The Events Calendar Black Friday Deal 2025: Save 30% on All Plans This Week!

Looking to power up your WordPress events without breaking the bank?

You're in luck. The Events Calendar's Black Friday sale has arrived, and it's absolutely brilliant.

Whether you're running a community centre, managing nightlife venues, or coordinating nonprofit fundraisers, this week-long deal gives you access to premium event management tools at a fraction of the regular cost.

I've been keeping an eye on this sale, and honestly, it's one of the better offers I've seen for WordPress calendar plugins this year.

Let me walk you through everything you need to know about this year's promotion, including the exact pricing breakdown, what's included in each plan, and how to grab your discount before it vanishes.

⚡ Quick Deal Overview

Here's what you need to know right now:

🕐 **Sale Duration:** 24th November – 2nd December 2025 (limited time only!)

💰 **Maximum Discount:** 30% OFF all plans and bundles

📦 **Plans Covered:** All Events Calendar Pro licenses (1 site, 3 sites, 10 sites, and unlimited sites)

💵 **Starting Price:** Just $104.30 for a single-site license (down from $149)

🎁 **Special Perks:** No coupon needed—discount applies automatically

🔗 **Deal Link:** [Claim your 30% discount here →](#)

If you're in a rush, that link above takes you straight to the discounted pricing.

The offer activates automatically, so there's no faffing about with coupon codes.

Simple as that.

About The Events Calendar

The Events Calendar has earned its reputation as the most popular calendar plugin for WordPress, trusted by over 800,000 websites worldwide.

It's the sort of tool that just works—whether you're displaying a simple list of upcoming community meetings or managing complex recurring events with ticket sales and virtual attendance options.

What makes it stand out? The free version alone gives you month, list, and day views with full mobile responsiveness.

But when you upgrade to Pro during this Black Friday sale, you unlock recurring events, additional calendar views (week, photo, map, and summary), premium support, custom fields, location search, and integrations with Zoom, Google Meet, Microsoft Teams, and WebEx.

The plugin is particularly loved by venue managers, educational institutions, nonprofit organisations, and community groups. It's developer-friendly with customisable code, supports multiple time zones, and integrates seamlessly with WordPress themes.

Plus, you can embed calendars anywhere using shortcodes and blocks, making it incredibly versatile for different website layouts.

Why This Black Friday Sale Is Worth It

Let's talk numbers because they're quite impressive. During this Black Friday promotion, you're saving 30% across the board. That means:

Regular pricing:

- Single site: $149/year
- 3 sites: $299/year
- 10 sites: $499/year
- Unlimited sites: $999/year

Black Friday pricing:

- Single site: $104.30/year (save $44.70)
- 3 sites: $209.30/year (save $89.70)
- 10 sites: $349.30/year (save $149.70)
- Unlimited sites: $699.30/year (save $299.70)

If you're managing multiple client sites or planning to expand your event calendar to several properties, the unlimited sites plan at $699.30 is an absolute steal.

You're essentially getting premium event management software for dozens of websites at less than the cost of many single-site plugins.

Here's what really makes this year's deal special: it applies to bundles as well.

So if you're eyeing the Event Marketing Bundle or want to combine The Events Calendar Pro with Community Events or Filter Bar, you're still getting that full 30% discount.

That's genuinely rare—most companies exclude bundles from their Black Friday promotions.

I've been writing about WordPress deals for years, and timing matters.

Prices like these only come around once or twice annually, and The Events Calendar's Black Friday offer consistently ranks among the best value propositions in the events plugin category.

How to Buy The Events Calendar During the Sale

Grabbing your discount is refreshingly straightforward. Here's the complete process:

1️⃣ Visit the official deal page

Head over to this special Black Friday link where the 30% discount automatically applies. You'll see the reduced pricing displayed immediately—no guessing involved.

2️⃣ Choose your plan

Browse through the available license options. Think about how many websites you're managing now and might manage in the next year. If you're building sites for clients, the unlimited option often makes the most financial sense.

3️⃣ No coupon needed

This is the bit I love—you don't need to hunt for coupon codes or worry about them expiring. The discount applies automatically when you access the sale through the promotional link. Just add your chosen plan to the basket.

4️⃣ Complete checkout securely

Fill in your billing details and payment information. The Events Calendar accepts all major credit cards and processes payments through secure channels. You'll receive your license key and download link immediately via email.

Once you've completed the purchase, you can download the plugin files and install them on your WordPress site straightaway.

The license includes one full year of updates and premium support, so you're covered for any technical questions or issues.

Plans & Pricing Breakdown

Let me break down what each license tier offers so you can choose the right fit for your needs.

One Site Plan — $104.30/year

Perfect for individual website owners, small businesses, or anyone running a single event calendar. You get everything in the free plugin plus premium support, additional calendar views (week, photo, map, summary), recurring events with series management, Elementor widget compatibility, custom event fields, advanced widgets, location search functionality, and the Events Manager dashboard.

This plan includes updates and support for one year and covers one WordPress installation.

3 Sites Plan — $209.30/year

Ideal for small agencies, freelancers managing multiple client sites, or organisations with a few related properties.

You receive all the same premium features as the single-site plan but can activate your license on up to three separate WordPress installations.

The value proposition here is excellent—you're essentially paying 70% of the regular price for triple the coverage.

10 Sites Plan — $349.30/year

Designed for growing agencies, larger organisations with multiple branches, or web professionals with an expanding client roster. All premium features included, with the flexibility to manage event calendars across ten different WordPress sites.

At this Black Friday price, you're spending just £35 per site annually (roughly $43), which is remarkable for premium event management software with ongoing support.

Unlimited Sites Plan — $699.30/year

The ultimate solution for established agencies, large organisations, or anyone serious about providing event calendar functionality across numerous properties. There's no cap on installations—manage as many WordPress event calendars as you need with a single license.

This plan particularly shines during Black Friday because you're saving nearly $300 whilst gaining unlimited scalability. If you're building WordPress sites professionally, this removes all licensing headaches.

Extra Perks & Features

Beyond the core calendar functionality, your Events Calendar Pro purchase during this Black Friday sale unlocks some genuinely useful extras:

🎯 Virtual & Hybrid Events

Highlight online and in-person events seamlessly. The plugin integrates directly with Zoom, Microsoft Teams, Google Meet, and WebEx. You can generate meeting links right from your WordPress dashboard without switching between platforms.

📽 Livestream Embedding

Keep visitors on your website by embedding YouTube Live, Facebook Live, or pre-recorded videos directly into event pages. No redirects needed—everything stays within your domain.

🤖 Event Automator

Connect your calendar with thousands of popular applications through Zapier and Microsoft Power Automate integrations. Automate event notifications, sync with CRM systems, or trigger actions when new events are published.

📊 CSV Import

Bulk upload events from spreadsheets or migrate from other calendar systems effortlessly. The CSV importer handles large datasets and includes error checking.

🔔 iCal & Google Calendar Sync

Let users subscribe to your event calendar through their preferred calendar application. Automatic updates keep everyone informed about changes or cancellations.

🎨 Complete Design Control

The developer-friendly codebase means you can customise every visual element to match your brand. There's extensive documentation and a supportive community if you need guidance.

💼 White-Label Ready

Remove branding and present the calendar as your own solution when working with clients. Professional agencies particularly appreciate this flexibility.

All these features come standard with Events Calendar Pro—there's no tiered feature set within the Pro plans. Whether you purchase the single-site or unlimited license, you're getting the complete feature set.

Frequently Asked Questions

When exactly does The Events Calendar Black Friday sale start and end?

The promotion runs from 24th November through 2nd December 2025. That's nine full days to make your decision, but I'd recommend securing your license earlier rather than later in case they implement purchase caps.

Does the 30% discount apply to subscription renewals?

No, this Black Friday pricing is exclusively for new purchases and upgrades. When your annual subscription comes up for renewal, you'll pay the standard pricing. However, you're never forced to renew—the plugin continues working indefinitely; you simply won't receive updates or support after the first year.

Do I need to enter a coupon code to get the discount?

Absolutely not. The 30% discount applies automatically when you [access the sale through this link](). You'll see the reduced pricing immediately on the checkout page with no additional steps required.

Can I upgrade from the free version to Pro during this sale?

Yes, definitely. If you're currently using the free Events Calendar plugin, this Black Friday promotion is an excellent opportunity to unlock the premium features. The Pro version installs alongside the free plugin and enhances it—all your existing events remain intact.

What happens if I need to use the plugin on more sites later?

You can upgrade your license tier at any time by paying the difference between plans. If you purchase the single-site license now but expand to multiple properties next year, just contact their support team to upgrade. Taking advantage of the 30% discount now locks in better value even if you upgrade later.

Final Thoughts

The Events Calendar Black Friday deal genuinely represents exceptional value this year. At 30% off all plans and bundles, you're accessing premium WordPress event management tools at pricing that won't come around again until 2026.

Whether you're coordinating community programmes, managing venue bookings, promoting nonprofit events, or running virtual workshops, this plugin handles it all with remarkable flexibility.

What I particularly appreciate about this offer is the straightforward approach—no artificial scarcity tactics, no hidden limitations, just a solid discount on quality software.

The automatic application of the discount means you can grab your license right now without any hassle.

With the sale ending on 2nd December, you've got just over a week to make your move. Don't let this opportunity slip away—your future self will thank you for locking in this pricing.

Claim Your 30% Black Friday Discount Now →

Affiliate Disclosure