














JANUARY 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  Walk Your Pet Month	ALL MONTH  National Blood Donor Month	ALL MONTH  National Eye Care Month	ALL MONTH  Tamil Heritage Month		1 20 27 New Year's Day	2
3  International Mind-Body Wellness Day	4	5	6	7	8	9
10	11	12	13	14	15  National Hat Day	16
17  World Religion Day	18	19	20  Bell Let's Talk Day	21	22	23  Handwriting Day
24	25  Robbie Burns Day	26	27  Family Literacy Day	28	29  Winterlude Begins & National Fun at Work Day	30
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HOW TO MAKE THE SALE

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


 **ALL MONTH WALK YOUR PET MONTH:** Provide veterinarians, animal shelters and dog-walking companies with paw-some promos like leashes, collars and pet bandanas.


 **ALL MONTH NATIONAL BLOOD DONOR MONTH:** Help businesses host blood drives and encourage donations with branded incentives like T-shirts, lanyards and stickers.


 **ALL MONTH NATIONAL EYE CARE MONTH:** Eye doctors and vision centres can add custom microfiber cloths to mail yearly checkup reminders.


 **ALL MONTH TAMIL HERITAGE MONTH:** Help organizations spread awareness for local celebrations honoring the Tamil community with banners, posters and educational handouts like pamphlets.


20 27 **1/1 NEW YEAR'S DAY:** Reach out to gyms and fitness studios to secure orders for new-member gifts, such as apparel, water bottles and drawstring bags.


 **1/3 INTERNATIONAL MIND-BODY WELLNESS DAY:** Recommend yoga studios, spas and acupuncturists to encourage business with branded stress relievers or personal care products infused with essential oils.


 **1/15 NATIONAL HAT DAY:** Businesses of all sectors can turn customers into walking billboards for their brands with custom caps, visors and beanies.


 **1/17 WORLD RELIGION DAY:** Religious organizations, like churches or faith-based schools and volunteer groups, can use branded wristbands or educational pamphlets to thank members or support outreach.

 **1/20 BELL LET'S TALK DAY:** Help clients support mental health awareness with branded stress-relief items like journals or stickers with the #BellLetsTalk hashtag they can snap pictures of and post on social media.

 **1/23 HANDWRITING DAY:** Schools, universities and corporate offices can delight students and staff with branded pens and pencils representing their organizations.

 **1/25 ROBBIE BURNS DAY:** Help businesses or communities with Scottish roots celebrate the famed poet with branded whiskey glasses, tartan scarves and event signage.

 **1/27 FAMILY LITERACY DAY:** Schools, libraries and community centers can encourage reading and learning by giving out branded bookmarks, notebooks and tote bags.

 **1/29 WINTERLUDE BEGINS:** Ottawa-based businesses can make new brand advocates of tourists and visitors with logoed winter giveaways like scarves, gloves and beanies.

 **1/29 NATIONAL FUN AT WORK DAY:** Corporate clients can boost employee morale with fun custom awards for office superlatives or branded flying discs in their company colours.