

# 2025 SPORTING EVENTS MARKETING CALENDAR

The global sports market is expected to expand at a CAGR of 9.01% reaching US \$621 Billion by 2027. With digitization acting as its power play - from engaging second-screen gamification experiences and sports betting to NFTs, mixed reality, digital promotions and metaverse activations, the world of sports is being redefined. With options aplenty - streaming platforms, broadcast channels, mobile apps, virtual worlds, online gaming, and social media - fan engagement is at an all-time high, giving rise to new ways brands can connect with fans, athletes, and teams to deliver consistent deeper brand experiences. Here are some key sports calendar events you can consider in 2025.

<b>JAN</b>	<b>12-26</b> Australian Open - Tennis	<b>11 - 13</b> NFL: Super Wild Card Weekend	<b>14 - 2</b> Handball World Championship	<b>23 - 25</b> Winter X Games	<b>31 - 15Mar</b> Rugby 6 Nations Championship	<b>18 - 19</b> NFL Divisional Playoff Games	<b>26</b> NFL Conference Championships
<b>FEB</b>	<b>2</b> Nascar Cup Season Begins	<b>9</b> Super Bowl LIX	<b>16</b> NBA All-Star Game	<b>16</b> Formula 1 Season Begins	<b>17</b> NASCAR Daytona 500		
<b>MAR</b>	<b>2</b> MotoGP Season Opener	<b>18 - 7</b> NCAA March Madness	<b>18</b> MLB Season Begins	<b>European Qualifiers FIFA World Cup 2026</b>			
<b>APR</b>	<b>5-7</b> NCAA Final Four	<b>10 - 13</b> Golf Masters	<b>19</b> NBA Playoffs Begin	<b>19</b> NHL Stanley Cup Playoffs Begin	<b>21</b> Boston Marathon		
<b>MAY</b>	<b>3</b> Kentucky Derby	<b>15 - 18</b> US PGA Championship	<b>17</b> FA Cup final	<b>21</b> Europa League Final	<b>25</b> Indianapolis 500	<b>25 - 8</b> French Open Tennis	<b>31</b> UEFA Champions League Final
<b>JUN</b>	<b>5</b> NBA Finals Begin	<b>12 - 15</b> US Open Golf	<b>26</b> NBA draft	<b>30 - 13</b> Wimbledon Championships			
<b>JUL</b>	<b>5 - 27</b> Tour de France Cycling	<b>15</b> MLB All Star Game	<b>17 - 20</b> The Open Golf Championship				
<b>AUG</b>	<b>25 - 7</b> US Open Tennis	<b>22 - 27</b> Women's Rugby World Cup	<b>NCAA Football Season</b>	<b>English Premier League, La Liga, Bundesliga, Serie A, Ligue 1, Eredivisie, Primeira Liga</b>			
<b>SEP</b>	<b>4</b> NFL 2025-2026 Season Begins	<b>23 - 28</b> Ryder Cup Golf	<b>27 - 19</b> FIFA U-20 World Cup				
<b>OCT</b>	<b>8</b> NHL 2025-2026 Season Begins	<b>21</b> MLB World Series Baseball	<b>21</b> NBA 2025-2026 Season begins	<b>31</b> Breeders Cup			
<b>NOV</b>	<b>1 - 8</b> WTA Finals	<b>2</b> New York Marathon	<b>10 - 17</b> ATP Finals	<b>16</b> MotoGP Season Finale	<b>DATES OUT ON 19th DEC</b> MLS Cup Playoffs		
<b>DEC</b>	<b>7</b> Formula 1 Season Finale	<b>14 - 20</b> NCAA football bowl season					

Level up your sports marketing strategy to attract and engage with new and diverse audiences across the sports calendar. Learn how **SNIPP! SPORTS** can help your brands navigate this digitally supercharged sports world with gamified promotions.

Let's Talk!

And don't miss our 'Trends In Sports Marketing' Guide - [click here to read!](#)