




FEBRUARY 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  Black History Month | | | |
| 1 | 2  Groundhog Day | 3 | 4  World Cancer Day | 5 | 6  National Wear Red Day | 7 |
| 8  Football Championship Game | 9 | 10 | 11  International Day of Women & Girls in Science | 12 | 13 | 14  Valentine's Day |
| 15 | 16  Presidents' Day | 17  Lunar New Year; Ramadan Begins | 18 | 19 | 20  National Love Your Pet Day | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |


HOW TO MAKE THE SALE


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


 **ALL MONTH BLACK HISTORY MONTH:** Recommend promos from Black-owned businesses or educational materials that celebrate Black history and culture – ideal for speaker events, fundraisers or community outreach.


 **2/2 GROUNDHOG DAY:** Clients can embrace the seasonal shift with sustainable seeded promos for spring or branded hand warmers, beanies or scarves for extra weeks of winter.


 **2/4 WORLD CANCER DAY:** Help nonprofits and healthcare clients spread awareness with purple wristbands, lanyards or pamphlets filled with resource information or inspirational stories.

 **2/6 NATIONAL WEAR RED DAY:** Red branded apparel and accessories are perfect to present for this important awareness event supporting women's heart health.


 **2/8 FOOTBALL CHAMPIONSHIP GAME:** Schools and sports organizations, as well as bars and restaurants can join the excitement of the big game with football-themed giveaways or branded drinkware and tableware.


 **2/11 INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE:** Schools and colleges, technology companies and pharmaceutical groups can support women in STEM with branded tools like calculators, USB drives and power banks.

 **2/14 VALENTINE'S DAY:** Help clients across all sectors show some love with fun, heart-shaped products like stress relievers, magnets or keychains – perfect for employee recognition or customer gifts.

 **2/16 PRESIDENTS' DAY:** Provide retail businesses with everything they need to advertise sales and special offers with patriotic custom signs, banners and displays made in the USA.

 **2/17 LUNAR NEW YEAR:** Help businesses celebrate this multicultural festival with branded red envelopes for small employee or customer gifts or red and gold lunar calendars, cards and fans.

 **2/17 RAMADAN BEGINS:** Clients can support observance of this approximately month-long holiday focused on fasting and reflection with custom crescent moon-shaped lanterns and candle holders or thoughtful gift sets.

 **2/20 NATIONAL LOVE YOUR PET DAY:** Reach out to veterinarians, shelters and groomers to sell promos that promote pet wellness and adoption with branded bandanas, collars and leashes.