



How To Sell Promo for Canadian Holidays & Events

Learn how to secure promo orders for Canadian holidays and patriotic events with simple strategies that will help you find buyers, recommend meaningful products and confidently close sales.





Holidays & Observances

Plan ahead for recurring patriotic holidays and historic events to supply local, provincial or national organizations with products that honour the nation, commemorate important figures and engage the public. When working with large organizations, come prepared with a range of products that speak to different price points, from tried-and-true event essentials to high-impact items personalized for the specific date, cause or institution.



Canadian Holidays

- Victoria Day
- National Indigenous Peoples Day
- Saint-Jean-Baptiste Day (Quebec)
- Canada Day
- Civic Holiday (*varies by province*)
- National Acadian Day (*Atlantic Canada*)
- Remembrance Day



Local Events

Think beyond the big holidays to uncover more sales opportunities in your own backyard. Reach out to community organizations, municipalities and nonprofits to learn about commemorative and patriotic events that can take place any time of year. For these client needs, prioritize affordable products that spread awareness and celebrate important occasions while staying within budget.



Patriotic Events

- Anniversary celebrations
- Civic and citizenship ceremonies
- Community service and fundraisers
- Cultural heritage celebrations
- Fireworks displays
- First responder recognition events
- Historical sites and reenactments
- Memorial services
- Military homecomings and recognition
- Parades and festivals
- School assemblies
- Town celebrations
- Veterans and remembrance events
- Voter registration and civic engagement drives



Product Suggestions

Patriotic and commemorative events call for promotional products that are highly visible, easy to distribute and respectful of the occasion. Win your client's business by presenting items that help Canadian organizations show pride, mark milestones and engage attendees – whether they're planning a large public celebration or a more intimate community gathering.

Event Essentials

These high-visibility, easy-to-distribute items make it easy to communicate important messaging, unify attendees and celebrate the moment.

- Buttons & Stickers
- Decals & Window Clings
- Flags & Banners

Giveaways

Delight attendees with popular, practical products that commemorate the occasion and can be worn with pride.

- T-Shirts
- Tote Bags
- Headwear

Premium Options

Elevate any holiday or observance with meaningful, high-quality items that reflect craftsmanship, sustainability and lasting value.

- Made in Canada
- Eco-Friendly & Locally Sourced
- Commemorative Plaques & Medallions





Sales Tips

Patriotic and commemorative events are planned with purpose. Arrive at every client meeting prepared to ask the right questions and recommend meaningful products by following these proven strategies.

Keep the tone respectful

While some patriotic holidays are causes for celebration, make sure you hit the right tone when selling for commemorative or remembrance events. Tailor your conversations around how specific products can help further the event's purpose – such as honouring service, marking milestones or supporting communities – rather than traditional marketing goals.

Provide the “one-stop shop” advantage

Busy organizers want fewer vendors, especially when planning large-scale events. Position your services as a streamlined way to get everything they need in one place, all with a cohesive look – from directional signage to informational materials to impactful giveaways.

Maximize your network within your local community

Don't limit yourself to just government-recognized events. Take a look at town websites, municipal calendars or historical societies to identify local anniversaries, milestones or civic celebrations coming up. Research the history of the event and then reach out to key stakeholders to ask if they need help sourcing branded gear to make it a success.

Plan around timelines and approvals

Patriotic events often require approvals from multiple stakeholders, sponsors and venues. Plan ahead for these delays by reaching out a few months before the holiday or event – and encourage your clients to lock in products and artwork early to allow time for all required approvals and signoffs.

