

Austin love for you



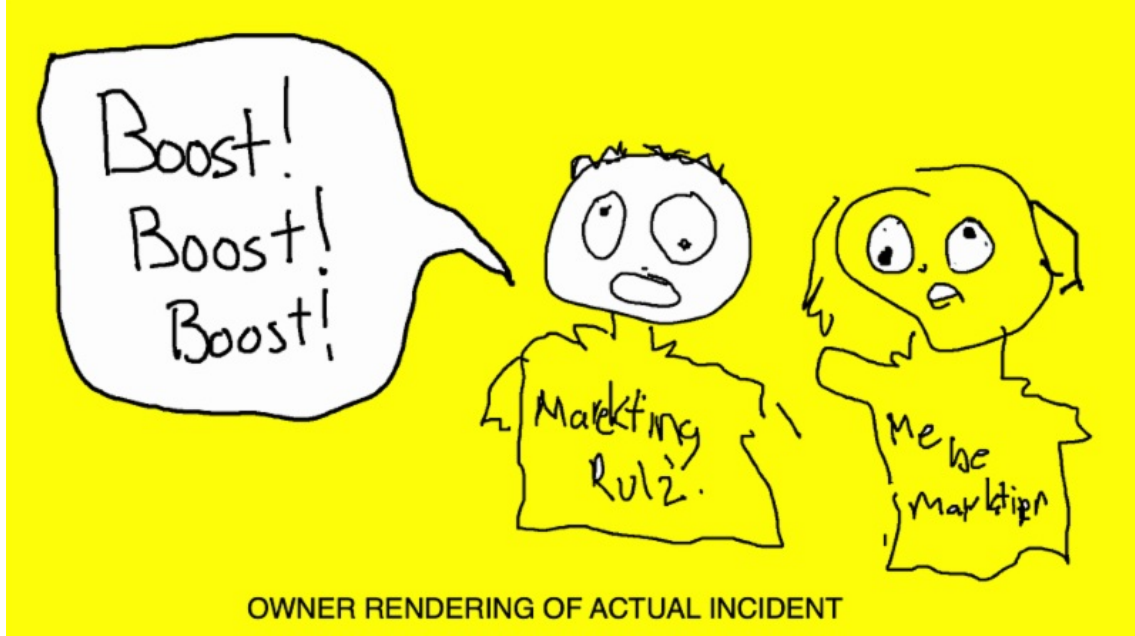
Austin Events Wall Calendar

Updates for Awesome People Like You!

Dear My Favorite Subscriber,

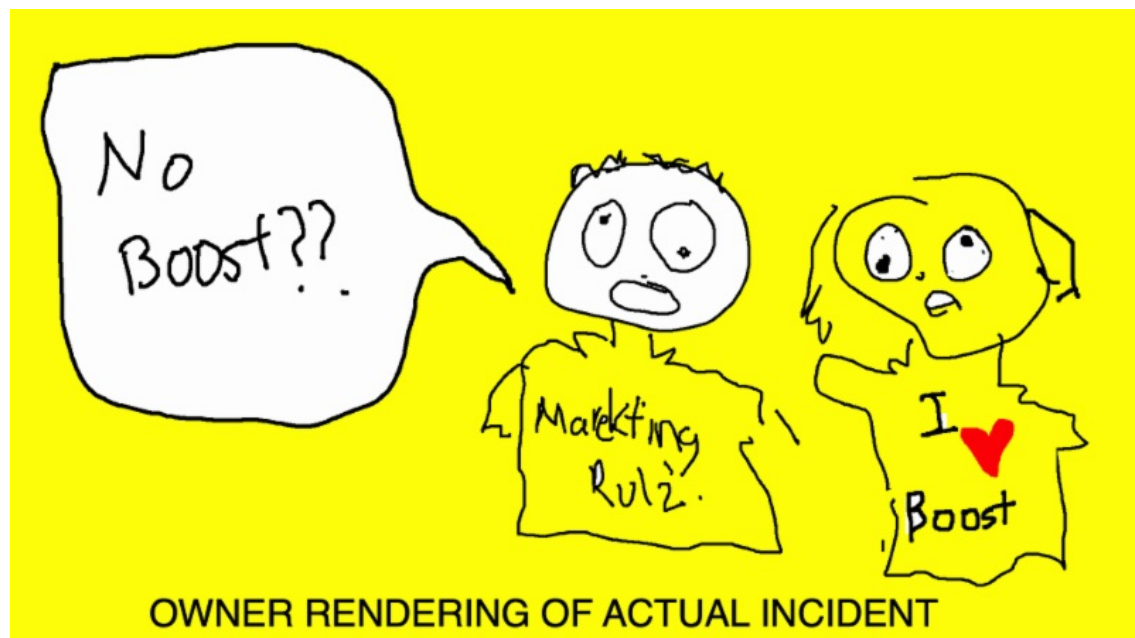
As you no doubt are aware by now, my marketing team and I have a long history of them being stupid.

In preparation for this “Calendar Selling Season,” they have proposed that I once again purchase “boosting” ads on Google and Facebook with my very limited budget to once again harass internet passersby so that I can once again throw money down the cybertoilet in a flurry of scattershot marketing.



But this year, I've said no.

Instead, much to their dismay, I said I should direct all that money to the benefit of you, my favorite subscriber.



What does that mean, exactly?

Well, seeing as how you are into Austin Events, I'm going to create some just for you.

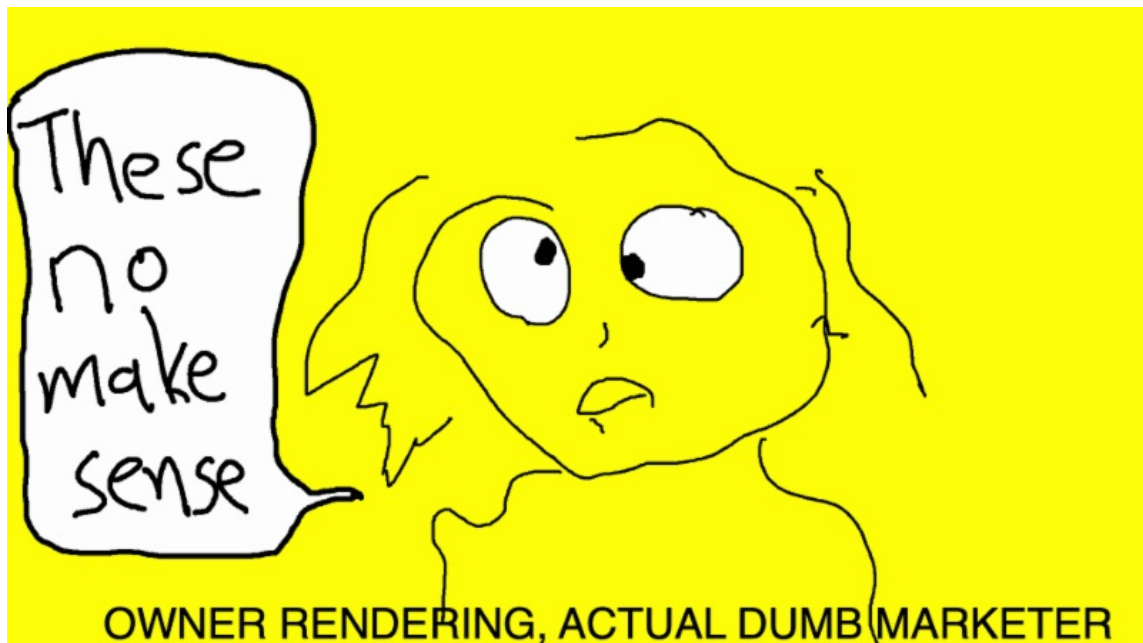
And seeing as how I have a very limited budget, they are going to be, uh ... unique.

I reviewed the list of events with them the other day.



Oh my favorite subscriber, I know that the word “fear” is not in your otherwise comprehensive and vast vocabulary, so let me explain it to you: The marketing team has no confidence in these new, amazing, low-budget events.

However, I cannot see how any event that has you as an attendee could be a failure.



They will make sense to geniuses like you, my favorite subscriber.

And I’m sure you, being of ultimate graciousness, will overlook the ultra-low-budget, less-than-polished, and questionable nature of these events.

While some will see them as “bad ideas” or “a waste of precious capital better used on customer acquisition strategies through social channel branding” ... you will see them as some unique and fun Austin events for people like you.

Stay tuned!

You are the best!

Mike Stefanik

Founder, Austin Events Calendar

PS: If you have never opened an email from me before and have no idea what this email is about or why it has such amazing high-quality artwork, it's almost certainly because you signed up [my website here](#).

SEE THE CALENDAR NOW!



AUGUST 2019 - WALL CALENDAR UPDATES

Here's a few updates and additions for August!

The [Austin Pride Parade & Festival](#) is on Saturday, Aug. 10. The festival is at Fiesta Gardens; see website for parade route.

The [Capital City Black Film Festival](#) is at the Austin Convention Center, Aug. 30-Sept. 1. And if you're a filmmaker, submissions are open through July 31.

You can catch films from [aGLIFF](#) Aug. 22-25 and not September 5-8, as noted in the wall calendar.

Head to the Crowne Plaza for [Anime Austin](#), Aug. 16-18. Spend three days enjoying Japanese animation, pop culture, games, and cosplay.

If you have anything to say to us about the calendar or this email, please just hit reply or email me at mike@bigweekendcalendars.com.

Thanks!
Mike

This is the end of the email. You're gonna have to [go surf](#) the web [or something](#) now.

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