## **OCTOBER 2025 SALES OPPORTUNITY CALENDAR**

Talk to your clients about upcoming holidays and events to secure promo orders for planned campaigns and promotions.

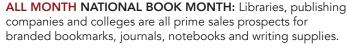
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Breast Cancer Awareness Month	ALL MONTH  National Book Month	National Bullying Prevention Month	International Coffee Day	2	3	World Animal Day
	World Teachers Day	6	7	8	9	World Mental Health Day	11
1	12	13 Indigenous Peoples' Day	14	15	Bosses Day & World Food Day	17	18
	19	20 Diwali	21	22	23	24	25
1	26	27	28	29	30	31 Halloween	

## **HOW TO MAKE THE SALE**

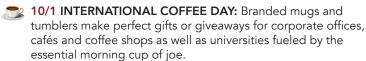
Reach out to your clients with smart product recommendations perfect for each holiday or event.











- 10/4 WORLD ANIMAL DAY: Help animal shelters, veterinarians and pet-friendly businesses spread "paw-sitive" messages with branded pet bandanas, toys and food and water bowls.
- 10/5 WORLD TEACHERS DAY: Education clients will want to give back to their talented teachers with branded gifts like pens, planners, awards and desk accessories.



10/10 WORLD MENTAL HEALTH DAY: Help corporate or healthcare clients launch wellness campaigns with branded journals, aromatherapy candles or stress-relief fidget toys.

- 10/13 INDIGENOUS PEOPLES' DAY: Recommend clients honor this holiday with branded shirts, bags or keychains featuring indigenous artwork or charity information for sponsored fundraisers.
- 10/16 BOSSES DAY: Help businesses of all sectors say "thank you" to incredible managers and leaders with branded gifts like portfolios, desk mats and awards they'll be proud to display.
  - 10/16 WORLD FOOD DAY: Your clients can encourage healthy eating and reduce waste with sustainable, food-related promos like branded lunch bags, reusable utensils and water bottles.
  - 10/20 DIWALI: Equip clients with everything they need to celebrate the festival of lights, such as branded candles or lightup LED products like bracelets or lanterns.
  - 10/31 HALLOWEEN: Help clients create spooktacular giveaways for costume contests, parades or "trunk-or-treat" events with branded candy bags, stickers or glow-in-the-dark accessories.