

January



New Products
Resolutions & Goals
College Football Playoff
New Year 1st
Martin Luther King, Jr. Day 18th

February

Black History Month
Super Bowl 7th
Valentines Day 14th
President's Day 15th
Mardi Gras 16th

March



March Madness 20th
Employee Appreciation Day 5th
International Women's Day 8th
St. Patrick's Day 17th

April

Spring Essentials
MLB Opening Day 1st
Easter 4th
The Masters (First Golf Major) 5th
Earth Day 22nd

May

Cinco de Mayo 5th
Nurses Day 6th
Mother's Day 9th
Memorial Day 31st

Pro Tip: Give customers ample time to order by promoting these events two to three months prior to the actual date.

June



Summer Essentials
Pride Month
Safety Awareness Month
Juneteenth 19th
Father's Day 20th

July

Summer Essentials
Canada Day 1st
Independence Day 4th
Summer Olympics 23rd

August

Summer Olympics (Ends) 8th
Tailgate Essentials
Back To School
NFL Football Season (Begins)
College Football Season (Begins)

Subscribe to receive weekly customizable flyers and catalogs to promote these events.

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September

Back To School
College & NFL Football
Tailgate Essentials 23rd
Labor Day 6th
Yom Kippur 15th

October

Breast Cancer Awareness Month
Indigenous Peoples Day 11th
Halloween 31st



November

Holiday Gifting
Black Friday 26th
Small Business Saturday 27th
Hanakkah (Begins) 28th
Cyber Monday 29th

December



Corporate Gifting
Year-in-Review
Trade Show Preparation
Christmas 25th
Kwanzaa 26th

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2021 Promotional Products Marketing Calendar