



# AUGUST 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
<b>ALL MONTH</b>  Back-to-School Season	<b>ALL MONTH</b>  National Wellness Month					1
2  National Colouring Book Day	3	4	5  Civic Holiday	6	7  International Beer Day	8  International Cat Day
9  National Book Lovers Day	10	11	12  International Youth Day	13	14  National Financial Awareness Day	15
16	17  National Nonprofit Day	18	19	20	21  National Senior Citizens Day	22
23	24	25	26  International Dog Day	27	28	29
30	31					

## HOW TO MAKE THE SALE

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



**ALL MONTH BACK-TO-SCHOOL SEASON:** Reach out to local school districts or businesses targeting students, parents and teachers with branded school supplies like notebooks, pencils and lunch bags.



**ALL MONTH NATIONAL WELLNESS MONTH:** Branded products that promote physical and mental health like water bottles and yoga mats will build a positive brand perception for gyms, wellness centres and HR departments.



**8/2 NATIONAL COLOURING BOOK DAY:** Schools and mental health services can promote their business and effective stress management techniques with branded colouring books.



**8/5 CIVIC HOLIDAY:** Help clients take advantage of the long weekend with branded items Canadians can use outside, such as branded blankets for picnics, flying discs and water bottles.



**8/7 INTERNATIONAL BEER DAY:** Help bars and restaurants drive business and promote special discounts with drinkware, coasters and napkins featuring their logo.



**8/8 INTERNATIONAL CAT DAY:** Veterinarians, animal shelters and cat hotels can offer special discounts and encourage business with branded cat toys, collars and food bowls.



**8/9 NATIONAL BOOK LOVERS DAY:** Suggest schools, bookstores and libraries encourage readership and return customers by handing out branded bookmarks, sticky notes and pens.



**8/12 INTERNATIONAL YOUTH DAY:** Reach out to businesses that cater to children and parents, such as schools and daycares, with kid-approved promos like bracelets and plush toys.



**8/14 NATIONAL FINANCIAL AWARENESS DAY:** Banks, credit unions and other financial institutions can support financial literacy with informational pamphlets paired with pens, folders, wallets and calculators.



**8/17 NATIONAL NONPROFIT DAY:** Recommend businesses host a day of service to support a local nonprofit and then thank donors and volunteers with branded T-shirts, lanyards and tote bags.



**8/21 NATIONAL SENIOR CITIZENS DAY:** Healthcare groups, senior living centres and insurance companies can promote their services with branded pill organizers paired with educational handouts.



**8/26 INTERNATIONAL DOG DAY:** Branded waste bag dispensers, bandanas and brushes are great giveaways for groomers, animal rescues and pet-friendly businesses.