








# OCTOBER 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
<b>ALL MONTH</b>  Breast Cancer Awareness Month	<b>ALL MONTH</b>  National Book Month	<b>ALL MONTH</b>  National Bullying Prevention Month		<b>1</b>  International Coffee Day	<b>2</b>	<b>3</b>
<b>4</b>  World Animal Day	<b>5</b>  World Teachers Day	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>  World Mental Health Day
<b>11</b>	<b>12</b>  Thanksgiving	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>  World Food Day	<b>17</b>
<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>  Halloween

## HOW TO MAKE THE SALE

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



**ALL MONTH BREAST CANCER AWARENESS MONTH:** Help your clients support this important cause with awareness ribbons, pink apparel and custom tote bags featuring inspirational quotes or fundraiser information.



**ALL MONTH NATIONAL BOOK MONTH:** Libraries, publishing companies and colleges are all prime sales prospects for branded bookmarks, journals, notebooks and writing supplies.



**ALL MONTH NATIONAL BULLYING PREVENTION MONTH:** Reach out to schools, clubs and youth organizations to discuss branded wristbands, stickers and stress balls with positive messages that promote kindness.



**10/1 INTERNATIONAL COFFEE DAY:** Branded mugs and tumblers make perfect gifts or giveaways for corporate offices, cafés and coffee shops as well as universities fueled by the essential morning cup of joe.



**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.



**10/12 THANKSGIVING:** Recommend businesses hand out promos that can be used while celebrating the fall harvest season, such as branded kitchenware and aprons or cozy blankets and scarves.



**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.



**10/31 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.