













# APRIL 2027 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
	<b>ALL MONTH</b>  Diversity Month	<b>ALL MONTH</b>  Financial Literacy Month	<b>ALL MONTH</b>  National Volunteer Month	<b>ALL MONTH</b>  International Customer Loyalty Month	<b>ALL MONTH</b>  Stress Awareness Month	
				<b>1</b>  April Fool's Day	<b>2</b>  World Autism Awareness Day	<b>3</b>
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>  World Health Day	<b>8</b>	<b>9</b>	<b>10</b>  Golfer's Day
<b>11</b>  National Pet Day	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>  Earth Day	<b>23</b>  World Book Day	<b>24</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	

## HOW TO MAKE THE SALE

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

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**ALL MONTH DIVERSITY MONTH:** Help businesses and nonprofits encourage inclusion and celebrate differences with informational materials and branded giveaways like bracelets, stickers and flags.
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**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.
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**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.
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**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.
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**ALL MONTH STRESS AWARENESS MONTH:** Corporate clients can promote employee wellness with stress relievers and coloring books, while spas and salons can thank guests with personal care products infused with essential oils.
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**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.
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**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.
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**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.
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**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.
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**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.
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**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.
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**4/23 WORLD BOOK DAY:** Branded bookmarks, writing supplies and notebooks make great advertising tools for libraries, schools and colleges, while also promoting literacy.