

Annual Calendar of Events

Use this as reference of events that were fun, successful, and community building. Some events can generate income and even attract new students like Tournaments, Seminars, and Summer/Winter Camps. You can adapt the schedule to fit your school's art and image, but at least this can serve as reference for event ideas and timing. You don't have to do all events in the month and each of these should be encouraged, but not required. The goal is to build community and enthusiasm, and some events can generate money too.

January

New Year's Day Workout – no charge

All Levels Invited (Teens and up)

7am-9am Intense Workout – Basics and Fundamentals + Exclusive special technique or training

Goal Setting talk

Provide free goal setting notebook or journal (optional)

In-house Push Hands Tournament – no charge

Saturday 4-7pm

All levels invited, must wear uniform

Sign up ahead of time for pairings and divisions

1st 2nd 3rd 4th Place prizes? (medals/trophies/certificates/post on social media)

February

Lunar New Year Potluck – no charge

Saturday 12-3pm

Friends and family invited

Signup sheets for snacks, main dishes, sides, salads, desserts, drinks, utensils

Lion Dance

Instructor Demonstration

Board games and kids area

Music

Eating Contest – Durian, Bitter Melon, Spicy Ramen, Pei Daan, chicken feet...

Groundhog's Day Repeater Workout – No charge

Weekend of Groundhog's Day 7am-9am

All levels invited

Intense workout of 10 Bodyweight Exercises. Each exercise starts with one rep, then repeats 2 reps, then 4 reps, then 8 reps, 16 reps, 32 reps, 64 reps, 100 reps

Headband for participation (optional)

Valentine's Day Couples Day - no charge

Spouses, significant others, best friends invited

Sign up and sign waivers
Partner drills with their partners
Fun group exercises that highlight the student's skills
After class chocolate and "valentine card" with offer for 2 free classes (promo)

March

Spring Weapons Course - \$189 (you set price)

Tuesdays 7-7:30pm (between classes to allow more enrollment)

Sign up and pay in advance

6 Week Special Course

Includes weapon, reference guide (printed notes), and links to private videos

Each week: Partner drill with weapon, special training, and steps in a form

Final week for review

Missed class material can be refreshed in private lesson or regular group class

Spring Camp – Prices vary (\$250 and up)

Mon-Fri 9am-12pm or 8am – 4pm (define pick up time and aftercare options)

Students and non-students invited (depending on camp theme)

Signup sheets in February

Waivers/Camp Packets with allergy and emergency contact information

Camp materials

Camp counsellors/volunteers

Camp Curriculum

In-house Fight Night - \$5 Spectator Fee

Saturday Night 7-8pm

4 Fights (kids/teens/ adult men/ adult women)

Specific rules for contact level if different than sparring

3 – 2 minute rounds with 30 seconds rest

No winner decided, just plain fun

Upbeat music

Fight Night posters

Instructor coaches a student for a month (students are chosen not by skill but by enthusiasm and commitment, and must also agree to train and fight)

Lots of fun, keep it positive but make it feel like a real fight night

April

Videogame Night - \$20 per child

Saturday 7-9pm

Friends and family invited ages 7-15 (depending on games allowed)

Bring in TVs and various Video Game consoles (ask for volunteers)

Parents can also bring food/snacks

Make sure volunteer's gear is labeled and returned
Music
Pizza and drinks
Fun night to play videogames with each other and instructors
Retro games are always a hit
Take a 20 minute break for eating away from the electronics
Monitor the game stations to make sure everything is appropriate

Neighborhood Cleanup – No Charge

Sunday 9am-12pm

Supply sunscreen and extra water

Students bring brooms, shovels, gloves, dust pans etc

Wear school shirt for exposure

Supply vests if it's a busy area

Clean up around school/ local park/ library

Keep the group together

Post lots of pictures on social media

Community service is more than just for exposure, you set a good example to the students to take care of their community

Finish up with a group meal or snack

May

Mother's Day – Mom's Class – No Charge

Saturday 12-1pm

Sign up in advance

Fun partner drills

Set mom up for success

Highlight the student's skills

Make students perform (impromptu)

Mother's Day Card for each mom with trial offer

Memorial Day Picnic – No Charge

Saturday 12-3pm

Sign up in advance with dish (snacks, meat, veggies, drinks, utensils)

Acquire outdoor location (have an indoor location prepared for bad weather)

Lion Dance

Student/Instructor Demo

Food

Supply activities for kids like nerf football, Frisbees, koosh ball, squirt guns

Organize Small contests for students:

- Three-legged race
- Limbo
- Team Push Up Competition: Most combined push ups from a team wins
- Horse stance Competition: Last one standing

June

Summer Camp – Prices vary (\$250 and up)

Mon-Fri 9am-12pm or 8am – 4pm (define pick up time and aftercare options)

Can be one week or multiple weeks throughout the summer

Students and non-students invited (depending on camp theme)

Different camp themes will encourage children to attend multiple camps

Signup sheets in February/March

Waivers/Camp Packets with allergy and emergency contact information

Camp materials

Camp counsellors/volunteers

Camp Curriculum

Father's Day – Dad's Class – No Charge

Saturday 12-1pm

Sign up in advance

Fun partner drills

Set Dad up for success

Highlight the student's skills

Make students perform (impromptu)

Father's Day Card for each Dad with trial offer

School Run - No Charge

Saturday 1-3pm

Signup sheet

Bring extra water/snacks just incase

Supply sunscreen

Find a landmark location and run with breaks along the way for training drills

Set a pace, it's not a race

Uniforms or school logo gear for exposure

Take lots of photos!

July

4th of July Parade – No Charge

Contact city council to sign up

Signup sheets for students

Organize your parade look and team

Uniforms/facepaint

Banner holders in the lead

Lion Dancers

Kids walking and spinning staffs

Teens/Adults perform a group form at stopping points

Vehicle for music and school banners

Specific short demonstrations at stopping points

Instructors and assistant instructors help keep the students in line

Whistle to signal performance routines
Bring promotional material to hand out during or after parade
Supply sunscreen
Bring extra water and snacks
Take lots of pictures!

Beach Day – No Charge

Saturday 12-3pm

Sign up in advance with dish (snacks, meat, veggies, drinks, utensils)

Designate a location and put up school banners in advance

Supply activities for kids like nerf football, Frisbees, koosh ball, squirt guns

Organize Small contests for students:

- Push Hands
- Squirtguns
- Water Balloons
- Sand Castle Challenge

Movie Night - \$20

Saturday Night 8-10pm

Signup Sheet in advance

Get a projector, speakers, and screen or blank wall

Pizza, Soda, Water, Snacks

Take a break to eat if you do not allow eating in the viewing area

Pick an old kung fu classic or the latest martial action release

*WATCH the film before you promote it to make sure it's appropriate for who you are advertising it to.

*TEST your equipment in advance

Different films and foods for different age groups, you can enjoy adult beverages and mature movies if you set an age limit on the signup form.

Great kids movies: Kung Fu Panda 1/2/3

August

Nerf Night - \$20

Saturday Night 6-9pm

Signup Sheet in advance

Supply and LABEL Nerf Guns

Supply ALL AMMO

Supply Protective Eyewear (sanitize before use)

Pizza, Soda, Water, Snacks

Take a break to eat

Allow students to bring their own Nerf guns, but NO AMMO, make sure the students label their own Nerf guns with their name to avoid confusion

Team Battle: 2 Teams, 1 minute to build forts/obstacles on their side, 5 minutes free for all

Capture the flag

Target Shooting Obstacle Course (time it to make it exciting)

Instructors vs Students

Long Range Target Shooting Competition

Quick Draw: 2 kids start by facing away from the same target, first one to turn around and shoot the target stays in against the next challenger.

** We slowly built our own supply of Nerf guns to accommodate kids that didn't have any, and many kids brought in enough to share and were willing.*

School BBQ – No Charge

Saturday 5-8pm

Sign up in advance with dish (snacks, meat, veggies, drinks, utensils, coolers)

Designate a location and set up tables and seating in advance

*The school parking lot works just as well as a park

Find volunteers to bring grills (at least 2 grills)

Music/Speakers

Frisbee/Kooshball/Nerf Football for kids

Just chill out!

September

School Tournament

*This is a large event, all information will be in a separate document

Plan ahead and promote the event at least 3 months in advance. You can do this anytime during the year. September was our annual tournament time.

Challenge Day – No charge

Saturday 9am – 2pm

17 and up

Signup sheet

Challenge day is a mixture of training, scavenger hunt, team building, and local tourism. Like the great race in your hometown with martial arts.

Designate teams (or one team is fine) and then set up a series of location based challenges with vague hints on how to get to the next location. Have an instructor on location ahead of the team to monitor and help if needed.

No uniform but school gear for exposure

Be safe, be reasonable, be tricky and have fun!

Challenges should be difficult, and use the terrain

Take lots of photos!

Participation Headband!!!

**This was always a favorite event of mine, whether the challenges were about a specific tool (tactical pen/staff/cane etc...) or just random, if the team has to solve puzzles and work their butts off they will never forget the fun times!*

October

Autumn Forms Course - \$189 (you set price)

Tuesdays 7-7:30pm (between classes to allow more enrollment)

Sign up and pay in advance

6 Week Special Course

Includes Reference guide (printed notes), and links to private videos

Each week: Specialized training, applications, steps of the form

Final week for review

Missed class material can be covered in private lesson or regular group class

Neon Night - \$20

Saturday 6-9pm

Ages 7-15

Black Lights

Glow Sticks

Neon equipment

High Energy Music – (*Overwerk* has high energy music with no vocals)

Fun drills and training in blacklights

*Take a break to eat with the lights on!

*Move any obstacles that might cause injury

*You may need to bring curtains in to keep from storefront lights from shining in and ruining the vibe

**We would do Neon Night for our Black Sash Club Classes on the Friday before Halloween, they were always a hit (even for adults!)*

Halloween Party

Saturday Kids Class Closest to Halloween (1 hour)

Friends/family invited

Goodie Bags Containing: Spider rings, fake fingers, candy, Halloween pencil, and Trick-or-Treat safety handout

Parents can bring in cupcakes/cookies/snacks (not required)

Different station games that mix Halloween fun and martial arts

Fun Halloween Party Music

Extra goodie bags can be given out to trick-or-treaters

Kids wear costumes (masks may be removed if impedes their participation)

- Fun Halloween Story Warmup: Instructor tells a story and the children have to act out what is in the story (*"There was a zombie behind me so I*

*started **running**, and then I **jumped** over a pumpkin and **jumped** over another and another, then I **kicked** the door down...”)*

- Quick 30 Second sitting meditation
- Trick-or-treat safety talk
- Split up into groups and send off to stations
- 2-3 minutes at each station then rotate
- Sit down and review Halloween safety talk – ask questions
- Pass out goodie bags
- Take pictures!
- Give intro offers to any friends/family

November

Veteran’s Day Warrior Challenge - \$20

9am-12pm

Students only ages 7-13

Signup Sheet

Morning kung fu group class

Weapon sparring

Snack break (provide snack or require they bring their own)

Scavenger hunt with different challenges and obstacle course along the way

Final challenge unlocks a new skill/weapon/technique

Group clean up and games (duck duck goose, dodgeball)

*Weapons like foam nunchucks, short staffs (dowels) are fun to unlock from the scavenger hunt+challenges and they can also be colored and decorated which is a fun activity.

Food Drive

Set a donation location

Organize a group to donate to ahead of time

Set a goal and a date

Black Friday Workout

Friday 9-11am

Fun – partner based workout

Music – Casual vibe

Provide some coffee/tea/pastries for afterward and keep it relaxed

December

Holiday Sale

Begin promoting in November

From Black Friday through Dec. 15th for discounts

Saturday (1st Saturday in December) 12-3pm

Biggest Discounts

Arrange gear like a pro-shop or make special display in pro-shop

Holiday snacks and beverages

Printed Proshop catalogues with discounted prices

Printed Holiday Gift Suggestion List

Tuition table -> discounts on program upgrades/special courses/private lesson packs

Winter Camp – Prices vary (\$250 and up)

Mon-Fri 9am-12pm or 8am – 4pm (define pick up time and aftercare options)

Students and non-students invited (depending on camp theme)

Specific camp theme

Signup sheets in Novemebr

Waivers/Camp Packets with allergy and emergency contact information

Camp materials

Camp counsellors/volunteers

Camp Curriculum

Toy Drive

Set a donation location

Organize a group to donate to ahead of time

Set a goal and a date

New Year's Eve Training – No Charge

6-8pm

Fun partner based drills after an intense warm up

Students vs Instructors Challenges

Year re-cap and thanks to everyone who has been there

Refreshments and Snacks after class (non-alcoholic)