



# 125th Marketing and Communication

DATE	SUBJECT
Fall 2019	<ul style="list-style-type: none"><li>• Amundsen x Sons of Norway sweater pre-sale begins</li><li>• Headquarters replaces current logo with anniversary logo and makes a public announcement about anniversary.</li><li>• Sons of Norway online store opens<ul style="list-style-type: none"><li>- Store will include the following items: Anniversary Christmas Ornament, Anniversary Pin, T-Shirts with Anniversary Logo, Backpacks with Anniversary Logo, Socks with Anniversary Logo.</li></ul></li></ul>
Winter 2019/ 2020	<ul style="list-style-type: none"><li>• Updated Sons of Norway history video.</li><li>• Sons of Norway celebrates anniversary on January 16, 2020.</li></ul>
Spring 2020	<ul style="list-style-type: none"><li>• New building complete! Headquarters moves back to original location.</li><li>• Sons of Norway celebrates the 125th anniversary with a party at headquarters</li></ul>
Summer/Fall 2020	<ul style="list-style-type: none"><li>• Sons of Norway International Convention in Ringsaker, Norway.</li></ul>

*This is an estimated timeline of the marketing and communication plan we currently have in cue for the 125th anniversary. We will continue to update this document as new plans arise.*