

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



**9/6 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.



**9/15 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.



**9/18 OKTOBERFEST BEGINS:** Provide bars, breweries and restaurants with branded drinkware or marketing materials to promote themed seasonal events and celebrate cultural traditions.



**9/19 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.



**9/23 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.