

APRIL

Education and Awareness

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22 What is BNB video + influencer	23	24 picture highlighting community and the “fun” of BNB	25	26 Teaser video, something is coming!
27	28 Meet our ambassadors	29	30 Story series with polls/Q&A	1	2 “What can you do at BNB” carousel	3

MAY

Education and emotional connection

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	“What can you do at BNB” ²	3
4	“AD house tour” video ⁵	6	Influencer BNB sneak peek ⁷	8	9	10
11	“Speed House Tour” Tik Tok ¹²	13	influencer DIML at BNB ¹⁴	15	Ambassadors race each other in kayaking ¹⁶	17
18	19	Youth Ambassador leads school presentation ²⁰	21	peacefulness on the waterfront ²²	23	school or city officials vist ²⁴
25	Romanticizing our boathouse ²⁶	27	Testimonials from OKC Boathouse → connected community ²⁸	29	Repost something from RIVERSPORT ³⁰	31

JUNE

Call to Action + Hype Up Launch, and week of launch party

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 partnerships announcement → launch party	4	5 community partners, ex: eskimo joes	6	7 Unboxing our welcome gift video
8	9 fun fact about the boathouse	10 what to expect at launch party	11 Q&A with ambassador about launch party	12 FOMO for not being at launch party	13 DIML getting ready for the launch party	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5