


























MARCH 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  Women's History Month	ALL MONTH  Maple Syrup Season					
	1	2	3	4	5  National Employee Appreciation Day	6
7	8	9  Eid al-Fitr	10	11	12	13
14  National Pi Day	15	16	17  St. Patrick's Day	18  Global Recycling Day	19	20  International Francophonie Day
21	22  World Water Day & Holi	23  National Puppy Day	24	25	26	27
28  Easter	29	30	31  Transgender Day of Visibility			

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 WOMEN'S HISTORY MONTH: Offer clients brochures, pamphlets and promotional items that elevate women's voices at speaking events and fundraisers.
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ALL MONTH MAPLE SYRUP SEASON: Recommend clients sweeten up their brand strategy by giving away branded bottles of syrup or maple-flavored candy proudly made in Canada.
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3/5 NATIONAL EMPLOYEE APPRECIATION DAY: Help corporate clients recognize their teams with thoughtful appreciation gifts like custom awards, journals, desk accessories and wellness items.
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3/9 EID AL-FITR: Businesses can celebrate with elegant branded gift sets, including crescent moon-themed lanterns or candles, which are ideal for community or outreach events.
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3/14 NATIONAL PI DAY: This fun holiday is a great opportunity for schools, offices and businesses in STEM to give out branded studying essentials like calculators, notebooks or USB drives.
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3/17 ST. PATRICK'S DAY: Provide bars and restaurants with branded drinkware, hats and beaded necklaces to drive business and promote special offers.
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3/18 GLOBAL RECYCLING DAY: Sustainable promos like reusable tote bags and water bottles are perfect for thanking volunteers at fundraisers or environmental cleanup events.
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3/20 INTERNATIONAL FRANCOPHONIE DAY: Celebrate the rich influence of French culture in Canada with bilingual promotional items like notebooks and mugs or informational brochures.
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3/22 WORLD WATER DAY: Environmental nonprofits or clients with sustainable initiatives can invest in branded reusable water bottles and educational pamphlets to raise awareness.
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3/22 HOLI: Clients can honour this holiday with vibrant and colourful branded shirts and accessories, as well as waterproof bags and phone cases to protect belongings during the festivities.
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3/23 NATIONAL PUPPY DAY: Recommend veterinarians and animal shelters give out paw-some pet promos like leashes, collars and bandanas to promote adoption events.
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3/28 EASTER SUNDAY: Schools, community organizations and businesses of all sectors can invest in branded eggs and food gifts like sweet treats and candy to spread cheer during the holiday.
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3/31 TRANSGENDER DAY OF VISIBILITY: Partner with LGBTQ+ organizations to provide inclusive promotional items like T-shirts, wristbands and pride flags to celebrate visibility, foster allyship and promote acceptance.