














SEPTEMBER 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  Childhood Cancer Awareness Month	ALL MONTH  National Library Card Sign-Up Month	ALL MONTH  National Self-Care Awareness Month		
		1	2	3	4	5  International Day of Charity
6	7  Labour Day	8	9	10	11  Rosh Hashanah Begins	12
13	14	15  Hispanic Heritage Month Begins	16	17	18	19  Oktoberfest Begins
20  Terry Fox Run	21	22  First Day of Fall	23	24	25	26
27  World Tourism Day	28	29  World Heart Day	30  National Day for Truth and Reconciliation			

HOW TO MAKE THE SALE

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



ALL MONTH CHILDHOOD CANCER AWARENESS MONTH: Provide healthcare organizations with awareness ribbons and informational handouts to encourage donations and share resources.



ALL MONTH NATIONAL LIBRARY CARD SIGN-UP MONTH: Help local libraries, schools and community centres promote literacy with branded pens, bookmarks and stickers.



ALL MONTH NATIONAL SELF-CARE AWARENESS MONTH: Companies can encourage mental health and wellness with soothing promos like therapeutic candles and cozy socks.



9/5 INTERNATIONAL DAY OF CHARITY: Inspire businesses to partner with charitable organizations and show appreciation to volunteers and donors with meaningful, branded items like shirts, tote bags or pins.



9/7 LABOUR DAY: Retail businesses can promote special offers and promotions with eye-catching signage or raffle off outdoor favourites like branded coolers or picnic sets.



9/11 ROSH HASHANAH BEGINS: Jewish organizations, schools and synagogues can wish members and customers a sweet new year with thoughtful branded gift baskets featuring kosher wine and honey.



9/15 HISPANIC HERITAGE MONTH BEGINS: Recommend businesses host educational events honouring the Hispanic and Latinx community's contributions and culture with informational handouts in both English and Spanish.



9/19 OKTOBERFEST BEGINS: Provide bars, breweries and restaurants with branded drinkware or marketing materials to promote themed seasonal events and celebrate cultural traditions.



9/20 TERRY FOX RUN: Help nonprofits support cancer research by providing water bottles, socks, sweatbands and T-shirts for participants to wear during charity walks and runs.



9/22 FIRST DAY OF FALL: Businesses of all sectors can boost brand perception for the new season with cozy giveaways like branded scarves, beanies and mugs.



9/27 WORLD TOURISM DAY: Hospitality clients like hotels, resorts and travel agencies can promote their services with travel-approved promos like luggage tags and passport holders.



9/29 WORLD HEART DAY: Help healthcare organizations raise awareness about heart disease with heart-shaped stress relievers or branded water bottles and fitness trackers.



9/30 NATIONAL DAY FOR TRUTH AND RECONCILIATION: Assist businesses in honouring Indigenous communities with educational materials and orange shirts to pass out for awareness campaigns.