










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 |
|---|--|---|-----------|---|---|---|
| ALL MONTH  Black History Month | 1 | 2  Groundhog Day | 3 | 4  World Cancer Day | 5  National Wear Red Day | 6  Lunar New Year |
| 7  Ramadan Begins | 8 | 9 | 10 | 11  International Day of Women & Girls in Science | 12 | 13 |
| 14  Valentine's Day; Football Championship Game | 15  Presidents' Day | 16 | 17 | 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.

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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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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.
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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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2/5 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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2/6 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 colleges, technology companies and pharmaceutical groups can support women in STEM with branded tools like calculators, USB drives and power banks.
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2/14 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 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.
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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.