











MAY 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  Asian American and Pacific Islander Heritage Month	ALL MONTH  Mental Health Awareness Month	ALL MONTH  National Pet Month				1
2	3	4	5  Cinco De Mayo	6	7	8
9  Mother's Day	10	11	12  International Nurses Day	13	14	15
16	17	18  International Museum Day	19	20	21  National Bike to Work Day	22
23	24	25	26	27  Sunscreen Day	28	29
30	31  Memorial Day					


HOW TO MAKE THE SALE


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


 **ALL MONTH ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH:** Provide AAPI-owned businesses with branded products and educational materials that celebrate their history, culture and traditions.


 **ALL MONTH MENTAL HEALTH AWARENESS MONTH:** Help clients raise awareness and show support with mindful products like branded stress relievers or pens and notebooks for journaling.

 **ALL MONTH NATIONAL PET MONTH:** Branded products for furry friends like collars, leashes and toys make great giveaways for animal shelters, veterinarians, pet supply stores and pet-friendly businesses.


 **5/5 CINCO DE MAYO:** Support bars and restaurants in honoring Mexican heritage with branded drinkware and tableware for use during festive celebrations or community gatherings.


 **5/9 MOTHER'S DAY:** Ask clients about their need for branded gift sets or marketing materials like signs and flyers to promote special holiday sales while celebrating mothers and caregivers.

 **5/12 INTERNATIONAL NURSES DAY:** Help healthcare clients recognize and thank their hardworking nursing staff with products medical professionals appreciate like branded scrubs, drinkware and desk accessories.

 **5/18 INTERNATIONAL MUSEUM DAY:** Recommend museums and educational exhibits invest in informative handouts to inspire guests or branded souvenirs to sell in gift shops.

 **5/21 NATIONAL BIKE TO WORK DAY:** Corporate clients can support and encourage employees biking to work with helmets, socks and water bottles decorated with their company logo.

 **5/27 SUNSCREEN DAY:** Your clients can encourage sun safety and build a positive brand perception by handing out logoed SPF products like sunscreen and lip balm.

 **5/31 MEMORIAL DAY:** Flags and other branded products featuring the stars and stripes are a great way to honor service members, especially when paired with a veterans' fundraising initiative.