












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		1 20 27 New Year's Day	2
3  International Mind-Body Wellness Day	4	5	6	7	8	9  Law Enforcement Appreciation Day
10	11	12	13	14	15  National Hat Day	16
17  World Religion Day	18  Martin Luther King Jr. Day	19	20	21	22	23  Handwriting Day
24	25	26	27  International Holocaust Remembrance Day	28	29  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 centers can add custom microfiber cloths to mail yearly checkup reminders.
-  **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.
-  **1/9 LAW ENFORCEMENT APPRECIATION DAY:** Help local communities show gratitude to police departments with branded awards or appreciation gifts like mugs and pens.
-  **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.
-  **1/18 MARTIN LUTHER KING JR. DAY:** Add inspirational quotes to branded items like bookmarks, journals or tote bags to thank volunteers at holiday fundraisers.
-  **1/23 HANDWRITING DAY:** Schools, universities and corporate offices can delight students and staff with branded pens and pencils representing their organizations.
-  **1/27 INTERNATIONAL HOLOCAUST REMEMBRANCE DAY:** Help religious groups and historical societies spread awareness and honor those lost with educational brochures and informative handouts.
-  **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 colors.