

PR & Marketing Calendar

January	February	March
New for 2025	Valentine's Day	Unique, Local Businesses
Trip Itineraries	Tennessee Songwriters Week	Spring Trip Ideas (Events, Attractions, Etc.)
Year in Review	2025 Sumner County Travel Guide	Historic Sites Kickoff
April	May	June
Wineries/Breweries	Summer Festivals/Events and Summer Foods: Seafood, Fresh Produce, etc.	Old Hickory Lake Activities and Dining
Sumner County In Bloom: Farms, Gardens, Fresh Produce, etc.	Outdoor Activities: Lake, Hikes, Trails, etc.	New Restaurants
Outdoors, Tours, and Historic Sites	Tennessee Glam (Boutiques, Cocktails/Bars, Girl's Nigh Out)	Outdoor Attractions
July	August	September
Beat the Heat: Ice Cream, Water Activities, Fresh Produce, etc.	Fall Activities and Scenic Beauty (Events, Festivals, Pumpkin Patches, etc.)	Fall Activities and Scenic Beauty (Events, Festivals, Pumpkin Patches, etc.)
Live Music and Events	Unique Accommodations & Attractions for Fall Getaway	Perk Up: Unique Cafes and Coffee Creations
Outdoors and Water Activities	Football Season: Bars, Restaurants, Etc.	Historic Sites Events and Tours
October	November	December
Spooky Events and Attractions	Southern Comfort Food and Restaurants	Local Holiday Gift Guide: Local Shops, Crafts, and Holiday Markets
Taste of Tennessee: Local Restaurants & Food	Indoor Family Fun	Holiday Activities, Parades, etc.
Couple's Getaway	Local Holiday Gift Guide: Local Shops, Crafts, and Holiday Markets	Unique Winter Foods, Cocktails, Coffee, Brews, etc.

Email submissions to camryn@visitsumner.com or submit online at visitsumner.com/partners

Submissions are due on the first of each month. Please note: images, videos, hashtags, tags, etc. are required for each submission