

# FEBRUARY 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>  Black History Month	<b>ALL MONTH</b>  Psychology Month			
	1	2  Groundhog Day	3	4  World Cancer Day	5	6  Lunar New Year
7  Ramadan Begins	8	9	10	11  International Day of Women & Girls in Science	12	13  National Wear Red Day
14  Valentine's Day; Football Championship Game	15  Family Day & Heritage Day	16	17	18	19	20  National Love Your Pet Day
21	22	23	24	25	26	27
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## 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 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.
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**ALL MONTH PSYCHOLOGY MONTH:** Help schools and healthcare organizations support mental health and spread awareness of available services with branded stress relievers, journals and informational handouts.
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**2/2 GROUNDHOG DAY:** Clients can embrace the seasonal shift with sustainable seeded promos for spring or branded hand warmers, toques or scarves for extra weeks of winter.
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**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.
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**2/6 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.
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**2/7 RAMADAN BEGINS:** Clients can support observance of the Islamic holy month focused on fasting and reflection with custom crescent moon-shaped lanterns and candle holders or thoughtful gift sets.
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**2/11 INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE:** Schools and universities, technology companies and pharmaceutical groups can support women in STEM with branded tools like calculators, USB drives and power banks.
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**2/13 NATIONAL WEAR RED DAY:** Red branded apparel and accessories are perfect to present for this important awareness event supporting women's heart health.
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**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.
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**2/14 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.
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**2/15 FAMILY DAY & HERITAGE DAY:** Help clients celebrate Canada's history and culture with made-in-Canada promos families can enjoy together, such as cozy blankets and branded picnic sets.
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**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.