



Promo Idea Calendar

SAGE[®]

Inspire your customers with these promo ideas for every occasion. Whether you're looking for content suggestions to post on your social channels or new ways your customers can incorporate promo into their marketing mix, these dates will give you inspiration all year long!

01

2024

Promo Idea Calendar

January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01  JAN 1 – New Year’s Day MousePaper® Calendar 12 Month 7.25" x 8.5" Paper Mouse Pad Item #MPL012 Digispec SAGE 62268	02	03  JAN 3 – International Wellness Day PVC Yoga Mat and Carrying Case Item #203117 Rivers Promo Inc. SAGE 68786 <i>Check out the SAGE Guide!</i>	04	05	06
07	08  JAN 8– National Clean Off Your Desk Day Cord Organizer Item #1642 Cameo Novelty SAGE 50603	09	10  JAN 9 – Law Enforcement Appreciation Day Police Badge-Shaped Lapel Pins Item #BAS1-BW OR OC Berlekamp Plastics Inc SAGE 50440	11	12  JAN 12 – Pharmacist Day Tri Minder Pill Box Item #3583 Evans Manufacturing SAGE 50018	13
14	15  JAN 15 – Martin Luther King, Jr. Day Debossed Silicone Wristband Item #ZZWB010 Giftarget Inc SAGE 69533	16	17	18	19	20  JAN 20 – National Cheese Lovers Day Bamboo Mini Cheese Board Set Item #UT301-US-STOCK Athena Promo SAGE 68136
21	22  JAN 21 – Thank Your Mentor Day Custom Note Card Item #AJ57 American Calendar SAGE 50325	23	24	25	26	27
28	29	30	31	01	02	03

02

february

Black History Month

Use the SAGE ESG Filter to Find Black Owned Suppliers!

2024

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	01	02	03
 <p>FEB - Black History Month African American History Coloring Book Item #0594 Coloring Book Solutions SAGE 50731</p>		 <p>FEB 1-7 - National Patient Week Safety Kit Bag Item #PBSFKB Promotional Bands SAGE 69423</p>			 <p>FEB 2 - Groundhog Day Porthole Weather Station Item #SQB549 Bey-Berk International SAGE 60265</p>	
04	05	06	07	08	09	10
					 <p>FEB 9 - National Pizza Day Supreme Pizza Cut-It™ Item #1325 Evans Manufacturing SAGE 50018</p>	
11	12	13	14	15	16	17
	 <p>FEB 13 - Mardi Gras Still-Light Green Beads with Green Medallion Item #12462-GN-GNMD ALightPromos SAGE 67465</p>		 <p>FEB 14 - Valentine's Day Hidden Treasures with English Butter Toffee & Pecan Turtles Item #BDB160 Maple Ridge Farms SAGE 57654</p>			
18	19	20	21	22	23	24
	 <p>FEB 19 - Presidents' Day American Flag Flashing Pin Blinks Item #10195-5 ALightPromos SAGE 67465</p>				 <p>FEB 24 - National Chili Day Dye-Sublimated Full Color Waterproof Apron Item #CF-CPA Aprons Etc. SAGE 50091</p>	
25	26	27	28	29	01	02

03

2024

Promo Idea Calendar

March

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	29	01	02
					 <p>MAR 1 – Employee Appreciation Day 15 Oz. Two-Tone Matted Bistro Mug Item #MC1576M OpusLine (Benmex) SAGE 67027</p>	
03	04	05	06	07	08	09
					 <p>MAR 8 – International Women's Day Aromatherapy Sleep Kit Item #KIT-SLEEP-1 Bath Promotions SAGE 67959</p>	
10	11	12	13	14	15	16
 <p>MAR 12 - National Plant a Flower Day Sunflowers Growables Planter Item #JK-1576 Jornik Manufacturing Corp SAGE 50219</p>		 <p>MAR 13 – Dietitian Day Blood Pressure Log Book Item #BP-11 Payne Publishers Inc SAGE 53076</p>		 <p>MAR 14 – Pi Day Recycled Solar Calculator with Pen, Notepad and Flags Item #VPS-80008 Seesun SAGE 50155</p>		
17	18	19	20	21	22	23
 <p>MAR 17 – St Patrick's Day Shamrock Squeezies® Stress Reliever Item #26499 Alpi International Ltd SAGE 50313</p>		 <p>MAR 18 – Transit Driver Appreciation Day Febreze® CAR™ Vent Clip Item #AFFL Natural Trends SAGE 65032</p>				
24	25	26	27	28	29	30
					 <p>MAR 31 – Easter Egg Shaped Gifts EOS™ Lip Balm Item #EOS-LIP Raining Rose, Inc. SAGE 67001</p>	

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2024

Promo Idea Calendar

April

SAGE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01	02	03	04	05	06
 APR 1 – April Fool’s Day 6” Whoopee Cushion Item #WL678X WOWLine SAGE 52510		 APR 3 – National Walking Day Wrist Pedometer Watch Item #PED001 Giftarget Inc SAGE 69533		 APR 4 – National Burrito Day Burritos Tortilla Blanket Item #LPE142 Loyal Promos Inc SAGE 52554		
07	08	09	10	11	12	13
 APR 7 – World Health Day Polysure™ Out Of The Block Sports Water Bottle Item #4440 Evans Manufacturing SAGE 50018						
14	15	16	17	18	19	20
21	22	23	24	25	26	27
 APR 22 – Earth Day Large Non Woven Tote Item #JK-9903 Jornik Manufacturing Corp SAGE 50219		 APR 23 – National Picnic Day Tuscany Backpack Picnic Blanket™ Item #TBPB Towel Specialties SAGE 53926		 APR 24 – Administrative Professionals’ Day Blue Light Blocking Glasses Item #RB010 Eyevertising SAGE 69443		
28	29	30	01	02	03	04
 APR 28 – Safety and Health at Work Day Safety Protective Glasses Item #SP-5400 Seesun SAGE 50155						

05

Asian Pacific Heritage Month

Use the SAGE ESG Filter to Find Asian/Pacific Islander Owned Suppliers!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	01	02	03	04
 <p>MAY 1-31 – Asian Pacific Heritage Month Slide Sandals Item #CU-125 Seesun SAGE 50155</p>						
05	06	07	08	09	10	11
 <p>MAY 5 - Cinco de Mayo Imprinted Light Up Maracas Item #11331-5 ALightPromos SAGE 67465</p>	 <p>MAY 6 – National Nurses Day Heart Stress Reliever Item #JK-3967 Jornik Manufacturing Corp SAGE 50219</p>		 <p>MAY 7 – Teachers’ Day Varsity School Kit Item #1475 Evans Manufacturing SAGE 50018</p>			
12	13	14	15	16	17	18
 <p>MAY 12 – Mother’s Day Escape - 9 Piece Spa Set Item #SP009 Ace Products SAGE 65302</p>					 <p>MAY 17 – Bike to Work Day Bike Safety Flag Item #GWEX1085 Giftland Works LLC SAGE 50342</p>	
19	20	21	22	23	24	25
26	27	28	29	30	31	01
 <p>MAY 27 – Memorial Day Patriotic Stress Balls Reliever Item #1581 Cameo Novelty & Pen Company SAGE 50603</p>						

may

06

Pride Month

Use the SAGE ESG Filter to Find LGBTQ+ Owned Suppliers!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	01
 <p>JUNE 1-30 Pride Month Rainbow Headband Item #BAN613 Lincoln Line SAGE 60053</p>						
02	03	04	05	06	07	08
	 <p>JUN 3 – Leave Office Early Day 20 oz. Double Wall Tumbler Item #MP20 OpusLine (Benmex) SAGE 67027</p>		 <p>JUN 5 – World Environment Day The Selva Umbrella Item #2410RPET Peerless Umbrella Company SAGE 53091</p>			
09	10	11	12	13	14	15
			 <p>JUN 12 – National Automotive Service Professionals Day Stanley Tools 12" Technician Tool Bag Item #STST70574 ProMotive SAGE 50452</p>			
16	17	18	19	20	21	22
 <p>JUN 16 – Father's Day Men's Necktie Item #BMRZ 029 Blooming Promo Inc SAGE 52856</p>			 <p>JUN 19 – Juneteenth Little Legends: Exceptional Men in Black History Item # 9780316475143 The Book Company SAGE 65718</p>			
23	24	25	26	27	28	29
 <p>JUN 23 – National Hydration Day 40 Oz. Paracord Vacuum Bottle Item #3840 OpusLine (Benmex) SAGE 67027</p>					 <p>JUN 30 – World Social Media Day Mobile Ring Selfie LED Light Phone and Laptop Accessory Item #SG-11 Seesun SAGE 50155</p>	

June

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	01	02	03	04	05	06
 <p>JULY – National Anti-Boredom Month Five Bubble Flower Fidget Push Pop Spinner Item #PPSP001 Giftarget Inc SAGE 69533</p>		 <p>JUL 4 – Independence Day BBQ Grill Apron Item #12107 AAA Innovations SAGE 50160</p>		 <p>JUL 6 – Take Your Webmaster to Lunch Day Logitech MX Vertical Ergonomic Wireless Mouse Item #LOG-MXVERTICAL HIRSCH SAGE 66296</p>		
07	08	09	10	11	12	13
 <p>JUL 7 – World Chocolate Day Custom Molded Wrapper Bars Item #WB1-K NC Custom SAGE 52303</p>						
14	15	16	17	18	19	20
			 <p>JUL 18 – World Listening Day Wrapsody™ Wireless Headphones Item #96012 Origaudio SAGE 69075</p>			
21	22	23	24	25	26	27
			 <p>JUL 25 – National Intern Day Kraft Coffee Clutch Item #TG900 Tranter Graphics Inc SAGE 53600</p>		 <p>JUL 27 - National Work from Home Day Custom Lounge Pants Item #KL-1 KTP Design Company SAGE 63906</p>	
28	29	30	31	01	02	03

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Promo Idea Calendar

August

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28  AUG – National Wellness Month iHome Powerglide Deep Tissue Percussion Massager Item #IH-POWERGLIDE HIRSCH SAGE 66296	29	30	31	01	02	03
04  AUG 4 – National Chocolate Chip Cookie Day Chocolate Chunk Cookie Gourmet Snack Pack Item #CLI201 Maple Ridge Farms Inc SAGE 57654	05	06	07  AUG 8 – International Cat Day Shoulder Bag Pet Carrier for Small Pets Item #GWKC227A Giftland Works LLC SAGE 50342	08	09  AUG 9 – National Book Lovers Day Bookmark Item #BM-8517 Halls & Company SAGE 50029	10
11	12	13	14	15	16	17
18	19	20	21	22	23  AUG 24 – National Waffle Day Mini Waffle Maker Electric Circular Bakeware Item #CPAL0281SG Credible Promo Inc SAGE 52015	24
25  AUG 26 – Women's Equality Day Women's Equality Pin Item #S308 PinMart Inc SAGE 62728	26	27	28	29	30  AUG 31 – World Distance Learning Day Item #SG-RZR Webcam Cover Razor C-Slide SAGE 69983	31

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September

Sept 15th - Oct 15th is National Hispanic Heritage Month

Use the SAGE ESG Filter to Find Hispanic Owned Suppliers!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01  SEP 2 - Labor Day The 72" Economy Beach Umbrella Item #B1339 Ad Products Bazaar Inc SAGE 61582	02	03	04	05	06	07
08	09	10	11  SEP 11 - Patriots Day "Veteran US Flag" Stock Lapel Pin Item #P-91 Emblematics Inc. SAGE 52109	12	13	14
15  SEP 15 - National Hispanic Heritage Month 8' Economy Draped Standard Table Cover Item #202046 Rivers Promo Inc SAGE 68786	16	17  SEP 17 - IT Professionals Day 8 GB Classic Swivel USB Flash Drive Item #AP201-08-8GB Athena Promo SAGE 68136	18	19	20	21
22  SEP 22 - American Business Women's Day Targus Classic Slim Briefcase Item #TAR-271 HIRSCH SAGE 66296	23	24  SEP 24 - Family Health and Fitness Day Soccer Ball Item #SBL300 Lincoln Line SAGE 60053	25	26	27  SEP 25 - National Cooking Day 5-Piece Bamboo & Silicone Utensil Set Item #2305 Evans Manufacturing SAGE 50018	28
29  SEP 29 - National Coffee Day 12 Oz. Cork Base Ceramic Mug Item #MC29 OpusLine (Benmex) SAGE 67027	30	01	02	03	04	05

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October

Breast Cancer Awareness Month

Use the Breast Cancer Awareness Theme in SAGE!

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Promo Idea Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	01	02	03	04	05
 <p>OCT - Breast Cancer Awareness 16 Oz. Stadium Cups Item #16S Rush Service SAGE 52278</p>				 <p>OCT 4 - National Truckers Appreciation Day Sunglasses Visor Clips Item #CP-13 Seesun SAGE 50155</p>		
06	07	08	09	10	11	12
 <p>OCT 7-11 - Customer Service Week Money Wad Squeezie® Item #26600 Alpi International Ltd SAGE 50313</p>						
13	14	15	16	17	18	19
 <p>OCT 14 - Indigenous Peoples Day VIBE Speaker Tumbler Item #VIBE-18 Fireside Industries Inc SAGE 52551</p>		 <p>OCT 16 - Boss's Day Correspondence Phablet Padfolio w/Magnetic Closure Item #S672 Cosmo Promos SAGE 50376</p>				
20	21	22	23	24	25	26
		 <p>OCT 23 - Medical Assistants Recognition Day Landau® ScrubZone® Scrub Shirt Item #71221 Scrub Authority SAGE 68414</p>				
27	28	29	30	31	01	02
				 <p>OCT 31 - Halloween LED Pumpkin Trick-Or-Treat Halloween Bag Item #11931-5 ALightPro SAGE 67465</p>		

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november

2024

Promo Idea Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	01	02
				 <p>NOV 1 – Day of the Dead Skull Stress Reliever Item #LAN-SK07 Ariel Premium Supply Inc SAGE 60462</p>		
03	04	05	06	07	08	09
10	11	12	13	14	15	16
 <p>NOV 11 – Veterans Day Custom Challenge Coin Item #KB17000 Emblematics Inc. SAGE 52109</p>		 <p>NOV 13 – World Kindness Day Smiley Face Sticky Note Pack Item #JK-1864 Jornik Manufacturing Corp SAGE 50219</p>		 <p>NOV 10-16 – National Nurse Practitioner Week Storage Clipboard Item #2785 Evans Manufacturing SAGE 50018</p>		
17	18	19	20	21	22	23
			 <p>NOV 21 – Great American Smokeout Sugar Free Gum in Sleeve Item #SBF1600-K NC Custom SAGE 52303</p>			
24	25	26	27	28	29	30
		 <p>NOV 28 – Thanksgiving Thankful Box of Snacks Item #1592403 Stuff A Mug SAGE 50343</p>		 <p>NOV 29 – Black Friday Customized Gift Wrapping Paper Item #YORKN26098 Yorkn Inc SAGE 69488</p>		

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deceember

National Human Rights Month

Utilize the Union Made filter in SAGE!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	02	03	04	05	06	07
 <p>DEC – National Human Rights Month The Roadmaster - 18 Oz. Travel Tumbler w/Clear Slide Lid Item #AC18X Garyline SAGE 51291</p>		 <p>DEC 2 – Cyber Monday Plastic Adjustable Phone Stand Item #GP73138 Getin Promos Inc SAGE 51660</p>				
08	09	10	11	12	13	14
	 <p>DEC 9 – Green Monday Non-Woven Custom Drawstring Backpack Item #128843 Rivers Promo Inc. SAGE 68786</p>					
15	16	17	18	19	20	21
					 <p>DEC 20 – National Ugly Sweater Day Custom Knit Ugly Christmas Sweater Item #UGLYSWEATER-STD-JQD AZX Sport-USA SAGE 65504</p>	
22	23	24	25	26	27	28
		 <p>DEC 25 – Christmas Day Customizable Hardwood Ornaments Item #022705-02 Unique Custom Products SAGE 50478</p>	 <p>DEC 25-JAN 1 – Hanukkah Dreidel Plushie Item #99315 Artistic Toys & Promotions LLC SAGE 50021</p>		 <p>DEC 26-JAN 1 – Kwanzaa My First Kwanzaa Item #9781250050465 The Book Company SAGE 65718</p>	
29	30	31	01	02	03	04
		 <p>DEC 31 – New Year's Eve Algo Plastic Champagne Flutes Item #AU-GW4D Agraffes Innovation SAGE 69809</p>				