

THE BRAND PLANNER: 2026 EDITION

Stay Ahead. Stress Less. Hit Every Deadline.

Your Roadmap for Apparel, Print, & Promo Success

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January

	order by	event date
New Year's Day	10/29/2025	1/1/2026
Martin Luther King Jr. Day	11/23/2025	1/19/2026

February

	order by	event date
Groundhog Day	12/14/2025	2/2/2026
Superbowl	12/16/2025	2/8/2026
Mardi Gras	12/18/2025	2/9/2026
Valentine's Day	12/21/2025	2/14/2026
Presidents Day	12/22/2025	2/16/2026

March

	order by	event date
Events & Exhibiting Season	1/9/2026	March 2026
Spring Sports	1/10/2026	March 2026
Employee Appreciation Day	1/11/2026	3/6/2026
St. Patrick's Day	1/28/2026	3/17/2026

April

	order by	event date
Golf Season Begins	2/4/2026	April 2026
Spring Events	2/5/2026	April 2026
Easter	2/10/2026	4/5/2026
Earth Day	2/25/2026	4/22/2026

May

	order by	event date
Customer Appreciation Month	3/5/2026	May 2026
Teacher Appreciation Week	3/10/2026	5/4/26 - 5/8/26
Cinco de Mayo	3/12/2026	5/5/2026
Mother's Day	3/16/2026	5/10/2026
2027 Calendars Launch	5/15/2026	5/15/2026
Memorial Day	3/30/2026	5/25/2026
Graduation Season	3/31/2026	5/26/2026

June

	order by	event date
Pride Month	4/2/2026	6/1/2026
Summer Events	4/3/2026	6/4/2026
Flag Day	4/10/2026	6/14/2026
Juneteenth	4/13/2026	6/19/2026
Father's Day	4/14/2026	6/21/2026
Calendar Discount Ends	5/15/2026	6/30/2026

August

	order by	event date
Tailgate Season Kickoff	6/24/2026	August 2026
Back to School	6/26/2026	August 2026
National Non-Profit Day	6/29/2026	8/17/2026

July

	order by	event date
250th Independence Day	5/9/2026	7/4/2026
Holiday Materials Launch	7/15/2026	7/15/2026

September

	order by	event date
Fall Golf Events	7/6/2026	September 2026
Labor Day	7/13/2026	9/7/2026
Last Call for Holiday Bulk Orders	9/15/2026	9/15/2026

October

order by

event date

Breast Cancer Awareness
Month

8/27/2026

October 2026

Indigenous Peoples' Day

8/31/2026

10/12/2026

Halloween

9/3/2026

10/31/2026

December

order by

event date

Giving Tuesday

9/30/2026

12/1/2026

Last Call for 2027 Calendars

12/15/2026

12/15/2026

Christmas

10/5/2026

12/25/2026

New Year's Eve

10/9/2026

12/31/2026

November

order by

event date

Veterans Day

9/16/2026

11/11/2026

Thanksgiving

9/22/2026

11/26/2026

Black Friday

9/23/2026

11/27/2026

JANUARY '26

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				NEW YEAR'S DAY 1	2	3
4	5	6	7	8	9 EVENTS & EXHIBITING	10 SPRING SPORTS
11 EMPLOYEE APPRECIATION	12 MLK JR. DAY	13	14	15	16	17
18	19 MLK JR. DAY	20	21	22	23	24
25	26 GROUNDHOG DAY	27	28 ST. PATRICK'S DAY	29	30	31

psssst...

January is your head-start month. While the world is still easing into the new year, you can get ahead on event & exhibit refreshes, spring sports apparel, appreciation planning, and early-season print needs. It is also a smart moment to review brand assets, update templates, and clean up last year's creative clutter so your team starts organized.

And with overseas production slowing from 2/17 to 3/3 for Chinese New Year, thinking ahead now helps you avoid bottlenecks and sets the tone for a smoother year.

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FEBRUARY '26

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1	2	3	4	5	6	7
SUPER BOWL	GROUNDHOG DAY	MARDI GRAS	GOLF SEASON	SPRING EVENTS		VALENTINE'S DAY
8	9	10	11	12	13	14
SUPER BOWL	MARDI GRAS	EASTER	PRESIDENTS' DAY			VALENTINE'S DAY
15	16	17	18	19	20	21
	PRESIDENTS' DAY	CHINESE NEW YEAR BEGINS				
22	23	24	25	26	27	28
	SPRING SPORTS		EARTH DAY	EMPLOYEE APPRECIATION	EVENTS & EXHIBITING	

psssst...

February is when spring planning picks up speed. Earth Day, Easter, golf outings, and outdoor events all benefit from thoughtful, planet-friendly product choices. It is also a good time to evaluate packaging, swag kits, and printed materials for sustainability updates.

This month is ideal for exploring eco options, mapping longer lead times, and organizing creative so production moves cleanly into spring without surprises.

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MARCH '26

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1	2	3	4	5	6	7
SPRING SPORTS	EVENTS & EXHIBITING			CUSTOMER APPRECIATION	EMPLOYEE APPRECIATION	
8	9	10	11	12	13	14
	ST. PATRICK'S DAY	TEACHER APPRECIATION		CINCO DE MAYO		
15	16	17	18	19	20	21
	MOTHER'S DAY	ST. PATRICK'S DAY				
22	23	24	25	26	27	28
					GOLF SEASON	SPRING EVENTS
29	30	31				
EASTER	MEMORIAL DAY	GRADUATION				

psssst...

March brings a rush of appreciation moments. Teachers, employees, customers, grads, and sports fans all show up on the calendar at once, so early prep keeps gifting intentional rather than reactive. It is also a natural checkpoint for updating signage, reordering uniforms, and refreshing safety or training materials before summer hiring ramps up.

If you are planning environmental branding or facility updates for the year, this is a great month to begin creative exploration and lock in production windows before installation calendars fill.

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APRIL '26

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			1	2	3	4
			GOLF SEASON	PRIDE MONTH	SPRING EVENTS	
5	6	7	8	9	10	11
EASTER	SUMMER EVENTS				FLAG DAY	
12	13	14	TAX DAY 15	16	17	18
	JUNETEENTH	FATHER'S DAY		EARTH DAY		
19	20	21	22	23	24	25
			EARTH DAY	CUSTOMER APPRECIATION MONTH		
26	27	28	29	30		
	TEACHER APPRECIATION WEEK	CINCO DE MAYO				

psssst...

April is the moment to look ahead at early summer touchpoints. Pride Month, Father's Day, Juneteenth, and outdoor events all benefit from inclusive apparel, warm-weather gear, and memorable swag people actually keep.

America's 250th Anniversary is just around the corner. Themed apparel, custom promo, signage, and turnkey event branding can help bring the semiquincentennial to life, and early preparation ensures everything comes together smoothly.

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MAY '26

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					1	2
					CUSTOMER APPRECIATION MONTH	
3	4	5	6	7	8	9
MOTHER'S DAY	TEACHER APPRECIATION WEEK	CINCO DE MAYO				250TH INDEPENDENCE DAY
10	11	12	13	14	15	16
MOTHER'S DAY					2027 CALENDARS NOW AVAILABLE	
17	18	19	20	21	22	23
	MEMORIAL DAY	GRADUATION SEASON				
24	MEMORIAL DAY	26	27	28	29	30
		GRADUATION SEASON	PRIDE MONTH		SUMMER EVENTS	31

psssst...

Summer is approaching quickly, and this is your prep window for warm weather events, team outings, and seasonal giveaways. Starting now keeps production on schedule as demand increases.

May also marks the release of the upcoming year's custom calendar lineup. Locking in designs early helps secure the best selection and pricing while everything is still wide open.

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JUNE '26

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	1	2	3	4	5	6
	PRIDE MONTH			SUMMER EVENTS		
7	8	9	10	11	12	13
FLAG DAY						JUNETEENTH
14	15	16	17	18	JUNETEENTH 19	20
FLAG DAY	FATHER'S DAY					
21	22	23	24	25	26	27
FATHER'S DAY			TAILGATE SEASON		BACK TO SCHOOL	INDEPENDENCE DAY
28	29	30				
	NATIONAL NONPROFIT DAY	2027 CALENDAR DISCOUNT ENDS				

psssst...

Back to school, fall sports, tailgates, and retail appreciation events are closer than they seem. June is the moment to plan ahead so your fall launches stay on track and stress free.

Consider locking in annual calendar orders ahead of mid-year price increases. And if you're planning any give-back initiatives, starting now helps ensure donation collection and charitable merch programs run smoothly later in the year.

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			1	2	3	INDEPENDENCE DAY 4
5	6 FALL GOLF SEASON	7	8	9	10	11
12	13 LABOR DAY	14	15 HOLIDAY MATERIALS LAUNCH	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30 BACK TO SCHOOL	31 TAILGATE SEASON	

psssst...

July is the sweet spot for prepping Labor Day apparel, staff shirts, early fall giveaways, and Q3 signage while schedules are still flexible. Starting now helps you avoid the late-summer production crunch.

This is also when many brands begin building their holiday game plan, from greeting-card artwork to campaign themes to seasonal content needs.



AUGUST '26

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						1 TAILGATE SEASON
2	3 BACK TO SCHOOL	4	5	6	7	8
9	10 NATIONAL NONPROFIT DAY	11	12	13	14	15
16	17 NATIONAL NONPROFIT DAY	18	19	20	21	22
23	24	25	26	27 BREAST CANCER AWARENESS MONTH	28 FALL GOLF EVENTS	29
30 LABOR DAY	31 INDIGENOUS PEOPLES' DAY					

psssst...

August is your last comfortable window to prepare for Breast Cancer Awareness Month. Pink apparel, ribbons, event merch, and awareness gear all require early planning to secure inventory.

It is also a smart time to map out your holiday needs, from kits and gifting strategies to décor, signage, and family-friendly activities that bring seasonal programs to life.

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SEPTEMBER '26

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		1	2	3	4	5
		FALL GOLF EVENTS		HALLOWEEN		
6	LABOR DAY 7	8	9	10	11	12
				HOLIDAY CLOSURE PACKAGE		
13	14	15	16	17	18	19
		SEASON'S GREETINGS	VETERANS DAY			
20	21	22	23	24	25	26
		THANKSGIVING	BLACK FRIDAY		BREAST CANCER AWARENESS MONTH	
27	28	29	30			
			GIVING TUESDAY			

psssst...

September begins the countdown to Q4. Halloween, Thanksgiving, and Black Friday all require thought ahead of the masses, so early ordering is your best strategy for smooth execution.

It is also an ideal month to finalize holiday print pieces and bulk card orders, update storefront or lobby signage, and lock in any campaign assets you will rely on for year-end engagement.

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OCTOBER '26

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				1	2	3
				BREAST CANCER AWARENESS MONTH		
4	5	6	7	8	9	10
	CHRISTMAS	INDIGENOUS PEOPLES' DAY			NEW YEAR'S EVE	
11	INDIGENOUS PEOPLES' DAY COLUMBUS DAY	13	14	15	16	17
				LAST CALL FOR HOLIDAY MATERIALS		
18	19	20	21	22	23	24
						HALLOWEEN
25	26	27	28	29	30	31
						HALLOWEEN

psssst...

October looks festive, but the real fright is waiting too long to order holiday gifts, winter apparel, or New Year's merch. Planning now keeps your year-end programs running smoothly.

It is also a natural time to map out next year's strategic direction. Turning initial ideas into an actionable plan now helps teams start the new year aligned, organized, and ready to move.



NOVEMBER '26

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1	2	3	4 VETERAN'S DAY	5	6 HOLIDAY CLOSURE PACKAGE	7
8	9	10 SEASON'S GREETINGS	11 Veteran's Day	12	13	14
15	16	17	18	19 THANKSGIVING	20 BLACK FRIDAY	21
22	23 MLK JR. DAY	24	25 GIVING TUESDAY	26 THANKSGIVING	27 BLACK FRIDAY	28
29	30					

psssst...

November is the perfect time to regain control of your brand before the new year hits. If digital files, physical assets, inventory, or brand consistency felt chaotic this year, this is your chance to reset and bring everything back into alignment. Centralizing assets and tightening processes now helps ensure a smoother start to the year ahead.

It is also helpful to finalize federal-holiday closure signage so teams and locations have clear, turnkey communication in place for the upcoming year.



DECEMBER '26

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		1	2	3	4	5
		GIVING TUESDAY	HOLIDAY EVENTS			
6	7	8	9	10	11	12
13	14	15	16	17	18	19
	GROUNDHOG DAY	LAST CALL FOR CALENDARS	SUPER BOWL	CHRISTMAS	MARDI GRAS	
20	21	22	23	24	Christmas 25	26
	VALENTINE'S DAY	PRESIDENTS DAY		NEW YEAR'S EVE		
27	28	29	30	31		
				NEW YEAR'S EVE		

psssst...

December is more than holiday celebrations. It is the ideal time to prep for early-year events like Mardi Gras, Valentine's Day, and Presidents Day. Getting started now keeps January stress free.

This is also the perfect window to review any annual materials your organization relies on for the year ahead. Taking stock of what you need and refreshing designs or formats now helps ensure everything is ready before the new year begins.