















APRIL 2026 SALES OPPORTUNITY CALENDAR

Talk to your clients about upcoming holidays and events to secure promo orders for planned campaigns and promotions.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
ALL MONTH  Diversity Month	ALL MONTH  Financial Literacy Month	ALL MONTH  National Volunteer Month	ALL MONTH  International Customer Loyalty Month	ALL MONTH  Stress Awareness Month	THIS MONTH  Hockey Playoffs Begin	
			1  April Fool's Day	2  World Autism Awareness Day	3	4
5  Easter	6	7  World Health Day	8	9	10  Golfer's Day	11  National Pet Day
12	13	14	15	16	17	18
19	20	21	22  Earth Day	23  World Book Day	24	25
26	27	28	29	30		

HOW TO MAKE THE SALE

Reach out to your clients with smart product recommendations perfect for each holiday or event.

-  **ALL MONTH DIVERSITY MONTH:** Help businesses and nonprofits encourage inclusion and celebrate differences with informational materials and branded giveaways like bracelets, stickers and flags.
-  **ALL MONTH FINANCIAL LITERACY MONTH:** Banks, credit unions and educational institutions will be eager to invest in branded calculators, notebooks and budgeting guides featuring the logo of their organization.
-  **ALL MONTH NATIONAL VOLUNTEER MONTH:** Charity groups and businesses hosting fundraisers can thank volunteers with branded shirts, water bottles and socks representing their chosen cause.
-  **ALL MONTH INTERNATIONAL CUSTOMER LOYALTY MONTH:** This holiday is the perfect reason for your clients to reinforce long-lasting customer relationships with branded giveaways like apparel, pens, tote bags and marketing materials with coupon codes.
-  **ALL MONTH STRESS AWARENESS MONTH:** Corporate clients can promote employee wellness with stress relievers and colouring books, while spas and salons can thank guests with personal care products infused with essential oils.
-  **THIS MONTH HOCKEY PLAYOFFS BEGIN:** Support bars and restaurants broadcasting the big games with branded drinkware, menus listing specials or pucks for fans to take home.
-  **4/1 APRIL FOOL'S DAY:** Provide your clients with playful logoed products that promote fun and laughter, such as noisemakers or stress relievers in fun shapes.
-  **4/2 WORLD AUTISM AWARENESS DAY:** Schools, nonprofits and awareness groups can encourage acceptance and inclusion with branded puzzles, magnets and pamphlets filled with information and resources.
-  **4/5 EASTER SUNDAY:** Schools, community organizations and businesses of all sectors can invest in branded eggs and food gifts like sweet treats and candy to spread cheer during the holiday.
-  **4/7 WORLD HEALTH DAY:** Branded T-shirts, lanyards and brochures offering facts around this year's health theme will all be essential for hospitals, doctors offices and health and wellness organizations.
-  **4/10 GOLFER'S DAY:** Logoed products like golf balls, tees and divot tools will be a hole-in-one for advertising golf courses, country clubs or corporate golf events.
-  **4/11 NATIONAL PET DAY:** Help veterinarians promote their practice and rescue groups encourage adoptions with pet-approved branded products like collars, leashes and pet toys.
-  **4/22 EARTH DAY:** Businesses can showcase their sustainable initiatives with seeded promos or products made from recyclable materials, like cotton tote bags or reusable water bottles.
-  **4/23 WORLD BOOK DAY:** Branded bookmarks, writing supplies and notebooks make great advertising tools for libraries, schools and colleges, while also promoting literacy.