



# MARKETING PLANNER

Program/Event Name/Season: \_\_\_\_\_

Branch/Department: \_\_\_\_\_

Audience/Intent: \_\_\_\_\_

Target # of Units/Registrations/Revenue: \_\_\_\_\_

Member/Non-Member Price: \_\_\_\_\_ GL#: \_\_\_\_\_

Marketing Budget: \_\_\_\_\_  Internal  External

| July 2025 |    |    |    |    |    |    | August 2025 |    |    |    |    |    |    | September 2025 |    |    |    |    |    |    | October 2025 |    |    |    |    |    |    | November 2025 |    |    |    |    |    |    | December 2025 |    |    |    |    |    |    |
|-----------|----|----|----|----|----|----|-------------|----|----|----|----|----|----|----------------|----|----|----|----|----|----|--------------|----|----|----|----|----|----|---------------|----|----|----|----|----|----|---------------|----|----|----|----|----|----|
| S         | M  | T  | W  | T  | F  | S  | S           | M  | T  | W  | T  | F  | S  | S              | M  | T  | W  | T  | F  | S  | S            | M  | T  | W  | T  | F  | S  | S             | M  | T  | W  | T  | F  | S  | S             | M  | T  | W  | T  | F  | S  |
|           |    | 1  | 2  | 3  | 4  | 5  |             |    |    |    |    | 1  | 2  | 1              | 2  | 3  | 4  | 5  | 6  |    |              | 1  | 2  | 3  | 4  | 2  | 3  | 4             | 5  | 6  | 7  | 8  | 1  | 2  | 3             | 4  | 5  | 6  |    |    |    |
| 6         | 7  | 8  | 9  | 10 | 11 | 12 | 3           | 4  | 5  | 6  | 7  | 8  | 9  | 7              | 8  | 9  | 10 | 11 | 12 | 13 | 5            | 6  | 7  | 8  | 9  | 10 | 11 | 9             | 10 | 11 | 12 | 13 | 14 | 15 | 7             | 8  | 9  | 10 | 11 | 12 | 13 |
| 13        | 14 | 15 | 16 | 17 | 18 | 19 | 10          | 11 | 12 | 13 | 14 | 15 | 16 | 14             | 15 | 16 | 17 | 18 | 19 | 20 | 12           | 13 | 14 | 15 | 16 | 17 | 18 | 16            | 17 | 18 | 19 | 20 | 21 | 22 | 14            | 15 | 16 | 17 | 18 | 19 | 20 |
| 20        | 21 | 22 | 23 | 24 | 25 | 26 | 17          | 18 | 19 | 20 | 21 | 22 | 23 | 21             | 22 | 23 | 24 | 25 | 26 | 27 | 19           | 20 | 21 | 22 | 23 | 24 | 25 | 23            | 24 | 25 | 26 | 27 | 28 | 29 | 21            | 22 | 23 | 24 | 25 | 26 | 27 |
| 27        | 28 | 29 | 30 | 31 | 24 | 25 | 26          | 27 | 28 | 29 | 30 | 28 | 29 | 30             | 26 | 27 | 28 | 29 | 30 | 31 | 30           | 28 | 29 | 30 | 31 |    |    |               |    |    |    |    |    |    |               |    |    |    |    |    |    |

  

| January 2026 |    |    |    |    |    |    | February 2026 |    |    |    |    |    |    | March 2026 |    |    |    |    |    |    | April 2026 |    |    |    |    |    |    | May 2026 |    |    |    |    |    |    | June 2026 |    |    |    |    |    |    |
|--------------|----|----|----|----|----|----|---------------|----|----|----|----|----|----|------------|----|----|----|----|----|----|------------|----|----|----|----|----|----|----------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|
| S            | M  | T  | W  | T  | F  | S  | S             | M  | T  | W  | T  | F  | S  | S          | M  | T  | W  | T  | F  | S  | S          | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  | S         | M  | T  | W  | T  | F  | S  |
|              |    |    |    | 1  | 2  | 3  | 1             | 2  | 3  | 4  | 5  | 6  | 7  | 1          | 2  | 3  | 4  | 5  | 6  | 7  |            |    | 1  | 2  | 3  | 4  |    |          |    |    | 1  | 2  | 1  | 2  | 3         | 4  | 5  | 6  |    |    |    |
| 4            | 5  | 6  | 7  | 8  | 9  | 10 | 8             | 9  | 10 | 11 | 12 | 13 | 14 | 8          | 9  | 10 | 11 | 12 | 13 | 14 | 5          | 6  | 7  | 8  | 9  | 10 | 11 | 3        | 4  | 5  | 6  | 7  | 8  | 9  | 7         | 8  | 9  | 10 | 11 | 12 | 13 |
| 11           | 12 | 13 | 14 | 15 | 16 | 17 | 15            | 16 | 17 | 18 | 19 | 20 | 21 | 15         | 16 | 17 | 18 | 19 | 20 | 21 | 12         | 13 | 14 | 15 | 16 | 17 | 18 | 10       | 11 | 12 | 13 | 14 | 15 | 16 | 14        | 15 | 16 | 17 | 18 | 19 | 20 |
| 18           | 19 | 20 | 21 | 22 | 23 | 24 | 22            | 23 | 24 | 25 | 26 | 27 | 28 | 22         | 23 | 24 | 25 | 26 | 27 | 28 | 19         | 20 | 21 | 22 | 23 | 24 | 25 | 17       | 18 | 19 | 20 | 21 | 22 | 23 | 21        | 22 | 23 | 24 | 25 | 26 | 27 |
| 25           | 26 | 27 | 28 | 29 | 30 | 31 |               |    |    |    |    |    |    | 29         | 30 | 31 | 26 | 27 | 28 | 29 | 30         | 24 | 25 | 26 | 27 | 28 | 29 | 30       | 28 | 29 | 30 |    |    |    |           |    |    |    |    |    |    |

- PROGRAM/EVENT/SEASON START DATE:
- MARKETING TIME FRAME (3-4 WEEKS):
- PROGRAM CODES ARE LIVE AND FRONT DESK INFORMED:
- MARKETING ASSETS NEEDED BY:
- MARKETING PRODUCTION (1-2 WEEKS):
- MARKETING REQUEST SUBMITTED (1.5-2 MONTHS BEFORE START DATE):

Marketing Email Dates: \_\_\_\_\_

Social Media Post Dates: \_\_\_\_\_



# MARKETING PLANNER

## INTERNAL MARKETING:

**MARQ:**     New Template                       Use Existing Template                       Edit Existing Template

**Flyers:**     8.5x11 Flyer                       Half Sheet Flyers                       Quarter Page Flyers  
 Other: \_\_\_\_\_

**Posters:**     11x17 Poster                       18x24 Poster (\$)                       24x36 Poster (\$)  
 Other: \_\_\_\_\_

**Banners:**     3x6 Banner (\$)                       Retractable Banners (\$)                       Other Size:  
 Other: \_\_\_\_\_

**Digital:**     Lobby TVs                       Fitness Equipment Screens                       Video  
 Marketing E-mails (Dates): \_\_\_\_\_  
 Social Media Posts/Story (Dates): \_\_\_\_\_  
 Website Updated (Existing Page)                       Website Updated (New Page to be Created)  
 Other: \_\_\_\_\_

**Misc:**     Business Cards     Brochures                       Calendars                       Newsletters  
 Postcards  
 Other: \_\_\_\_\_

## EXTERNAL MARKETING (\$):

- Ads in Local Media     Billboards                       Events                       External Signage
- Google Display Ads     Mailings                       Media and PR                       Partnerships and Collabs
- Radio                       School Flyers (Peachjar)                       Social Media Ad Campaigns
- Sponsored emails     Video Commercials                       Website

**Notes:**