

# Sports Events Calendar 2026 for Affiliate Marketers



**Plan smarter.  
Launch on time**

This calendar brings together the key sports events that influence user activity, traffic patterns and conversion peaks across different verticals.

Use it as a practical tool to plan your campaigns, identify high-impact periods and launch at the right moment to match seasonal demand.

**Kadam**  
ADVERTISING NETWORK



# Football

Date(s)	Sport	Event	Location
Feb 8	Football	Super Bowl Levi's Stadium	Santa Clara, California
Jan 19	American Football	College Football Playoff National Championship Hard Rock Stadium	Miami
Feb 11-12	Football	(Women) UEFA Women's Champions League Knockout phase play-offs Leg 1 Europe	Europe
Feb 17-18	Football	(Men) UEFA Champions League Knockout phase play-offs Leg 1 Europe	Europe
Feb 18-19	Football	(Women) UEFA Women's Champions League Knockout phase play-offs Leg 2 Europe	Europe
Feb 24-25	Football	(Men) UEFA Champions League Knockout phase play-offs Leg 2 Europe	Europe
Feb 27	Football	(Men) UEFA Champions League Round of 16 to Final Draw Europe	Europe
March 10-11	Football	(Men) UEFA Champions League Round of 16 Leg 1 Europe	Europe
March 17-18	Football	(Men) UEFA Champions League Round of 16 Leg 2 Europe	Europe
March 22	Football	(Men) EFL Carabao Cup Final London	England
March 23-31	Football	(Men) Official or Friendly Matches Worldwide	Worldwide
March 24-25	Football	(Women) UEFA Women's Champions League Quarterfinals Leg 1 Europe	Europe
April 1-2	Football	(Women) UEFA Women's Champions League Quarterfinals Leg 2 Europe	Europe
April 7-8	Football	(Men) UEFA Champions League Quarterfinals Leg 1 Europe	Europe
April 14-15	Football	(Men) UEFA Champions League Quarterfinals Leg 2 Europe	Europe
April 23-25	American Football	NFL Draft Pittsburgh	PA, USA
April 25-26	Football	(Women) UEFA Women's Champions League Semifinals Leg 1 Europe	Europe
April 25 or 26	Football	(Women) UEFA Women's Europa Cup Final Leg 1 TBD	Europe



# Football

Date(s)	Sport	Event	Location
April 28-29	Football	(Men) UEFA Champions League Semifinals Leg 1 Europe	Europe
May 2-3	Football	(Women) UEFA Women's Champions League Semifinals Leg 2 Europe	Europe
May 2 or 3	Football	(Women) UEFA Women's Europa Cup Final Leg 2 TBD	Europe
May 5-6	Football	(Men) UEFA Champions League Semifinals Leg 2 Europe	Europe
May 16	Football	(Men) FA Cup Final Wembley Stadium	London
May 3-16	Football	(Women) UEFA Women's Under-17 Championship Northern Ireland	Northern Ireland
May 20	Football	(Men) UEFA Europa League Final Istanbul	Turkey
May 22, 23, or 24	Football	(Women) UEFA Women's Champions League Final Oslo	Norway
May 23	Football	(Men) Championship Play-Off Final Wembley	England
May 27	Football	(Men) UEFA Europa Conference League Final Leipzig	Germany
May 30	Football	(Men) UEFA Champions League Final Puskás Aréna	Budapest, Hungary
Aug 13–16 Football IFAF Women's	American Football	Championships Düsseldorf	Germany
Sep 26	Australian Football	AFL Grand Final Melbourne	Australia

# Soccer

Dec 21 2025–Jan 18	Soccer	African Cup of Nations Morocco	
Jun 11–Jul 19	Soccer	FIFA World Cup USA	Canada, Mexico



# Basketball

Date(s)	Sport	Event	Location
Jan 15	Basketball	Berlin Game 2026 Berlin	Germany
Jan 18	Basketball	NBA London Games 2026 London	United Kingdom
Mar 17–Apr 6	Basketball	NCAA Finals (March Madness) USA	USA
June 4	Basketball	NBA Finals Begin USA	USA
June 1-7	3×3 basketball	FIBA 3×3 World Cup Warsaw	Poland
Sep 4–13	Basketball	FIBA Women's Basketball World Cup Germany	Germany

# Hockey

Date(s)	Sport	Event	Location
Jan 2	Hockey	NHL Winter Classic Miami	Florida
Feb 11–22	Ice Hockey	Winter Olympic Games - Men's Tournament Milan	Italy
May 15–31	Ice Hockey	IIHF World Championship Switzerland	Switzerland
May TBD	Ice Hockey	Stanley Cup Finals USA/Canada	USA/Canada
Aug 15–30	Field Hockey	Hockey World Cup (men and women) Wavre	Belgium & Amstelveen, Netherlands



# Formula

Date(s)	Sport	Event	Location
Feb 13-14	Formula E	Jeddah ePrix Round 4 & 5 Jeddah	Saudi Arabia
March 6-8	Formula 1	Formula 1 Australian Grand Prix Melbourne	Australia
March 27-29	Formula 1	Formula 1 Japanese Grand Prix Suzuka	Japan
April 10-12	Formula 1	Formula 1 Gulf Air Bahrain Grand Prix Sakhir	Bahrain
March 13-15	Formula 1	Formula 1 Grand Prix Shanghai Shanghai	China
March 21	Formula E	Madrid ePrix Round 6 Madrid	Spain
May 2-3	Formula E	Berlin ePrix Round 7 & 8 Berlin	Germany
May 16-17	Formula E	Monaco ePrix Round 9 & 10 Monaco	Monaco
April 17-19	Formula 1	Formula 1 Grand Prix Saudi Arabia Jeddah	Saudi Arabia

# Badminton

Date(s)	Sport	Event	Location
Jan 6-11	Badminton	Malaysia Open Badminton Bukit Jalil	Malaysia
Jan 13-18	Badminton	India Open Badminton New Delhi	India
Mar 10-15	Badminton	BWF Badminton World Tour - Swiss Open Basel	Switzerland
Nov 11-22	Badminton	BWF Badminton World Tour - Hong Kong Open Hong Kong	Hong Kong
Dec 9-13	Badminton	BWF Badminton World Tour - Finals Hangzhou	China



# Tennis

Date(s)	Sport	Event	Location
Jan 7–11	Table Tennis	World Table Tennis Series Doha	Qatar
Jan 12–Feb 1	Tennis	Australian Open Melbourne	Australia
Feb 7-15	Tennis	(Men) Dallas Open Dallas	USA
Feb 7-15	Tennis	(Men) ABN AMRO World Tennis Tournament Rotterdam	Netherlands
Feb 14-22	Tennis	(Men) Rio Open Rio de Janeiro	Brazil
Feb 15-21	Tennis	(Women) Dubai Duty Free Tennis Championships Dubai	United Arab Emirates
Feb 23-28	Tennis	(Men) Dubai Duty Free Tennis Championships Dubai	United Arab Emirates
Feb 23-28	Tennis	(Men) Abierto Mexicano Acapulco	Mexico
March 1-15	Tennis	BNP Paribas Open Indian Wells Indian Wells	USA
March 15-29	Tennis	Miami Open Miami	USA
Mar 28	Table Tennis	World Team Championship London	England
May 18-June 7	Tennis	French Open Paris	France
April 4-12	Tennis	(Men) Rolex Monte-Carlo Masters Monte Carlo	Monaco
April 11-19	Tennis	(Men) BMW Open Munich	Germany
April 11-19	Tennis	(Men) Barcelona Open Banc Sabadell Barcelona	Spain
April 20-May 3	Tennis	Mutua Madrid Open Madrid	Spain
April 28 - May 17	Tennis	Internazionali BNL d'Italia Rome	Italy
Jun 29–Jul 12	Tennis	Wimbledon London	England
Aug 30–Sep 13	Tennis	US Open New York	USA



# Tennis

Date(s)	Sport	Event	Location
Sept 25-27	Tennis	2026 Laver Cup The 02 Arena	London, England
Oct TBD	Tennis	2026 WTA Finals Riyadh	Saudi Arabia
Nov 15-22	Tennis	2026 ATP Finals Pala Alpitour	Turin, Italy
Nov 24-29	Tennis	Davis Cup 2026 (Final 8) Italy	Bologna, Italy
Nov TBD	Tennis	Billie Jean King Cup Finals Shenzhen Bay Sports Centre Arena (Shenzhen)	China

# Golf

Date(s)	Sport	Event	Location
April 6-12	Golf	(Men) Golf Masters Tournament Augusta Augusta	Georgia, USA
Apr 9–12	Golf	Masters Augusta	USA
May 11-17	Golf	(Men) PGA Championship Aronimink Golf Club	Newtown Square, PA, USA
Jun 18–21	Golf	US Open Shinnecock Hills Golf Club	New York
Jul 16–19	Golf	The Open Championship Royal Birkdale	Southport, England
Sep 7–13	Golf	Solheim Cup Bernardus Golf	Cromvoirt, Netherlands
Sep 22–27	Golf	Presidents Cup Medinah Country Club	Chicago, Illinois



# Rugby

Date(s)	Sport	Event	Location
Feb 5–7	Rugby	Rugby Six Nations Championship - Round 1 UK	Ireland, France & Italy
Feb 14–15	Rugby	Rugby Six Nations Championship - Round 2 Scotland	Ireland, & Wales
May 22	Rugby	(Men) Challenge Cup Final Bilbao	Spain
May 23	Rugby	(Men) Investec Champions Cup Final Bilbao	Spain
Sep TBD	Rugby League	NRL Grand Final Sydney	Australia
Oct TBD	Rugby League	World Cup Papua New Guinea and Australia	Papua, New Guinea & Australia

# Athletics

Date(s)	Sport	Event	Location
March 1	Athletics	Tokyo Marathon Tokyo	Japan
March 20-22	Athletics	World Athletics Indoor Championships Kujawy Pomorze	Poland
Mar 20–22	Athletics	21st IAAF World Indoor Athletics Championship Toruń	Poland
April 12	Athletics	Marathon Rotterdam Rotterdam	Netherlands
April 12	Athletics	Schneider Electric Marathon de Paris Paris	France
April 12	Athletics	World Athletics Race Walking Team Championships Brasilia	Brazil
April 20	Athletics	Boston Marathon Boston	USA
April 26	Athletics	TCS London Marathon London	UK



# Athletics

Date(s)	Sport	Event	Location
May 2-3	Athletics	World Athletics Relays Gaborone	Botswana
May 8	Athletics	Doha Diamond League Doha	Qatar
May 16	Athletics	Shanghai Diamond League Shanghai	China
May 23	Athletics	Xiamen Diamond League Xiamen	China
May 31	Athletics	Rabat Diamond League Rabat	Morocco
Oct 11	Athletics	2026 Chicago Marathon Chicago	USA
Nov 1	Athletics	New York City Marathon New York City	USA

# Moto

Date(s)	Sport	Event	Location
Feb 27-March 1	MotoGP	Thailand Grand Prix Buriram	Thailand
March 20-22	MotoGP	Grand Prix Brazil Goiânia	Brazil
April 10-12	MotoGP	Grand Prix of Qatar Doha	Qatar
May 8-10	MotoGP	Grand Prix de France Le Mans	France
April 24-26	MotoGP	Gran Premio de España Europe	Spain
May 15-17	MotoGP	Gran Premi de Catalunya Barcelona	Spain
May 29-31	MotoGP	Gran Premio D'Italia Mugello	Italy
June 5-7	MotoGP	Grand Prix of Hungary Balatonfőkajár	Hungary



# Auto

Date(s)	Sport	Event	Location
May 24	Auto Racing	Indy 500 Indianapolis	USA
June 5-7	Auto Racing	Monaco Grand Prix Monte Carlo	Monaco
Jun 10–14	Auto Racing	24 Hours of Le Mans Circuit de la Sarthe	Le Mans, France

# Horse

Date(s)	Sport	Event	Location
Jan 17	Horse Racing	The Winter Oaks 2026 Lingfield Park Racecourse in Surrey	United Kingdom
Jan 31–Feb 1	Horse Racing	Dublin Racing Festival Dublin	Ireland
March 10-13	Horse Racing	Cheltenham National Hunt Festival Cheltenham	Gloucestershire, in South West England
March 28	Horse Racing	Dubai World Cup 2026 Meydan Racecourse	Dubai
April 9-11	Horse Racing	The Randox Grand National 2026 Aintree Racecourse in Liverpool	England
Apr 11	Horse Racing	Grand National Aintree Racecourse	Liverpool
May 2	Horse Racing	Kentucky Derby Louisville	Kentucky, USA
May 16	Horse Racing	Preakness Stakes Laurel Park	Laurel, MD, USA
June 16-20	Horse Racing	Royal Ascot 2026 Ascot	Berkshire, England
Nov 3	Horse Racing	Melbourne Cup Victoria	Australia



# Multi-sports

Date(s)	Sport	Event	Location
Jan 23–25	Extreme Sports	Winter X Games Aspen	USA
Feb 6–22	Multi-sports	Winter Olympics Milan and Cortina d'Ampezzo	Italy
Feb 6-22	Multiple winter sports	Olympic Winter Games Milan & Cortina d'Ampezzo	Italy
Mar 6–15	Multi-sports	Winter Paralympics Milan and Cortina d'Ampezzo	Italy
Jun 27–Jul 5	Multi-sports	Gay Games Valencia	Spain
Jul 23–Aug 2	Multi-sports	Commonwealth Games Glasgow	Scotland, UK
Jul 24–Aug 8	Multi-sports	Central American and Caribbean Games Santo Domingo	Dominican Republic
Jul 30–Aug 9	Multi-sports	European Sports Championships TBD	Birmingham, UK
Jul TBD	Extreme Sports	Summer X Games Minneapolis	USA
Sep 19–Oct 4	Multi-sports	Asian Games Nagoya	Japan
Oct 31–Nov 13	Multi-sports	Summer Youth Olympics Dakar	Senegal

# Cycling

Date(s)	Sport	Event	Location
Feb 16–22	Cycling	UCI Cycling World Tour - UAE Tour Abu Dhabi	United Arab Emirates
March 21	Road Cycling	Milan – San Remo Italy	Italy
April 5	Road Cycling	Tour of Flanders Belgium	Belgium
April 12	Road Cycling	Paris – Roubaix France	France



# Cycling

Date(s)	Sport	Event	Location
April 26	Road Cycling	Liège – Bastogne – Liège Belgium	Belgium
Jul 4–26	Cycling	Tour de France France	France
Aug 1–9	Cycling	Tour de France Femmes France	France
Aug 22 - Sept 13	Cycling	2026 Vuelta a España Spain	Spain
Sep 20–27	Cycling	UCI Road World Championships Montreal	Canada

# Skating

Date(s)	Sport	Event	Location
March 13-15	Short track speed skating	ISU World Short Track Speed Skating Championships Europe	Tilburg, Netherlands
Mar 5–8	Speed Skating	ISU World Speed Skating Allround & Sprint Championships Heerenveen	Netherlands
April 10-11	Synchronised skating	ISU World Synchronised Skating Championships Salzburg	Austria
Nov 20–22	Speed Skating	Speed Skating World Cup Japan	Japan
Nov 27–29 Short Track Four Continents Short Track	Speed Skating	Championships Beijing	China



# Ski

Date(s)	Sport	Event	Location
Jan 9–11	Ski Jumping	Ski Jumping World Cup (Men) Zakopane	Poland
Mar 13–15	Ski Jumping	Ski Jumping World Cup Oslo	Norway

# Other

Date(s)	Sport	Event	Location
Jan 2–9	Snooker	BetVictor Championship League Snooker 2026 (Gr	
Apr 18–May 4	Snooker	World Snooker Championship Crucible Theatre	Sheffield, England
Feb 19–22	Gymnastics	Artistic Gymnastics World Cup Cottbus	Germany
Oct 17–28	Gymnastics	World Championships (Artistic) Rotterdam	Netherlands
May 27-31	Rhythmic gymnastics	European Championships in Rhythmic Gymnastics Varna	Bulgaria
March 5-17	Baseball	World Baseball Classic Japan	Puerto Rico & USA
Oct TBD	Baseball	World Series USA	USA
Jun 12–Jul 5	Cricket	ICC World T20 (women) England & Wales	England & Wales
Feb 1–Mar 1	Cricket	ICC World T20 (men) India & Sri Lanka	India & Sri Lanka
Apr 7–12	Archery	Archery World Cup Puebla	Mexico
Jan 11–18	Snooker	John Stone's Paint Snooker Masters 2026 London	England
Jan 8–11	Biathlon	Biathlon World Cup Oberhof	Germany



# Other

Date(s)	Sport	Event	Location
Jan 15–Feb 1	Handball	2026 European Men's Handball Championship Denmark	Norway, and Sweden
Feb 26–Mar 1	Diving	World Aquatics Diving World Cup Montreal	Canada
Mar 23–Apr 2	Shooting	ISSF Shooting World Cup - Shotgun Rabat	Morocco
Mar 28–Apr 5	Curling	World Men's Curling Championship Ogden City	United States
Apr 1–30	Weightlifting	European Weightlifting Championships Batumi	Georgia
Jul 24–Aug 2	Lacrosse	World Lacrosse Women's Championship Tokyo	Japan
Aug 11–23	Equestrian	FEI World Equestrian Games Germany	Germany
Aug 23–30	Rowing	World Rowing Championships Amsterdam	Netherlands
Sep TBD	Volleyball	World Volleyball Championship TBD	Santiago, Chile
Oct TBD	Weightlifting	IWF World Championships Ningbo	China
Dec 8–20	Surfing	World Surf League - Finals Banzai Pipeline	Hawaii, USA
Dec TBD	Swimming	FINA World Swimming Championships (25m) Beijing	China
6-16 March	RUnning	Tokyo Marathon	Japan



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