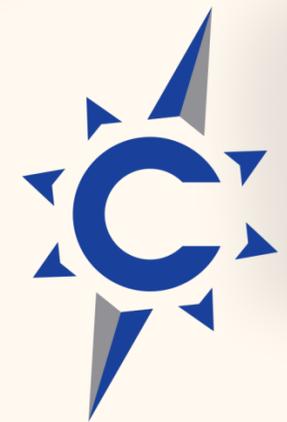


2025 CALENDAR

COMPASS MARKETING GROUP

EVENTS 2025



407.955.2565

COMPASSMARKETINGGROUP.COM

JULY

1. INDEPENDENCE WEEK SALE – PATRIOTIC PROMOS LEADING UP TO THE 4TH OF JULY
2. RED, WHITE & PEW – FIREARM BUNDLES, LIMITED-TIME AMMO DISCOUNTS, OR RED/WHITE/BLUE-THEMED ACCESSORIES
3. FAMILY FREEDOM FUN DAY – HOST A FAMILY-FRIENDLY OPEN HOUSE WITH RANGE TOURS, SAFETY DEMOS, AND GAMES
4. SUMMER RELOADING SERIES – PROMOTE RELOADING EQUIPMENT AND HOST WORKSHOPS
5. GLOCK WEEK – COORDINATE WITH GLOCK REPS FOR VENDOR DAY AND GEAR GIVEAWAYS
6. .45 CAL CLASSIC DAY – CELEBRATE .45 ACP HANDGUNS AND HISTORY
7. CCW SUMMER FAST TRACK – CONDENSED CARRY PERMIT COURSES FOR BUSY CUSTOMERS
8. BEAT THE HEAT INDOOR CHALLENGE – TIMED OR THEMED INDOOR RANGE COMPETITION
9. RETAIL FREEDOM FRENZY – BOGO OFFERS, ACCESSORY BUNDLES, AND DISCOUNTS ON RANGE GEAR
10. CUSTOMER APPRECIATION COOKOUT – FREE FOOD AND GIVEAWAYS FOR MEMBERS AND REGULARS

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
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AUGUST

1. BACK-TO-RANGE BASH – GEAR UP FOR FALL WITH EVENTS AND NEW CLASSES
2. FALL HUNTING PREP WEEK – SIGHT-IN EVENTS, GEAR DEMOS, AND AMMO SPECIALS
3. LADIES TACTICAL NIGHT – LATE SUMMER REFRESHER OR SKILL-BUILDING CLASS FOR WOMEN
4. CCW REFRESHER SERIES – MID-YEAR REFRESHER COURSES OR RE-CERTIFICATION CLASSES
5. .380 DAY – CELEBRATE .380 ACP PISTOLS AND PROMOTE CONCEALED CARRY OPTIONS
6. BEAT THE HEAT BLOWOUT – END-OF-SUMMER SALE ON RANGE MEMBERSHIPS AND ACCESSORIES
7. YOUTH FIREARMS SAFETY WEEK – GREAT BACK-TO-SCHOOL TIMING FOR EDUCATION EVENTS
8. OPTICS UPGRADE EVENT – PARTNER WITH VENDORS TO OFFER RED DOTS, SCOPES, AND LASERS
9. RETAIL RELOAD WEEK – REENGAGE WITH CUSTOMERS RETURNING FROM SUMMER TRAVEL
10. MEMBER-GET-A-MEMBER MONTH – INCENTIVIZE REFERRALS FOR RANGE OR RETAIL LOYALTY PROGRAMS

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
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SEPTEMBER

1. LABOR DAY WEEKEND BLOWOUT – BIG RETAIL SALES AND BONUS RANGE HOURS
2. CONSTITUTION DAY SALE – CELEBRATE THE SECOND AMENDMENT WITH THEMED PROMOS (SEPT 17)
3. BACK-TO-CLASS CCW COURSES – TARGET COLLEGE STUDENTS, TEACHERS, AND CAMPUS SAFETY
4. HUNTING SEASON KICKOFF – LONG GUN CLEANING, OPTICS CHECKS, AND SIGHT-IN SERVICES
5. .300 BLACKOUT DAY – FEATURE BUILDS, AMMO, AND RANGE SPECIALS
6. LADIES SELF-DEFENSE MONTH – COURSES, PEPPER SPRAY CLASSES, AND FEMALE-FOCUSED PROMOTIONS
7. RANGE PREP & SAFETY CHECK WEEK – PREPARE FOR BUSIER FALL TRAFFIC
8. VETERAN STORY WALL – BEGIN COLLECTING PHOTOS AND STORIES TO DISPLAY IN-STORE FOR VETERANS DAY
9. NSSF MEMBERSHIP MONTH – ENCOURAGE CUSTOMERS TO JOIN NSSF OR PROMOTE YOUR RANGE'S STATUS
10. RANGE PHOTO CONTEST – SOCIAL MEDIA CAMPAIGN TO BOOST ENGAGEMENT AND COMMUNITY PRIDE

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
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OCTOBER

1. GUNS & GOBLINS FALL FESTIVAL – FAMILY-FRIENDLY RANGE DAY WITH COSTUMES, CANDY, AND SAFETY TALKS
2. DEER SEASON READINESS WEEK – FOCUS ON HUNTING GEAR, SIGHT-INS, AND CAMOUFLAGE SPECIALS
3. .17 HMR DAY – CELEBRATE RIMFIRE VARMINT CALIBERS WITH DISCOUNTS AND RANGE TIME
4. BREAST CANCER AWARENESS SHOOT – PINK TARGET FUNDRAISER EVENT OR DONATION MATCH PROMOTION
5. PUMPKIN SHOOT CHALLENGE – FUN, THEMED SHOOTING CONTEST FOR PRIZES
6. FALL BACK SALE – GEAR AND ACCESSORIES DISCOUNT BEFORE DAYLIGHT SAVING ENDS
7. GLOCKTOBERFEST – PLAYFUL VENDOR-THEMED WEEKEND WITH DEALS, DEMOS, AND BEER-BRATS (NON-ALCOHOLIC ON SITE)
8. FIRST-TIME HUNTER WORKSHOP – EDUCATION EVENT FOR YOUTH OR NEW ADULT HUNTERS
9. NRA FIREARM SAFETY WEEK – HOST WORKSHOPS AND CLASSES CENTERED ON STORAGE, LOCKS, AND BEST PRACTICES
10. OCTOBER OPTICS DAYS – LAST CHANCE TO PROMOTE FALL OPTICS BEFORE HUNTING SEASON PEAKS

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NOVEMBER

1. VETERANS DAY TRIBUTE SHOOT – FREE OR DISCOUNTED RANGE TIME FOR VETERANS (NOV 11)
2. DEER CAMP SENDOFF – LAST-MINUTE GEAR SALES AND HUNTING SEND-OFF EVENT
3. TACTICAL TURKEY SHOOT – FUN HOLIDAY-THEMED RANGE COMPETITION
4. BLACK FRIDAY FIREARM FRENZY – ONE-DAY BLOWOUT ON FIREARMS AND ACCESSORIES
5. OPTICS CLOSEOUT EVENT – CLEAR OUT SCOPES, RED DOTS, AND MOUNTS BEFORE YEAR-END
6. .25 CALIBER DAY – NICHE PROMOTION FOR OLDER COLLECTORS AND .25 ACP FANS
7. THANK YOU MONTH – LOYALTY REWARDS AND THANK-YOU GIFTS FOR TOP CUSTOMERS
8. HOME DEFENSE WEEK – PREP FOR HOLIDAY TRAVEL WITH SAFE STORAGE AND HD BUNDLES
9. GIVING TUESDAY GEAR DRIVE – PARTNER WITH A LOCAL NONPROFIT OR VETERAN CAUSE
10. PREP FOR WINTER WORKSHOP – SHOWCASE COLD-WEATHER CARRY GEAR AND RANGE TRAINING

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DECEMBER

1. 12 GUNS OF CHRISTMAS – DAILY DEAL COUNTDOWN LEADING UP TO CHRISTMAS
2. GIFT CARD BONUS SALE – BUY \$100, GET \$20 FREE GIFT CARD PROMO
3. CCW UNDER THE TREE – HOLIDAY-THEMED CONCEALED CARRY GIFT BUNDLE OR CLASS PACKAGE
4. STOCKING STUFFER SALE – DISCOUNTS ON ACCESSORIES, CLEANERS, EAR/EYE PROTECTION
5. HOLIDAY HOURS & HOT DEALS – PROMOTE SPECIAL STORE HOURS AND FLASH SALES
6. WINTER WARRIOR TRAINING SERIES – COLD-WEATHER RANGE DAYS OR TACTICAL DRILLS
7. .22 PLINKSTER CHALLENGE – HOLIDAY RIMFIRE SHOOTING COMPETITION
8. END-OF-YEAR INVENTORY BLOWOUT – FINAL PUSH TO CLEAR EXCESS INVENTORY
9. NEW YEAR'S RESOLUTION PREVIEW – TEASE JANUARY TRAINING OR MEMBERSHIP PROMOTIONS
10. 12/22 RIMFIRE DAY – CELEBRATE RIMFIRE WITH BUNDLES, RANGE ACCESS, AND GIVEAWAYS

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