

| 2025 Cooperative Marketing Calendar | | | | |
|-------------------------------------|----|------|-----------|-------------------------------|
| Date | | FY | Program | Activity |
| Jan | 1 | FY24 | MMG/SDMOG | Project Summary Report Posted |
| Jan | 1 | FY25 | MMG/SDMOG | Q3 Begins |
| Jan | 1 | | TSS | Reimbursement Request Due |
| Feb | 28 | FY25 | MMG/SDMOG | Q2 Reimbursement Request Due |
| March | 1 | FY26 | MMG/SDMOG | Guidelines Posted |
| March | 1 | FY26 | MPD | Guidelines Posted |
| April | 1 | FY25 | MMG/SDMOG | Q4 Begins |
| April | 1 | FY26 | MMG/SDMOG | Application Opens |
| April | 1 | FY26 | MPD | Application Opens |
| May | 1 | | TSS | Guidelines Posted |
| May | 31 | FY26 | MMG/SDMOG | Application Closes |
| May | 31 | FY26 | MPD | Application Closes |
| May | 31 | FY25 | MMG/SDMOG | Q3 Reimbursement Request Due |
| June | 1 | | TSS | Application Opens |
| June | 15 | FY26 | MMG/SDMOG | Awards Announced |
| June | 15 | FY26 | MPD | Awards Announced |
| June | 30 | FY25 | MMG/SDMOG | Program Year Ends |
| June | 30 | FY25 | MPD | Program Year Ends |
| July | 1 | FY26 | MMG/SDMOG | Program Year Begins |
| July | 1 | FY26 | MPD | Program Year Begins |
| July | 1 | FY25 | MMG/SDMOG | Q1 Begins |
| July | 1 | FY27 | DMO | Guidelines Posted |
| Aug | 31 | FY25 | MMG/SDMOG | Q4 Reimbursement Request Due |
| Aug | 31 | FY25 | MPD | Summary/Reimbursement Due |
| Sept | 30 | | TSS | Application Closes |
| Oct | 1 | FY26 | MMG/SDMOG | Q2 Begins |
| Oct | 1 | FY25 | MMG/SDMOG | Project Summary Report Opens |
| Nov | 30 | FY26 | MMG/SDMOG | Q1 Reimbursement Request Due |
| Dec | 1 | FY25 | MMG/SDMOG | Project Summary Report Closes |
| Dec | | | TSS | Conference |
| Dec | 15 | FY27 | DMO | CTL Emailed |

FY25 July 1, 2024 - June 30, 2025

FY26 July 1, 2025 - June 30, 2026

FY27 July 1, 2026 - June 30, 2027