2023 MARKETING CALENDAR















































FULLY PROMOTED
Branded Apparel & Promotional Products

FULLY PROMOTED

Branded Apparel & Promotional Products

JANUARY

TRADE SHOWS

SPECIALITY VENDOR • SPECIALITY VENDOR • SPECIALITY VENDOR • SPECIALITY VENDOR • SPECIALITY VENDOR • SPECIALITY VENDOR •

SOARDIST® Display Solutions



TRADESHOW TENT PACKAGE

DEVON & JONES®



DEVON & JONES
CROWNLUX PERFORMANCE

Ariel



ARIEL - LARGE TOTE BAG

Marketing Tips & Tools

- Plan out your own marketing calendar for 2023
- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#NEWYEAR
#GROWYOURBUSINESS
#FULLYPROMOTED
#CORPORATEEVENTS
#EXHIBITOR
#TRADESHOWS
#SWAG
#CONFERENCE
#PROMOTIONALPRODUCTS
#EXHIBITIONBOOTH

JANUARY
2023

Notes

Notable Dates

- Jan 01 - New Years Day
- Jan 09 - Law Enforcement Appreciation Day
- Jan 15 - National Hat Day
- Jan 17 - Martin Luther King Jr. Day
- Jan 28 - National Fun at Work Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

FULLY PROMOTED

Branded Apparel & Promotional Products

FEBRUARY

HEALTH CARE



HIGHCALIBER - 24OZ. INSULATED STAINLESS STEEL BOTTLE



SANMAR - PORT AUTHORITY MICROFLEECE VEST



SANMAR - WONDERWINK WOKFLEX SCRUB CAP

Marketing Tips & Tools

- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#HEALTHCARE
#SURGERY
#PHARMACY
#NURSING
#NURSES
#SENIORCARE
#HEALTHYLIFE
#HOSPITALS
#SHOPLOCAL
#VALENTINESDAY

FEBRUARY
2023

Notes

Notable Dates

- Feb 03 - National Bubble Gum Day
- Feb 13 - Superbowl Sunday
- Feb 14 - Valentine's Day
- Feb 21 - President's Day
- Feb 23 - National Hospitality Workers Appreciation Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	31	1	2	**3**	4	5
6	7	8	9	10	11	12
13	**14**	15	16	17	18	19
20	**21**	22	**23**	24	25	26
27	28	1	2	3	4	5

FULLY PROMOTED

Branded Apparel & Promotional Products

MARCH

CONSTRUCTION



STARLINE - WHISTLER HARD HAT



SANMAR - CARHARTT DUCK
TRADITIONAL COAT



SANMAR - CORNERSTONE
MESH SAFETY VEST

Marketing Tips & Tools

- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#ARCHITECTURE
#DESIGN
#BUILDING
#INTERIORDESIGN
#RENOVATION
#ENGINEERING
#CONTRACTOR
#HOMEDESIGN
#REALESTATE
#CONSTRUCTION

MARCH
2023

Notes

Notable Dates

- March 04 - Employee Appreciation Day
- March 12 - National Working Mom's Day
- March 17 - St. Patrick's Day
- March 20 - Doctors Day
- March 29 - National Mom and Pop Business Owners Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	1	2	3	**4**	5
6	7	8	9	10	11	**12**
13	14	15	16	**17**	18	19
20	21	22	23	24	25	26
27	28	**29**	30	31	1	2

FULLY PROMOTED
Branded Apparel & Promotional Products

APRIL

EDUCATION

SPECIALTY VENDOR • SPECIALTY VENDOR • SPECIALTY VENDOR • SPECIALTY VENDOR • SPECIALTY VENDOR • SPECIALTY VENDOR •

Edwards
EST. 1867



EDWARDS - ESSENTIAL BLAZER



PORT AUTHORITY

SANMAR - PORT AUTHORITY
YOUTH PERFORMANCE POLO



PORT AUTHORITY

SANMAR - PORT AUTHORITY
SNAPBACK CAP

Marketing Tips & Tools

- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#EDUCATIONMATTERS
#EDUCATIONAL
#HIGHERED
#NONPROFIT
#PRESCHOOL
#TEACHING
#PRIVATESCHOOL
#CHARTERSCHOOL
#BACKTOSCHOOL
#PREPSCHOOL

APRIL
2023

Notes

Notable Dates

- April 04 - International Fun at Work Day
- April 06 - International Day of Sport for Development/ Peace
- April 07 - World Health Day
- April 17 - Easter
- April 28 - World Day of Safety and Health at Work

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	31	1	2
3	**4**	5	**6**	**7**	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	**28**	29	30

FULLY PROMOTED

Branded Apparel & Promotional Products

MAY

YOUTH and COLLEGIATE ATHLETICS



YOUTH TEAM T-SHIRT



ALPHABRODER - AUGUSTA SPORTSWEAR BASEBALL JERSEY



ALPHABRODER - JUST HOODS LETTERMAN JACKET

Marketing Tips & Tools

- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#YOUTHATHLETES
#STUDENTATHLETE
#YOUTHSPORTS
#YOUTHFOOTBALL
#YOUTHBASEBALL
#VFB
#COLLEGEATHLETE
#COLLEGESPORTS
#NCAA
#GAMEDAY

MAY
2023

Notes

Notable Dates

- May 04 - International Firefighter's Day
- May 08 - Mother's Day
- May 11 - National Technology Day
- May 12 - International nurses Day
- May 30 - Memorial Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	**4**	5	6	7
8	9	10	**11**	**12**	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	**30**	31	1	2	3	4

FULLY PROMOTED

Branded Apparel & Promotional Products

JUNE

HR - EMPLOYEE APPRECIATION & RETENTION

SPECIALTY VENDOR • SPECIALTY VENDOR • SPECIALTY VENDOR • SPECIALTY VENDOR • SPECIALTY VENDOR • SPECIALTY VENDOR •

BirdieBOX
MAKE GIFTING AN EXPERIENCE



BIRDIEBOX EMPLOYEE APPRECIATION COMBO

Eddie Bauer



SANMAR - EDDIE BAUER WOODLAND BLANKET

Brooks Brothers



SANMAR - BROOKS BROTHERS BACKPACK

Marketing Tips & Tools

- Clean Up Your Email Contact Lists
- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#EMPLOYEESPOTLIGHT
#EMPLOYEERECOGNITION
#EMPLOYEEBENEFITS
#HUMANRESOURCES
#TEAMWORK
#EMPLOYEEAPPRECIATION
#EMPLOYEEENGAGEMENT
#WORKCULTURE
#SMALLBUSINESS
#CORPORATEGIFTS

JUNE
2023

Notes

Notable Dates

- June 01 - World Milk Day
- June 05 - World Environment Day
- June 07 - World Safety Day
- June 19 - Father's Day
- June 21 - International Day of Yoga

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

FULLY PROMOTED

Branded Apparel & Promotional Products

JULY

HOME SERVICES



CAP AMERICA - BLENDED
WOOL & MESH BACK CAP



ALPHABRODER - US BLANKS
MEN'S LONG SLEEVE SHIRT



ALPHABRODER
DICKIES MEN'S JACKET

Marketing Tips & Tools

- Start marketing for Breast Cancer Awareness Month (October)
- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#HOMESERVICE
#HOMECARE
#PLUMBING
#HVAC
#ELECTRICIANS
#LANDSCAPING
#ROOFING
#PAINTERS
#INTERIORDESIGN
#CONTRACTOR

JULY
2023

Notes

Notable Dates

- July 01 - Doctor's Day
- July 04 - Independence Day
- July 07 - World Chocolate Day
- July 25 -27- Fully Promoted National Convention
- July 30 - National Support Public Education Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	**1**	2
3	**4**	5	6	**7**	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	**25**	**26**	**27**	28	29	**30**
31	1	2	3	4	5	6

FULLY PROMOTED

Branded Apparel & Promotional Products

AUGUST

RESTAURANTS

SPECIALITY VENDOR • SPECIALITY VENDOR • SPECIALITY VENDOR • SPECIALITY VENDOR • SPECIALITY VENDOR • SPECIALITY VENDOR •

BELPROMO



BEL PROMO - 20 OZ. GLASSES

BELLA+CANVAS



ALPHABRODER - BELLA + CANVAS JERSEY T-SHIRT

BELLA+CANVAS



ALPHABRODER - BELLA + CANVAS LIGHTWEIGHT HOODIE

Marketing Tips & Tools

- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#RESTAURANTLIFE
#COCKTAILS
#RESTAURANTDESIGN
#FOODIE
#FOODPORN
#HOTELS
#FOODIES
#DELICIOUS
#LUXURY
#GASTRONOMIA

AUGUST
2023

Notes

Notable Dates

- August 07 - International Friendship Day
- August 12 - World Youth Day
- August 19 - Photography Day
- August 22 - National Senior Citizens Day
- August 26 - National Women's Equality Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
31	1	2	3	4	5	6
7	8	9	10	11	**12**	13
14	15	16	17	18	**19**	20
21	**22**	23	24	25	**26**	27
28	29	30	31	1	2	3

FULLY PROMOTED

Branded Apparel & Promotional Products

SEPTEMBER

HOSPITALITY

S&S ACTIVEWEAR



S&S ACTIVEWEAR - UTILITY POLO

PORT AUTHORITY



SANMAR - PORT AUTHORITY
CAREFREE SHIRT

PORT AUTHORITY



SANMAR - PORT AUTHORITY
SUPERPRO TWILL SHIRT

Marketing Tips & Tools

- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#CUISINE
#ARCHITECTURE
#HOSPITALITYINDUSTRY
#CORPORATEEVENTS
#HOTELS
#TOURISM
#TRAVEL
#HOTELLIFE
#HOTELMANAGEMENT
#HOSPITALITYMANAGEMENT

SEPTEMBER
2023

Notes

Notable Dates

- September 05 - Labor Day
- September 10 - National Swap Ideas Day
- September 12-16 - Promotional Products Week
- September 15 - Make a Hat Day
- September 21 - World Gratitude Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

FULLY PROMOTED

Branded Apparel & Promotional Products

OCTOBER

HOLIDAY GIFTING



CUSTOM 2PACK OF COOKIES



ALPHABRODER - CHAMPION
LAPTOP BACKPACK



ALPHABRODER - BAGEDGE
CLEAR TOTE BAG

Marketing Tips & Tools

- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#CORPORATEGIFTS
#CORPORATEGIFTING
#BRANDING
#EMPLOYEEGIFTS
#GIFTBOX
#PERSONALISEDGIFTS
#BUSINESSGIFT
#CUSTOMISEDGIFT
#BRANDEDGIFTS
#COMPANYSWAG

OCTOBER
2023

Notes

Notable Dates

- October 02 - National Custodian Day
- October 10 - World Mental Health Day
- October 19 - National Pharmacy Technician Day
- October 24 - United Nations Day
- October 31 - Halloween

Mon	Tue	Wed	Thu	Fri	Sat	Sun
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

FULLY PROMOTED
Branded Apparel & Promotional Products

NOVEMBER

PROFESSIONAL SERVICES



SOCKS 101 - KNEE HIGH SOCKS



SANMAR - NIKE
DRI-FIT COVER-UP



SANMAR - NIKE DRI-FIT POLO

Marketing Tips & Tools

- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#CORPORATEGIFTS
#CORPORATEGIFTING
#BRANDING
#EMPLOYEEGIFTS
#GIFTBOX
#PERSONALISEDGIFTS
#BUSINESSGIFT
#CUSTOMISEDGIFT
#BRANDEDGIFTS
#COMPANYSWAG

NOVEMBER
2023

Notes

Notable Dates

- November 04 - National Candy Day
- November 10 - International Accounting Day
- November 11 - Veterans Day
- November 16 - National Button Day
- November 24 - Thanksgiving Day

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	31	1	2	3	**4**	5
6	7	8	9	**10**	**11**	12
13	14	15	**16**	17	18	19
20	21	22	23	**24**	25	26
27	28	29	30	1	2	3

FULLY PROMOTED

Branded Apparel & Promotional Products

DECEMBER

PREPARING FOR Q1 2024!



HIT PROMO - MOVIE NIGHT KIT



ALPHABRODER - RUSSELL ATHLETIC CREWNECK SWEATSHIRT



ALPHABRODER NAUTICA STRETCH POLO

Marketing Tips & Tools

- Send Holiday Cards & Gifts to your best customers and/or prospects
- Canvas your area to make personal connections with the local businesses
- Find local business contacts online that work and operate in your area
- Utilize the email marketing template and flyers provided (or make your own)

Hashtag Options

#GROWYOURBUSINESS
#FULLYPROMOTED
#PROMOTIONALPRODUCTS
#SMALLBUSINESS
#SUPPORTLOCAL
#SHOPLOCAL
#SMALLBIZ
#ENTREPRENEURSHIP
#MOTIVATION
#DIGITALMARKETING

DECEMBER
2023

Notes

Notable Dates

- December 03 - Make a Gift Day
- December 09 - Christmas Card Day
- December 18 - First day of Hannukah
- December 25 - Christmas Day
- December 31 - New Year's Eve

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

2024

JANUARY

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

MARCH

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JUNE

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FULLY PROMOTED
Branded Apparel & Promotional Products