

2026 Cultural Events Every Creator Needs to Pitch For

Film premieres · sporting finals · album drops · TV moments · fashion weeks · food awards · tech launches · design fairs · esports events

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Pitch **4-6 weeks before** the event for the best response rate

SPORT FILM MUSIC TV FASHION BEAUTY HOME FOOD TECH GAMING WELLNESS GLOBAL US
PRIDE SPACE

PART 1 — BY MONTH: Major Events & Cultural Moments

JANUARY 2026

Australian Open	Jan 13-26, Melbourne	<i>Sports, luxury, hydration, travel, apparel brands</i>	SPORT
Golden Globes	Jan 5, LA	<i>Fashion, beauty, entertainment, luxury brands</i>	FILM
Winter X Games Aspen	Jan 23-26, Colorado	<i>Snow sports, energy drinks, outdoor, apparel brands</i>	SPORT
Sundance Film Festival	Jan 22-Feb 1, Utah	<i>Indie brands, arts, lifestyle, streaming platforms</i>	FILM
CES 2026	Jan 6-9, Las Vegas	<i>Tech, AI, gadgets, consumer electronics brands</i>	TECH
Bridgerton Season 4 - Netflix	Jan, split Part 1	<i>Romance, fashion, beauty, lifestyle brands</i>	TV
A Knight of the Seven Kingdoms	Jan, HBO GoT prequel	<i>Fantasy, apparel, entertainment, lifestyle brands</i>	TV
NFL Playoffs	Jan 11	<i>Sports, snacks, beverages, apparel brands</i>	SPORT
Dry January / Sober January	All January	<i>Wellness, non-alc beverages, fitness, habit brands</i>	WELLNESS
Beyonce Act III Album (rumored)	Early 2026 - rock era	<i>Fashion, beauty, culture - massive social moment</i>	MUSIC
Grammy Awards	Feb 2, LA	<i>Music, fashion, beauty, tech brands</i>	MUSIC

FEBRUARY 2026

Winter Olympics Milano Cortina	Feb 6-22, Italy	Sports, Italian luxury, travel, lifestyle, apparel	SPORT
Super Bowl LX	Feb 8, Santa Clara CA	Snacks, beverages, auto, tech - highest ad CPM of year	SPORT
ICC Men's T20 World Cup	Feb 7, India & Sri Lanka	Cricket, sportswear, beverage, travel brands	SPORT
New York Fashion Week SS26	Feb 5-10, NYC	Fashion, beauty, luxury, lifestyle brands	FASHION
Valentine's Day	Feb 14	Gifts, beauty, food, jewelry, fashion, dating brands	US
Lunar New Year - Year of Horse	Feb 17	Food, gifting, beauty, culture, lifestyle brands	GLOBAL
Rio Carnival	Feb 13-17, Rio	Travel, fashion, beauty, beverage brands	GLOBAL
MWC Barcelona	Feb 23-26, Spain	Tech, mobile, AI, connectivity brands	TECH
Black History Month	All February	Culture, education, community, beauty brands	US
Artemis II Moon Launch	Feb-Apr, NASA	Tech, innovation, science, sustainability brands	SPACE
South Beach Wine & Food Fest	Feb 19-22, Miami	Food, beverage, hospitality, lifestyle brands	FOOD
J. Cole - The Fall-Off	Feb 6	Hip-hop, streetwear, youth culture brands	MUSIC
Wuthering Heights Film	Feb, Charli XCX soundtrack	Fashion, beauty, dark romance, lifestyle brands	FILM

MARCH 2026

Oscars / Academy Awards	Mar 2, LA	Fashion, beauty, entertainment, luxury brands	FILM
Winter Paralympic Games	Mar 6-14, Italy	Adaptive sports, inclusion, lifestyle, tech brands	SPORT
SXSW 40th Anniversary	Mar 7-15, Austin TX	Tech, music, film, startup, creator economy brands	TECH
Miami Music Week / Ultra	Mar 20-29, Miami	EDM, lifestyle, beverage, fashion, festival brands	MUSIC
Project Hail Mary Film	Mar, Ryan Gosling	Sci-fi, tech, sustainability, space brands	FILM
Peaky Blinders: The Immortal Man	Mar, Netflix	Fashion, whiskey, culture, lifestyle brands	FILM
International Women's Day	Mar 8	Empowerment, beauty, career, finance brands	GLOBAL
St. Patrick's Day	Mar 17	Food, beverage, travel, apparel brands	US
March Madness (NCAA)	Mar 17-Apr 6	Sports, snacks, beverages, apparel brands	SPORT
Stranger Things: Tales From '85	Mar 23, Netflix animated	Nostalgia, pop culture, gaming, youth brands	TV
Beef Season 2 - Netflix	Mar, Oscar Isaac + Mulligan	Lifestyle, fashion, culture, entertainment brands	TV
Olivia Rodrigo New Album	Early 2026	Gen Z beauty, fashion, lifestyle, music brands	MUSIC
EDM Awards Miami	Mar 27, South Beach	Music, nightlife, fashion, energy drink brands	MUSIC

APRIL 2026

Coachella Valley Music & Arts	Apr 10-12 & 17-19	Fashion, beauty, music, festival, lifestyle brands	MUSIC
The Masters Golf Tournament	Apr 6-12, Augusta	Golf, luxury, travel, apparel, financial brands	SPORT
Milan Design Week & Salone del Mobile	Apr 20-26, Milan	Home, design, luxury, lifestyle brands	HOME
Euphoria Season 3 Premiere	Apr 12, HBO - FINAL season	Beauty, fashion, Gen Z, lifestyle, culture brands	TV
Earth Day	Apr 22	Sustainability, eco, outdoor, green brands	WELLNESS
Boston Marathon	Apr 20	Running, fitness, nutrition, wellness brands	SPORT
Ramadan / Eid al-Fitr	~Mar 18-Apr 17	Food, lifestyle, gifting, modest fashion brands	GLOBAL
NBA Playoffs Begin	Mid-April	Sports, lifestyle, beverage, snack brands	SPORT
VALORANT Champions Tour Masters	Apr, Santiago, Chile	Esports, gaming, tech, energy drink brands	GAMING
Ariana Grande New Album	Before Jul, confirmed	Pop, beauty, fashion, Gen Z lifestyle brands	MUSIC
Cosmoprof Bologna	Mar 26-29, Italy	Beauty industry - global launch moment for new products	BEAUTY

MAY 2026

Devil Wears Prada 2	May 1, Hathaway + Streep	<i>Fashion, beauty, workplace, luxury brands - PEAK moment</i>	FILM
Cannes Film Festival	May 13-24, France	<i>Fashion, beauty, film, luxury, European brands</i>	FILM
Kentucky Derby	May 2, Louisville	<i>Fashion, lifestyle, beverage, luxury brands</i>	SPORT
Mother's Day	May 10	<i>Gifts, beauty, food, wellness, fashion brands</i>	US
Met Gala	May 5, NYC	<i>Fashion, beauty, luxury, art brands</i>	FASHION
Smithsonian America250 Opens	May 14, Washington DC	<i>Patriotic, heritage, history, lifestyle brands</i>	US
Eurovision Song Contest	May 12-16	<i>Music, fashion, lifestyle, European brands</i>	MUSIC
Doja Cat - Tour Ma Vie	North America, May	<i>Beauty, fashion, music, Gen Z lifestyle brands</i>	MUSIC
Euphoria Season 3 Finale	May 31, HBO - series ends	<i>Beauty, fashion, Gen Z - cultural moment of the year</i>	TV
James Beard Awards hype	Jun 15 ceremony - hype May	<i>Food, hospitality, culinary, lifestyle brands</i>	FOOD
Mental Health Awareness Month	All May	<i>Wellness, apps, therapy, self-care brands</i>	WELLNESS
Memorial Day Weekend	May 23-25	<i>Travel, outdoor, food, retail brands</i>	US
Essence Festival of Culture	May 27-31, New Orleans	<i>Black culture, music, beauty, lifestyle brands</i>	GLOBAL
Madonna New Album	Before Jul, confirmed	<i>Pop, fashion, LGBTQ+, mainstream lifestyle brands</i>	MUSIC

JUNE 2026

FIFA Club World Cup Begins	Jun 14-Jul 13, USA	<i>Soccer, apparel, travel, food, streaming brands</i>	SPORT
French Open (Roland Garros)	Late May-Jun 8, Paris	<i>Sports, luxury, fashion, travel brands</i>	SPORT
Pride Month	All June	<i>Inclusive brands, beauty, fashion, lifestyle brands</i>	PRIDE
House of the Dragon Season 3	Jun 21, HBO	<i>Fantasy, lifestyle, entertainment, fashion brands</i>	TV
The Bear - Final Season	Jun 25, FX/Hulu	<i>Food, hospitality, lifestyle, culture brands</i>	TV
Avatar: The Last Airbender S2	Jun 25, Netflix	<i>Youth, nostalgia, lifestyle, gaming brands</i>	TV
Juneteenth	Jun 19	<i>Culture, food, community, education brands</i>	US
Bonnaroo	Jun 11-14, Tennessee	<i>Music, lifestyle, food, festival brands</i>	MUSIC
NBA Finals	Jun	<i>Sports, lifestyle, beverage, snack brands</i>	SPORT
Stanley Cup Finals	Jun	<i>Hockey, sports, beer, apparel brands</i>	SPORT
BET Awards	Jun, LA	<i>Music, culture, beauty, fashion brands</i>	MUSIC
Spielberg's Disclosure Day	Jun, alien sci-fi film	<i>Tech, sci-fi, pop culture - Spielberg's return</i>	FILM
WWDC 2026 - Apple	Jun 8-11, Cupertino	<i>iOS 27 launch, app, developer, lifestyle tech brands</i>	TECH
Harry Styles New Album	Summer 2026	<i>Fashion, pop, lifestyle, mainstream brands</i>	MUSIC
James Beard Restaurant Awards	Jun 15, Chicago	<i>Food, hospitality, culinary, lifestyle brands</i>	FOOD

JULY 2026

FIFA World Cup Group Stage	Jun 14-Jul, USA/CAN/MEX	THE biggest brand moment of 2026 - every category	SPORT
America's 250th Birthday	Jul 4, Nationwide	Patriotic, heritage, food, travel, retail brands	US
Wimbledon Championships	Jun 29-Jul 12, London	Fashion, luxury, hydration, lifestyle brands	SPORT
Tour de France	Jul 4-26, France	Cycling, sports nutrition, travel brands	SPORT
Commonwealth Games Glasgow	Jul 17-Aug 2, Glasgow	Sports, UK/global lifestyle, travel brands	SPORT
The Odyssey - Nolan Film	Jul, Zendaya/Pattinson	Luxury, fashion, travel, culture - IMAX event	FILM
Spider-Man: Brand New Day	Jul 2026, Marvel	Pop culture, fashion, gaming, youth brands	FILM
Comic-Con International	Jul 23-26, San Diego	Gaming, entertainment, collectible, fashion brands	FILM
Ed Sheeran North America Tour	Summer 2026	Music, lifestyle, fashion, mainstream brands	MUSIC
Cosmoprof North America	Jul 13-15, Las Vegas	Beauty industry - trade, trends, product launches	BEAUTY
WNBA Season + Playoffs	May-Sep	Sports, women's empowerment, lifestyle brands	SPORT
Lollapalooza	Aug 1-3, Chicago	Music, fashion, food, lifestyle brands	MUSIC

AUGUST 2026

FIFA World Cup Knockout Rounds	Aug, USA hosted	Soccer's biggest matches - brand spend peaks here	SPORT
US Open Tennis	Aug 24-Sep 6, NYC	Sports, fashion, luxury, hydration brands	SPORT
Ted Lasso Season 4	Aug 5, Apple TV+	Sports, lifestyle, feel-good, culture brands	TV
Lollapalooza	Aug 1-3, Chicago	Music, fashion, food, lifestyle brands	MUSIC
Back to School Season	Aug-Sep	EdTech, stationery, fashion, food brands	US
Esports World Cup	Summer, Riyadh	Esports, gaming, tech, energy drink brands	GAMING
Black Business Month	All August	Small business, finance, community brands	US
Burning Man	Aug 24-Sep 1, Nevada	Art, fashion, wellness, sustainable brands	GLOBAL
Amazon Prime Day	Mid-Aug	Tech, gadgets, lifestyle, retail brands	TECH
AC/DC North America Tour	Summer/Fall 2026	Music, lifestyle, apparel, beverage brands	MUSIC

SEPTEMBER 2026

FIFA World Cup Final	~Jul 19, exact TBC	Most-watched event on earth - all brand categories	SPORT
Asian Games - Aichi-Nagoya	Sep 19-Oct 4, Japan	Sports, Japanese culture, travel, tech brands	SPORT
New York Fashion Week FW26	Sep 4-9, NYC	Fashion, beauty, luxury brands	FASHION
London Fashion Week FW26	Sep 11-15	Fashion, lifestyle, travel brands	FASHION
Milan Fashion Week FW26	Sep 15-21	Fashion, beauty, luxury brands	FASHION
Paris Fashion Week FW26	Sep 22-30	Fashion, beauty, luxury, travel brands	FASHION
NFL Season Kickoff	Sep 3	Sports, snacks, beverages, apparel brands	SPORT
Hispanic Heritage Month	Sep 15-Oct 15	Culture, food, lifestyle, education brands	US
Emmy Awards 2026	Sep	Fashion, beauty, entertainment brands	TV
VALORANT Champions 2026	Sep, Shanghai	Esports, gaming, tech, energy drink brands	GAMING
League of Legends Worlds	Oct, global viewership	Esports, gaming, youth culture, tech brands	GAMING
Austin City Limits Festival	Oct 2-11, Austin TX	Music, lifestyle, food, fashion brands	MUSIC
The Boys Season 5	2026, Amazon Prime	Pop culture, entertainment, lifestyle brands	TV
MTV VMAs	Sep 27, LA	Music, fashion, youth culture brands	MUSIC

OCTOBER 2026

Asian Games - Ends Oct 4	Aichi-Nagoya, Japan	Sports, Japanese culture, tech, travel brands	SPORT
League of Legends Worlds	Oct	Esports, gaming, youth culture, tech brands	GAMING
Oktoberfest	Sep 19-Oct 4, Munich	Beverage, food, travel, cultural brands	FOOD
Halloween	Oct 31	Costumes, candy, beauty, home decor brands	US
Breast Cancer Awareness Month	All October	Health, wellness, apparel, beauty brands	WELLNESS
Diwali	Oct 20	Gifts, beauty, food, home decor brands	GLOBAL
World Series (MLB)	Oct	Sports, food, beverages, apparel brands	SPORT
NBA Season Opener	Oct	Sports, lifestyle, beverage brands	SPORT
Avengers: Doomsday - Hype Peak	Dec 18, hype all fall	Pop culture, gaming, fashion, entertainment brands	FILM
Verity Film - Colleen Hoover	Oct	Books, thriller, female-skewing brands	FILM
Street Fighter Film	Oct	Gaming, pop culture, action brands	GAMING
London Craft Week	Oct, London	Design, art, lifestyle, luxury brands	HOME
LGBTQ+ History Month	All October	Inclusive brands, culture, education	PRIDE
F1 Season - Final Races	Oct-Nov	Luxury, auto, travel, tech, lifestyle brands	SPORT

NOVEMBER 2026

Hunger Games: Sunrise on the Reaping	Nov, Major YA film	YA, fashion, lifestyle, youth brands	FILM
US Midterm Elections	Nov 3	Civic, finance, news, community brands	US
Black Friday / Cyber Monday	Nov 27-30	Retail, tech, fashion, home brands	US
Thanksgiving (US)	Nov 26	Food, family, travel, gifting brands	US
Movember	All November	Men's health, wellness, grooming brands	WELLNESS
Small Business Saturday	Nov 28	Local brands, community, finance brands	US
The Cat in the Hat Film	Nov	Family, children's brands, lifestyle	FILM
COP31 Climate Summit	Nov	Sustainability, eco-products, activism brands	WELLNESS
TwitchCon San Diego	Nov 13-15	Gaming, streaming, creator economy brands	GAMING
Adobe MAX	Nov 10-12, Miami	Creative, design, tech, photography brands	TECH
AWS re:Invent	Nov 30-Dec 4, Las Vegas	Cloud, tech, AI, enterprise brands	TECH
Web Summit Lisbon	Nov, Lisbon	Tech, startup, innovation brands	TECH
Formula 1 Abu Dhabi Grand Prix	Nov, Season Finale	Luxury, auto, travel, tech brands	SPORT

DECEMBER 2026

Avengers: Doomsday	Dec 18, Marvel mega-event	Pop culture, gaming, fashion, entertainment brands	FILM
Dune: Part Three - 'Dunesday'	Dec 18	Sci-fi, fashion, tech, entertainment - dual release	FILM
Harry Potter HBO Series Premiere	Dec, Christmas window	Biggest TV cultural event of the decade	TV
Jumanji: Open World	Dec	Adventure, gaming, family, lifestyle brands	FILM
Holiday Shopping Season	Dec 1-25	Gifts, beauty, fashion, food, travel brands	US
Hanukkah	Dec 14-22	Gifting, food, lifestyle brands	GLOBAL
Kwanzaa	Dec 26-Jan 1	Culture, community, gifting, food brands	US
New Year's Eve	Dec 31	Beverage, beauty, fashion, lifestyle brands	US
Year-End Music Countdowns	All December	Music, streaming, lifestyle, nostalgia brands	MUSIC

PART 2 — BY CATEGORY: Niche & Industry-Specific Events

MUSIC - Niche & Industry Events

NAMM Show (Music Instruments)	Jan 20-24, Anaheim CA	Music gear, instrument, audio tech brands	MUSIC
Folk Alliance International	Jan 21-26, New Orleans	Folk, roots, independent music, lifestyle brands	MUSIC
iHeartRadio Music Awards	Mar, LA	Music, pop culture, lifestyle, youth brands	MUSIC
The BRIT Awards	Mar, London	Music, UK fashion, lifestyle brands	MUSIC
Miami Music Week / Ultra	Mar 20-29, Miami	EDM, nightlife, fashion, energy drink brands	MUSIC
Songwriters Hall of Fame Gala	Jun 11, NYC	Songwriting, music industry, culture brands	MUSIC
bamX - Black Music Week	May 25-Jun 6, Atlanta	Black music culture, beauty, lifestyle brands	MUSIC
Nashville Songwriter Awards	Sep 22, Nashville	Country, songwriting, Southern lifestyle brands	MUSIC
Austin City Limits Festival	Oct 2-11, Austin TX	Music, lifestyle, food, fashion brands	MUSIC
ARIA Music Awards (Australia)	Oct, Sydney	Australian music, lifestyle brands	MUSIC
Portola Music Festival	Sep 26-27, San Francisco	Electronic, indie, West Coast lifestyle brands	MUSIC
Bourbon & Beyond Festival	Sep 24-27, Louisville KY	Music, bourbon, Southern food, lifestyle brands	MUSIC
Vans Warped Tour Revival	Summer 2026	Punk, youth culture, fashion brands	MUSIC
Rolling Stones - Foreign Tongues	2026 album	Classic rock, lifestyle, mainstream adult brands	MUSIC
My Chemical Romance New Album	2026	Alternative, youth culture, fashion brands	MUSIC
BTS New Album (rumored)	2026	K-pop, beauty, fashion, global youth brands	MUSIC

FASHION - Niche & Industry Events

Pitti Immagine Uomo (Menswear)	Jan 13-16, Florence	Menswear, Italian style, luxury, lifestyle brands	FASHION
Milan Fashion Week Menswear	Jan 16-20, Milan	Menswear, Italian fashion, luxury brands	FASHION
Paris Haute Couture SS26	Jan 26-29, Paris	Luxury, couture, high fashion brands	FASHION
Copenhagen Fashion Week FW26	Jan 26-30, Copenhagen	Scandinavian, sustainable fashion, lifestyle brands	FASHION
Arab Fashion Week Dubai	Jan 23-27, Dubai	Middle Eastern fashion, modest fashion, luxury brands	FASHION
Stockholm Fashion Week	Feb 2-4, Stockholm	Scandinavian, sustainable, lifestyle brands	FASHION
Dubai Fashion Week	Feb 1-6, Dubai	Luxury, Middle East fashion, lifestyle brands	FASHION
Sao Paulo Fashion Week	Apr, Brazil	Latin fashion, lifestyle, beauty brands	FASHION
CFDA Awards	Jun, NYC	American fashion, design, lifestyle brands	FASHION
London Craft Week	Oct, London	Artisanal, design, lifestyle, luxury brands	FASHION
Fashion Tech Show	Mar & Jun, London + NYC	Fashion-tech, sustainability, innovation brands	FASHION
Copenhagen Fashion Week SS27	Aug, Copenhagen	Sustainable fashion, Scandinavian lifestyle brands	FASHION
Sustainable Fashion Forum	Oct, global	Eco brands, sustainable fashion, conscious lifestyle	FASHION
Vogue Fashion Futures	2026, global	Innovation, future-of-fashion, sustainability brands	FASHION

BEAUTY - Niche & Industry Events

Cosmoprof Worldwide Bologna	Mar 26-29, Italy	Beauty industry - global launch moment for new products	BEAUTY
IECSC Florida - Beauty + Wellness	Aug 30-31, Fort Lauderdale	Pro beauty, aesthetics, wellness equipment brands	BEAUTY
Cosmoprof North America	Jul 13-15, Las Vegas	Beauty trade, trends, professional haircare brands	BEAUTY
FUTURE50 by BeautyMatter	2026, NYC	Beauty innovation, next-gen brand pitches	BEAUTY
Allure Best of Beauty Awards	Oct, annual	Skincare, haircare, makeup - huge consumer influence	BEAUTY
ODAC Dermatology Conference	Jan 16-19, Orlando	Skincare, aesthetics, professional beauty brands	BEAUTY
Beauty Suppliers' Day NYC	May 19-20, Javits Center	Beauty supply, innovation, professional brands	BEAUTY
Sephora Spring/Fall VIB Sale	Apr + Oct, bi-annual	Beauty, skincare, fragrance, makeup brands	BEAUTY
BIPOC Beauty Summit	2026	Inclusive beauty, culture, diverse brands	BEAUTY

HOME & LIFESTYLE - Niche & Industry Events

Salone del Mobile / Milan Design Week	Apr 20-26, Milan	Home, interior design, furniture, luxury lifestyle brands	HOME
Maison et Objet Paris	Jan 16-20, Paris	Home decor, lifestyle, design brands	HOME
ICFF - Contemporary Furniture Fair	May, NYC	Furniture, design, home brands	HOME
Clerkenwell Design Week	May, London	Interior design, architecture, lifestyle brands	HOME
NYNow (Home + Gift Trade Show)	Aug, NYC	Home goods, gifts, lifestyle brands	HOME
High Point Market (Furniture)	Oct, High Point NC	Furniture, home decor, interior design brands	HOME
London Design Festival	Sep, London	Design, architecture, lifestyle brands	HOME
Domotex Hannover (Flooring)	Jan, Hannover	Flooring, interior design, home brands	HOME
Decorex International	Oct, London	Luxury home, interior design, lifestyle brands	HOME
BioCultura Madrid	Nov 26-29, Madrid	Organic, sustainable home + lifestyle brands	HOME
KBIS (Kitchen & Bath)	Feb, Las Vegas	Kitchen, bath, home renovation brands	HOME
World Sleep Day	Mar 14	Sleep, wellness, mattress, lifestyle brands	WELLNESS

FOOD & BEVERAGE - Niche & Industry Events

James Beard Awards	Jun 15, Chicago	Culinary, food, hospitality, restaurant brands	FOOD
South Beach Wine & Food Festival	Feb 19-22, Miami	Food, beverage, hospitality, lifestyle brands	FOOD
Taste of Chicago	Jul 8-12, Grant Park	Food, Chicago culture, beverage brands	FOOD
Food & Wine Classic Aspen	Jun, Aspen CO	Upscale food, wine, hospitality, lifestyle brands	FOOD
National Pizza Day	Feb 9	Pizza, fast food, food delivery brands	FOOD
National Coffee Day	Sep 29	Coffee, cafe, beverage, morning routine brands	FOOD
Negroni Week (Campari)	Jun, global	Cocktail culture, hospitality, beverage brands	FOOD
World Gin Day	Jun 14	Spirits, cocktail, lifestyle, food brands	FOOD
Oktoberfest Munich	Sep 19-Oct 4, Munich	Beer, food, travel, cultural lifestyle brands	FOOD
World Pasta Day	Oct 25	Food, Italian culture, cooking lifestyle brands	FOOD
World Food Day	Oct 16	Food, sustainability, nutrition, agriculture brands	FOOD
Veganuary Afterglow	Jan-Feb momentum	Plant-based food, wellness, sustainability brands	WELLNESS
Chicago Gourmet	Sep 24-27, Millennium Park	Fine dining, food culture, culinary brands	FOOD
Michelin Guide Ceremonies	Various 2026	Fine dining, hospitality, culinary, luxury brands	FOOD

TECH - Niche & Industry Events

CES 2026	Jan 6-9, Las Vegas	Consumer tech, AI, gadgets, smart home brands	TECH
Mobile World Congress Barcelona	Feb 23-26, Spain	Mobile, 5G, AI, connectivity brands	TECH
SXSW Tech Track	Mar 7-15, Austin	Tech culture, AI, creator economy, startup brands	TECH
Google I/O 2026	May, Mountain View	Android, AI, app, developer, tech brands	TECH
WWDC 2026 - Apple	Jun 8-11, Cupertino	iOS 27 launch, app, developer, lifestyle tech brands	TECH
Computex Taipei	Jun 2-5, Taipei	PC, gaming hardware, semiconductor brands	TECH
Campus Party Brasil	Jul, Sao Paulo	Tech innovation, Latin America, startup brands	TECH
VidCon US	Jun/Jul, Anaheim CA	Creator economy, tech, social media brands	TECH
TwitchCon San Diego	Nov 13-15	Gaming, streaming, creator economy brands	GAMING
Web Summit Lisbon	Nov, Lisbon	Tech, startup, innovation brands	TECH
Adobe MAX	Nov 10-12, Miami	Creative tech, design, photography, branding	TECH
AWS re:Invent	Nov 30-Dec 4, Las Vegas	Cloud, AI, enterprise, tech brands	TECH
iPhone 18 / Apple Fall Event	Sep, annual	Tech, lifestyle, accessories, app brands	TECH
Samsung Galaxy Unpacked	Jan/Jul, annual	Tech, mobile, lifestyle, accessories brands	TECH

SPORT - Niche & Overlooked Events

Super Bowl Halftime Show	Feb 8, Santa Clara	Music, fashion, culture - 200M+ global viewers	SPORT
Six Nations Rugby	Jan 31-Mar 14, Europe	Rugby, beer, travel, UK/European lifestyle brands	SPORT
Cheltenham Festival (Horse Racing)	Mar 10-13, UK	British fashion, betting, beverage, travel brands	SPORT
The Grand National	Apr 3-5, UK	British fashion, betting, lifestyle brands	SPORT
London Marathon	Apr 26	Running, fitness, charity, lifestyle brands	SPORT
F1 Grand Prix Season	Mar-Nov, global	Luxury, auto, tech, travel, lifestyle brands	SPORT
Women's Rugby World Cup	Aug-Sep, England	Women's sport, empowerment, lifestyle brands	SPORT
ICC Women's T20 World Cup	2026	Cricket, women's sport, apparel, travel brands	SPORT
Rugby League World Cup	2026	Rugby, beer, UK/Australian lifestyle brands	SPORT
IPL - Indian Premier League	Mar-May, India	Cricket, Indian brands, beverages, lifestyle	SPORT
Paris-Roubaix Cycling	Apr, France	Cycling, sports nutrition, European lifestyle brands	SPORT
Ryder Cup Golf	Sep, TBD	Golf, luxury, lifestyle brands	SPORT
Ironman World Championship	Oct, Kona, Hawaii	Triathlon, fitness, nutrition, lifestyle brands	SPORT

ENTERTAINMENT - Niche & Viral

Sundance Film Festival	Jan 22-Feb 1, Utah	Indie film, arts, streaming, lifestyle brands	FILM
BAFTA Awards	Feb 15, London	British film/TV, fashion, culture brands	FILM
Cannes Film Festival	May 13-24, France	Film, fashion, luxury, European lifestyle brands	FILM
Toronto Int'l Film Festival	Sep 10-16, Toronto	Film, lifestyle, culture, Canadian brands	FILM
Tribeca Film Festival	Jun, New York	Indie film, NYC culture, lifestyle brands	FILM
Venice Film Festival	Aug 26-Sep 5, Venice	Film, European luxury, fashion, culture brands	FILM
American Film Market	Nov 11-16, Los Angeles	Film industry, entertainment brands	FILM
Comic-Con New York	Oct, NYC	Pop culture, gaming, collectibles, entertainment brands	FILM
Survivor Season 50	2026, CBS	Adventure, lifestyle, brand integration opportunities	TV
The Traitors Season 4	Jan, Peacock	Reality TV, entertainment, lifestyle brands	TV
Scooby-Doo Netflix Live-Action	2026, Netflix	Nostalgia, family, entertainment brands	TV
Elle Prequel - Legally Blonde	2026, streaming	Fashion, beauty, female empowerment brands	TV

Find the brand contact for every event on this list

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