










JULY 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  Disability Pride Month	ALL MONTH  National Grilling Month	ALL MONTH  Plastic Free July	ALL MONTH  UV Safety Awareness Month			
			1  Canada Day	2	3	4
5	6	7  World Chocolate Day	8	9	10	11
12	13	14	15	16	17	18
19  National Ice Cream Day	20	21	22	23	24  International Self-Care Day	25
26	27	28	29	30  National Intern Day	31	

HOW TO MAKE THE SALE

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



ALL MONTH DISABILITY PRIDE MONTH: Healthcare clients can raise awareness and promote inclusion with accessible branded items like fidget toys, stress relievers and informational handouts.



ALL MONTH NATIONAL GRILLING MONTH: Grocery stores, food markets and local parks can promote themselves with branded grill supplies that will be used all summer long.



ALL MONTH PLASTIC FREE JULY: Recommend corporate clients with sustainable initiatives challenge employees to go plastic free with branded reusable tote bags and water bottles.



ALL MONTH UV SAFETY AWARENESS MONTH: Dermatologists, doctor's offices, schools and pool clubs are prime sales prospects for logoed SPF products like sunscreen and lip balm.



7/1 CANADA DAY: Canadian businesses and organizations can celebrate their proud background with patriotic promos like flags, maple-leaf-themed sunglasses and branded picnic items.



7/7 WORLD CHOCOLATE DAY: Businesses of all sectors can sweeten up their brand strategy by giving out chocolate with their logo featured on the wrapper.



7/19 NATIONAL ICE CREAM DAY: Restaurants, cafés and ice cream shops can promote their frozen treats by giving out branded ice cream scoops, spoons and dessert cups.



7/24 INTERNATIONAL SELF-CARE DAY: Recommend spas, salons and massage parlors encourage repeat business by giving guests pampering products like lotions and hand sanitizer infused with essential oils.



7/30 NATIONAL INTERN DAY: Help businesses leave a lasting impression on summer interns with branded business supplies they can use later on, such as pens, folders, journals and USB drives.