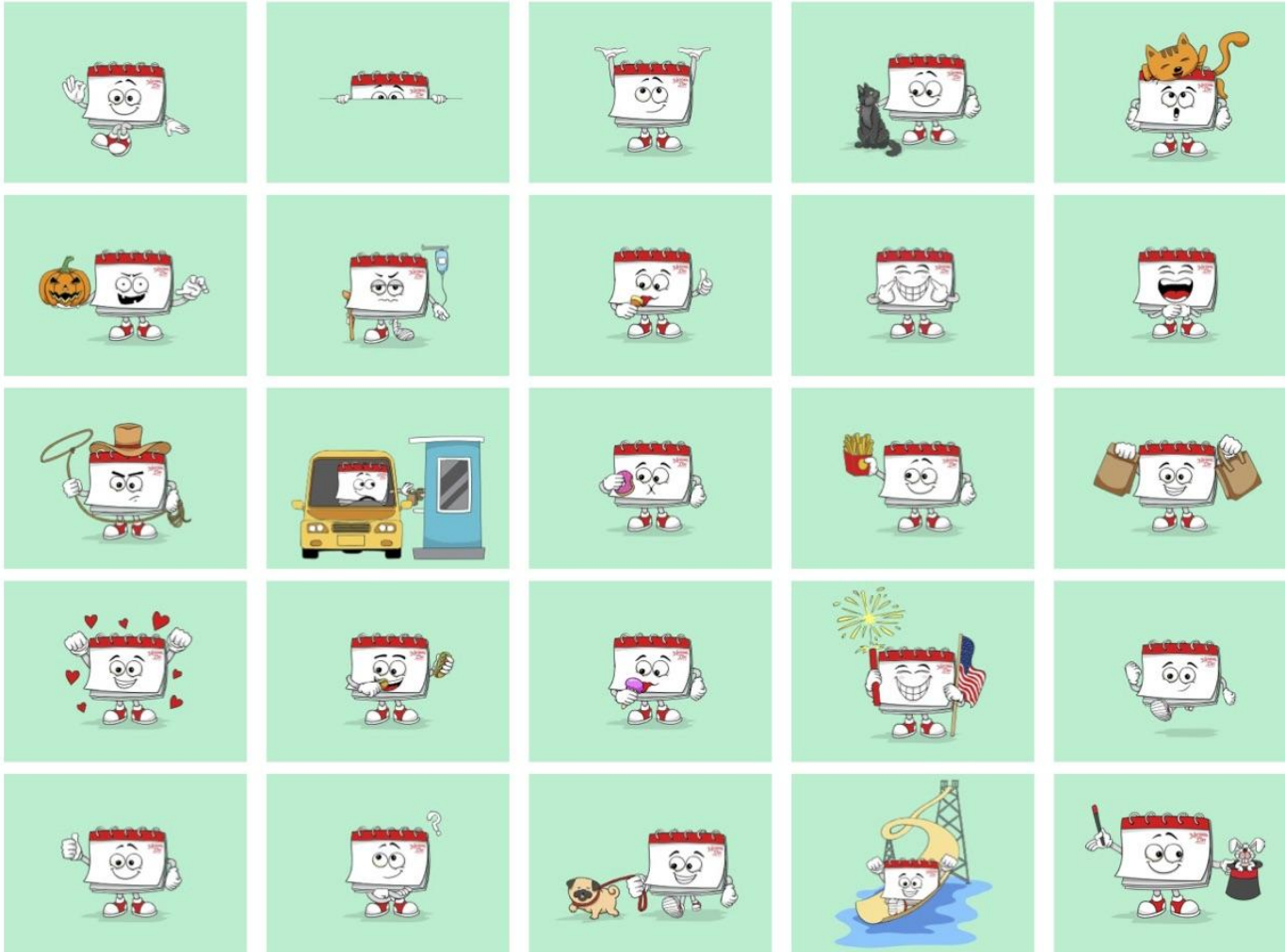
# ICONS

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# CAL GRAPHICS



# GRAPHICS

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NATIONAL  
Day  
CALENDAR

CELEBRATE!  
EVERY DAY!

NATIONAL  
Day  
CALENDAR

# NECK LABEL - HANG TAG





# **CELEBRATE EVERY DAY**

[www.NationalDayCalendar.com](http://www.NationalDayCalendar.com)

## Licensing Opportunities

# THE B<sup>®</sup>RAND LIAISON

OPENING DOORS. CLOSING DEALS.

**Steven Heller**

561.302.7838

Steven@TheBrandLiaison.com

**Laurie Smith**

516.857.3115

Laurie@TheBrandLiaison.com

[www.TheBrandLiaison.com](http://www.TheBrandLiaison.com)

**NATIONAL  
DAY  
CALENDAR<sup>®</sup>**